



# TAMILNADU COUNCIL FOR OPEN AND DISTANCE LEARNING

Accredited by International Council for Open & Distance Education (ICDE), Oslo, Norway

Internationally Accredited Institution Registered under Tamilnadu Govt Act

## INTEGRATED MBA (I-MBA)

(DURATION - 5 YEARS)

### FIRST YEAR

S.N	Subject Code	Course Description
1	IMBA-1	Part I: Tamil Paper I/ Communication Skills - I
2	IMBA-2	Part II: English Paper I
3	IMBA-3	Principles of Economics
4	IMBA-4	Financial Accounting
5	IMBA-5	Part I: Tamil Paper II / Communication Skills - II
6	IMBA-6	Part II: English Paper II
7	IMBA-7	Principles of Management
8	IMBA-8	Cost Accounting

### SECOND YEAR

S.N	Subject Code	Course Description
1	IMBA-9	Organizational Behaviour
2	IMBA-10	Business Statistics
3	IMBA-11	Banking Theory
4	IMBA-12	Banking Law and Practice-I
5	IMBA-13	Elements of Marketing
6	IMBA-14	Banking Law and Practice-II
7	IMBA-15	Research Methods
8	IMBA-16	Computer and Banking

## THIRD YEAR

S.N	Subject Code	Course Description
1	IMBA-17	Rural Banking
2	IMBA-18	Management Accounting
3	IMBA-19	Human Resource Management
4	IMBA-20	Tourism Entrepreneurship
5	IMBA-21	Quantitative Techniques
6	IMBA-22	Retail and Distribution Management
7	IMBA-23	Business Environment
8	IMBA-24	Business Law

## FOURTH YEAR

S.N	Subject Code	Course Description
1	IMBA-25	Managerial Economics
2	IMBA-26	Entrepreneurship
3	IMBA-27	Foreign Exchange Management
4	IMBA-28	E-Banking
5	IMBA-29	Financial Management
6	IMBA-30	Marketing Management
7	IMBA-31	Management Information System
8	IMBA-32	Production and Operations Management

## FIFTH YEAR

S.N	Subject Code	Course Description
1	IMBA-33	International economics
2	IMBA-34	Project finance
3	IMBA-35	Quality Management
4	IMBA-36	Growth Management

## ELECTIVE PAPERS

<b>GROUP A: MARKETING MGMT</b>		
<b>S.N</b>	<b>Subject Code</b>	<b>Course Description</b>
1	IMBA-37	Product Management
2	IMBA-38	Promotional Management
3	IMBA-39	Marketing of Services
4	IMBA-40	International Marketing

<b>GROUP B: FINANCE MGMT</b>		
<b>S.N</b>	<b>Subject Code</b>	<b>Course Description</b>
1	IMBA-37	Management of Funds and assets
2	IMBA-38	Investment Analysis and Portfolio Management
3	IMBA-39	Financial Service Institutions
4	IMBA-40	International Finance

<b>GROUP C: PERSONNEL MGMT</b>		
<b>S.N</b>	<b>Subject Code</b>	<b>Course Description</b>
1	IMBA-37	Group C: Personnel
2	IMBA-38	Human Resource Development
3	IMBA-39	Industrial Relations
4	IMBA-40	Global Human Resource Management

<b>GROUP D: SYSTEMS MGMT</b>		
<b>S.N</b>	<b>Subject Code</b>	<b>Course Description</b>
1	IMBA-37	Office Automation
2	IMBA-38	Internet Programming and Web Design
3	IMBA-39	Multimedia Applications
4	IMBA-40	Visual Programming