



VELS
UNIVERSITY



VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI - INDIA

School of Management Studies & Commerce



Brochure

(Programme and Courses offered)

2015-2016

PV Vaithiyalingam Road, Velan Nagar, Pallavaram, Chennai - 600117.

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About the School

The Department of Management Studies which remains an imperative organ under Vels Group of Institutions had its beginning during the Academic Year 1998-99. The Department is now prevalently branded as the Vels Institute of Business Administration (VIBA). The institute is engaged in offering a two year Post Graduate Programme in Business Administration (MBA). This technical and specialized course was readily accepted by the All India Council for Technical Education (AICTE), Government of India and had subsequently approved by the same. At present the total student force of VIBA stands 240 in numbers. The changing environment, a separate online internet accessing facility is provided

DEPARTMENT OF BUSINESS ADMINISTRATION

1. B.B.A. - Bachelor of Business Administration ... 3 Years (6 semesters)

DEPARTMENT OF COMMERCE

2. B.Com. - Accounts And Finance ... 3 Years (6 semesters)
3. B.Com. - Computer Application ... 3 Years (6 semesters)
4. Ph.D., Commerce ... 3 Years
5. M.Phil., Commerce ... 1 Year (2 semesters)

DEPARTMENT OF MANAGEMENT STUDIES

6. M.B.A. Specialisations in : HR, Marketing, Systems, Finance, Production, 2 Years (4 semesters)
7. M.B.A. LSM 2 Years (4 semesters)
8. M.B.A. LSCM 2 Years (4 semesters)
9. M.B.A. – 5 years Integrated 5 Years (10 semesters)
10. Ph.D., Management Studies ... 3 Years
11. M.Phil., Management Studies ... 1 Year (2 semesters)

PROGRAM AND COURSE DETAILS 2015-2016

Programme Name	Course code	Subject Name
B.B.A. - Bachelor of Business Administration	15BBA001	MANAGEMENT PRINCIPLES
	15BBA002	FUNDAMENTALS OF FINANCIAL ACCOUNTING
	15BBA101	MANAGERIAL ECONOMICS
	15LEN001	ENGLISH PAPER - I
	15LFR001	FRENCH PAPER - I
	15LHN001	HINDI PAPER - I
	15LTA001	TAMIL PAPER - I
	15BBA003	BUSINESS ENVIRONMENT
	15BBA004	FINANCIAL SERVICES
	15BBA109	PRODUCTION AND SUPPLY CHAIN MANAGEMENT
	15LEN002	ENGLISH PAPER - II
	15LFR002	FRENCH PAPER - II
	15LHN002	HINDI PAPER - II
	15LTA002	TAMIL PAPER - II
	15CBBA31	MARKETING MANAGEMENT
	15CBBA32	BUSINESS MATHS AND STATISTICS
	15CBBA33	BUSINESS LAW
	15CBBA34	MATERIALS MANAGEMENT
	15GBBA31	OFFICE MANAGEMENT
	15LECM31	ENGLISH FOR COMMUNICATION
	15SBBA31	PERSONALITY DEVELOPMENT
	15UGE502	OFFICE MANAGEMENT
	15CBBA41	HUMAN RESOURCE MANAGEMENT
	15CBBA42	OPERATIONS RESEARCH
	15CBBA43	ORGANISATIONAL BEHAVIOUR

	15DBBA41	SERVICE MARKETING
	15EVB261	ETHICS AND VALUES
	15EVS041	ENVIRONMENTAL STUDIES
	15GBBA41	COMPUTER APPLICATIONS IN BUSINESS
	15UGE522	COMPUTER APPLICATIONS IN BUSINESS
	15CBBA51	FINANCIAL MANAGEMENT
	15CBBA52	RESEARCH METHODOLOGY
	15CBBA53	BUSINESS TAXATION
	15DBBA51	HUMAN RESOURCE DEVELOPMENT
	15DBBA52	CUSTOMER RELATIONSHIP MANAGEMENT
	15GBBA51	E - BUSINESS
	15CBBA61	MANAGEMENT ACCOUNTING
	15CBBA62	ENTREPRENEURIAL DEVELOPMENT
	15DBBA61	RETAIL MANAGEMENT
	15DBBA62	EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS
	15GBBA61	PRACTICAL AUDITING
	15RBBA61	PROJECT

