



# VELS



INSTITUTE OF SCIENCE, TECHNOLOGY  
& ADVANCED STUDIES (VISTAS)

(DEEMED TO BE UNIVERSITY Estd. u/s 3 OF THE UGC ACT, 1956)

**NAAC ACCREDITED**  
PALLAVARAM - CHENNAI - INDIA

## School of Management Studies & Commerce



# Brochure

(Programme and Courses offered)

## 2017-2018

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. B.Com. - General ... 3 Years (6 semesters)
5. Ph.D., Commerce ... 3 Years
6. M.Phil., Commerce ... 1 Year (2 semesters)

### Department of Economics

7. B.A - Economics ... 3 Years (6 semesters)
8. Ph.D., Economics ... 3 Years
9. M.Phil., Economics ... 1 Year (2 semesters)

### Department of Management Studies

10. M.B.A. Specialisations in : HR, Marketing, Systems, Finance, Production ..... 2 Years (4 semesters)
11. M.B.A. LSM ..... 2 Years (4 semesters)
12. M.B.A. LSCM ..... 2 Years (4 semesters)
13. M.B.A. – 5 years Integrated ..... 5 Years (10 semesters)
14. M.B.A. Business Analytics ..... 2 Years (4 semesters)
15. M.Phil., Management Studies ..... 1 Year (2 semesters)
16. Ph.D., Management Studies ..... 3 Years

## PROGRAM AND COURSE DETAILS 2017-2018

<b>Programme Name</b>	<b>Course code</b>	<b>Subject Name</b>
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
	15GBC61	E - COMMERCE
	15RBC61	RESEARCH PROJECT WORK

Programme Name	Course code	Subject Name
B.Com. - Computer Application	16CBCC11	FINANCIAL ACCOUNTING - I
	16CBCC12	MANAGERIAL ECONOMICS
	16DBCC11	INTRODUCTION TO INFORMATION TECHNOLOGY
	16LENG11	ENGLISH PAPER - I
	16LFRE11	FRENCH PAPER - I
	16LHIN11	HINDI PAPER - I
	16LTAM11	TAMIL PAPER - I
	16CBCC21	FINANCIAL ACCOUNTING - II
	16CBCC22	INTERNATIONAL ECONOMICS
	16LENG21	ENGLISH PAPER - II
	16LFRE21	FRENCH PAPER - II
	16LHIN21	HINDI PAPER - II
	16LTAM21	TAMIL PAPER - II
	16PBCC21	PRACTICAL - BUSINESS APPLICATION SOFTWARE
	16ALEN31	ENGLISH FOR COMMUNICATION
	16CBCC31	CORPORATE ACCOUNTING - I
	16CBCC32	BUSINESS STATISTICS
	16CBCC33	BUSINESS LAW
	16EVB261	ETHICS AND VALUES - I
	16PBCC31	PRACTICAL - FUNDAMENTALS OF COMPUTER AND TALLY
16UGE501	PERSONALITY	

	DEVELOPMENT
16CBCC41	CORPORATE ACCOUNTING - II
16CBCC42	RESOURCE MANAGEMENT TECHNIQUES
16CBCC43	COMPANY LAW
16EVS041	ENVIRONMENTAL STUDIES
16PBCC41	PRACTICAL - DATABASE MANAGEMENT SYSTEM
16SNSS41	NSS
16UGE503	PROJECT MANAGEMENT
16CBCC51	COST ACCOUNTING
16CBCC52	PRACTICAL AUDITING
16CBCC53	INCOME TAX, LAW AND PRACTICE - I
16DBCC51	SOFTWARE DEVELOPMENT WITH VISUAL PROGRAMMING
16DBCC52	FINANCIAL MANAGEMENT
16GBCC51	BUSINESS INFORMATION SYSTEMS

Programme Name	Course code	Subject Name
B.Com. - General	17CBGL11	FINANCIAL ACCOUNTING - I
	17CBGL12	MANAGERIAL ECONOMICS
	17DBGL11	BUSINESS ORGANISATION AND OFFICE MANAGEMENT
	17LENG11	ENGLISH PAPER - I
	17LFRE11	FRENCH PAPER - I
	17LHIN11	HINDI PAPER - I
	17LTAM11	TAMIL PAPER - I
	17CBGL21	FINANCIAL ACCOUNTING - II
	17CBGL22	INTERNATIONAL ECONOMICS
	17DBGL21	GLOBAL BUSINESS ENVIRONMENT
	17LENG21	ENGLISH PAPER - II
	17LFRE21	FRENCH PAPER - II

17LHIN21	HINDI PAPER - II
17LTAM21	TAMIL PAPER - II
17ABGL31	BUSINESS COMMUNICATION
17CBGL31	CORPORATE ACCOUNTING - I
17CBGL32	BUSINESS STATISTICS
17CBGL33	BUSINESS AND CORPORATE LAW
17DBGL31	MODERN BANKING
17EVB261	ETHICS AND VALUES
17UGE501	PERSONALITY DEVELOPMENT

Programme Name	Course code	Subject Name
B.A - Economics	16CECN11	BASIC CONCEPTS IN ECONOMICS - I
	16CECN12	STATISTICS - I
	16DECN11	FINANCIAL INSTITUTIONS AND MARKETS - I
	16LENG11	ENGLISH PAPER - I
	16LFRE11	FRENCH PAPER - I
	16LHIN11	HINDI PAPER - I
	16LTAM11	TAMIL PAPER - I
	16CECN21	BASIC CONCEPTS IN ECONOMICS - II
	16CECN22	STATISTICS - II
	16DECN21	FINANCIAL INSTITUTIONS AND MARKETS - II
	16LENG21	ENGLISH PAPER - II
	16LFRE21	FRENCH PAPER - II
	16LHIN21	HINDI PAPER - II
	16LTAM21	TAMIL PAPER - II
	16CECN31	INDIAN ECONOMY - I
	16CECN32	MONETARY ECONOMICS - I
	16DECN31	OPERATIONS RESEARCH
	16EVB261	ETHICS AND VALUES - I
	16LENG31	ENGLISH PAPER - III



	16LFRE31	FRENCH PAPER - III
	16LHIN31	HINDI PAPER - III
	16LTAM31	TAMIL PAPER - III
	16UGE501	PERSONALITY DEVELOPMENT
	16CECN41	INDIAN ECONOMY - II
	16CECN42	MONETARY ECONOMICS - II
	16DECN41	HUMAN RESOURCE MANAGEMENT
	16EVB262	ETHICS AND VALUES - II
	16EVS041	ENVIRONMENTAL STUDIES
	16LENG41	ENGLISH PAPER - IV
	16LFRE41	FRENCH PAPER - IV
	16LHIN41	HINDI PAPER - IV
	16LTAM41	TAMIL PAPER - IV
	16CECN51	FISCAL ECONOMICS - I
	16CECN52	MACRO ECONOMICS - I
	16CECN53	HISTORY OF ECONOMIC THOUGHT
	16DECN51	LABOUR ECONOMICS
	16DECN52	HEALTH ECONOMICS
	15UGE506	PROJECT MANAGEMENT - I