Programme Name	Course code	Subject Name
B.Com. - Accounts And Finance	15BCF001	FINANCIAL ACCOUNTING - I
	15BCF002	MANAGERIAL ECONOMICS
	15BCF101	BUSINESS MANAGEMENT
	15LEN001	ENGLISH PAPER - I
	15LFR001	FRENCH PAPER - I
	15LHN001	HINDI PAPER - I
	15LTA001	TAMIL PAPER - I
	15BCF003	FINANCIAL ACCOUNTING - II

15BCF004	INTERNATIONAL ECONOMICS
15BCF102	BUSINESS ENVIRONMENT
15LEN002	ENGLISH PAPER - II
15LFR002	FRENCH PAPER - II
15LHN002	HINDI PAPER - II
15LTA002	TAMIL PAPER - II
15CBCF31	CORPORATE ACCOUNTING - I
15CBCF32	MODERN BANKING
15CBCF33	BUSINESS LAW
15CBCF34	BUSINESS STATISTICS
15EVB261	ETHICS AND VALUES
15LENG31	ENGLISH PAPER - III
15UGE511	PERSONALITY DEVELOPMENT
15CBCF41	CORPORATE ACCOUNTING - II
15CBCF42	RESOURCE MANAGEMENT TECHNIQUES
15CBCF43	COMPANY LAW
15DBC41	HUMAN RESOURCE MANAGEMENT
15EVS041	ENVIRONMENTAL STUDIES
15SNSS41	NSS - II
15UGE524	PROJECT MANAGEMENT
15CBCF51	COST ACCOUNTING
15CBCF52	PRACTICAL AUDITING
15CBCF53	INCOME TAX, LAW AND PRACTICE - I
15DBC51	FINANCIAL SERVICES
15DBC52	FINANCIAL MANAGEMENT
15GBCF51	COMPUTER LANGUAGES IN BUSINESS
15CBCF61	MANAGEMENT ACCOUNTING
15CBCF62	INCOME TAX, LAW AND PRACTICE - II
15DBC61	ENTREPRENEURIAL DEVELOPMENT
15DBC62	MARKETING MANAGEMENT
15GBCF61	E - COMMERCE
15RBCF61	RESEARCH PROJECT WORK

Programme Name	Course code	Subject Name
B.Com. - Computer Application	15BCC001	FINANCIAL ACCOUNTING - I
	15BCC002	MANAGERIAL ECONOMICS
	15BCC101	INTRODUCTION TO INFORMATION TECHNOLOGY
	15LEN001	ENGLISH PAPER - I
	15LFR001	FRENCH PAPER - I
	15LHN001	HINDI PAPER - I
	15LTA001	TAMIL PAPER - I
	15BCC003	FINANCIAL ACCOUNTING - II
	15BCC004	INTERNATIONAL ECONOMICS
	15BCC102	C LANGUAGE
	15LEN002	ENGLISH PAPER - II
	15LFR002	FRENCH PAPER - II
	15LHN002	HINDI PAPER - II
	15LTA002	TAMIL PAPER - II
	15CBCC31	CORPORATE ACCOUNTING - I
	15CBCC32	BUSINESS STATISTICS
	15CBCC33	BUSINESS LAW
	15EVB261	ETHICS AND VALUES
	15LENG31	ENGLISH PAPER - III
	15PBCC31	PRACTICAL - FUNDAMENTALS OF COMPUTER AND TALLY
	15UGE511	PERSONALITY DEVELOPMENT
	15CBCC41	CORPORATE ACCOUNTING - II
	15CBCC42	RESOURCE MANAGEMENT TECHNIQUES
	15CBCC43	COMPANY LAW
	15EVS041	ENVIRONMENTAL STUDIES
	15PBCC41	PRACTICAL - DATABASE MANAGEMENT SYSTEM
	15SNSS41	NSS - II
	15UGE524	PROJECT MANAGEMENT
	15CBCC51	COST ACCOUNTING
	15CBCC52	PRACTICAL AUDITING
15CBCC53	INCOME TAX, LAW AND PRACTICE - I	
15DBCC51	SOFTWARE DEVELOPMENT WITH VISUAL PROGRAMMING	
15DBCC52	FINANCIAL MANAGEMENT	

	15GBCC51	COMPUTER LANGUAGES IN BUSINESS
	15CBCC61	MANAGEMENT ACCOUNTING
	15CBCC62	INCOME TAX, LAW AND PRACTICE - II
	15DBCC61	MANAGEMENT INFORMATION SYSTEM
	15DBCC62	MARKETING MANAGEMENT
	15GBCC61	E - COMMERCE
	15RBCC61	RESEARCH PROJECT WORK