

ETHIRAJ COLLEGE FOR WOMEN (Autonomous)



Affiliated to University of Madras
College with Potential for Excellence
Re-accredited in NAAC Cycle IV 'A+' (CGPA -3.39)



PROSPECTUS 2026-2027

MBA ADMISSIONS

"To Strive , To Seek , To Find and Not to Yield"

 @ethiraj_college_for_women

 Ethiraj College for Women



 Ethiraj College for Women

 @ECW Chennai



Shri. V. L. Ethiraj, the visionary founder of Ethiraj College for Women, was a charismatic barrister who truly reflected the spirit of his time. A methodical and accomplished professional, he earned numerous accolades in his professional field. True to his stature and refined sensibilities, Shri. V. L. Ethiraj led a life marked by dignity and comfort. Yet, he was equally known for his frugality, a trait rooted in discipline and foresight, as he carefully safeguarded the wealth he had earned through unwavering dedication.

Although he was frequently approached for contributions to local charities, Shri. V. L. Ethiraj would respond with a gentle smile and steer the conversation towards his true passion: women's education. He firmly believed that "Education is the great leveller in society" and consistently voiced his concern for the condition of Indian women, whom he described as "depressed, oppressed, and suppressed." He held the conviction that prioritizing women's education in India was essential, not only to help women liberate themselves from societal constraints, but also to accelerate the development of their families and the nation.

This deep-seated belief led to establish the Ethiraj College for Women on July 2, 1948, at the premises of the former Hobart School for Muslim Girls in Royapettah. As the Founder-Chairman, Shri. V. L. Ethiraj remained actively engaged in the institution's administration and steady growth, ensuring it stayed true to its mission of empowerment through education.

In the twilight of his life, Shri. V. L. Ethiraj made a final journey to England on May 5th, 1960, seeking advanced medical consultation. Upon his return to Madras on August 11th, it became evident that his health had greatly deteriorated. On August 18th, 1960, he left this world peacefully at his residence, leaving behind a profound and enduring legacy, Ethiraj College for Women, a symbol of progress and empowerment for generations of women.



Thiru. V. M. Muralidharan,
Chairman,
Ethiraj College Trust

Member,
Tamil Nadu State Council for
Higher Education

Education is the key that unlocks the treasure trove of our potential, revealing hidden strengths and fostering the courage to acknowledge our weaknesses. In today's world, education for women is a beacon of empowerment, illuminating the path to independence and self-sufficiency. Our institution is dedicated to providing a nurturing environment where women can overcome self-doubt and hesitation, and unlock their full potential. We strive to create a democratic space where they can showcase their talents, hone their skills, and emerge as confident, capable individuals. As Nelson Mandela stated, "Education is the most powerful weapon which you can use to change the world". We firmly believe in the transformative power of education and its ability to shape not just individuals, but also societies.



**Dr. S. Uma Gowrie,
Principal & Secretary**

Growth begins the moment we dare to question, to dream, and to push beyond the familiar. At Ethiraj College for Women, we do not merely impart knowledge; we cultivate minds that think critically, hearts that lead with integrity, and spirits that strive for excellence. Inspired by the vision of our founder, Shri. V. L. Ethiraj, we continue to uphold the values of women's empowerment, inclusivity, and progress. With every challenge, we evolve; with every success, we reaffirm our purpose. Our faculty and students together create a space where learning is not confined to textbooks but extends into leadership, creativity, and social responsibility. As we stand at the crossroads of tradition and transformation, let us move forward with the unwavering belief that education is a lifelong pursuit, one that shapes not just careers but character. In nurturing strong, capable women, we do not just build futures. We build a legacy.



Ethiraj College for Women was founded by Thiru.V.L.Ethiraj, Bar - at- Law in 1948. This single Donor College had its humble beginning with 169 students and now remains a living testimony to the bounty and benevolence of our revered Founder Thiru. V. L. Ethiraj and stands today as an exceptional fortress of learning in the country with more than 78 years of proud and unique achievements to its credit. Our institution is one of the largest Women's College in the State of Tamil Nadu with nearly 7800 students, 369 faculty members and 150 Non teaching staff.

At present the College offers 30 Under Graduate courses, 26 Post Graduate courses including two professional courses MBA and MCA, 13 M.Phil courses (until 2023) and 10 Ph.D Programmes. The College has been identified as College with Potential for Excellence by the University Grants Commission, has been ranked No. 1 in the Internal Quality Audit carried out by the IQAC of the University of Madras and has been Re-Accredited with 'A+' Grade by NAAC in February 2023.

Ethiraj College for Women enjoys its proud moment for being placed at the 64th position in the National Institutional Ranking Framework 2023-24 carried out by the prestigious Ministry of Human Resources and Development, New Delhi for its continued commitment to academic excellence, student empowerment, and social responsibility.

Further strengthening its academic standing, the college has also been ranked by India Today (Arts, Science, Humanities) among the top institutions in the country, securing, 20th position among Bachelor of Arts (B.A.), 19th position among Bachelor of Science (B.Sc.), 21st position among Bachelor of Commerce (B.Com.) colleges in India

VISION

- To holistically develop women, by imparting knowledge, value systems, technological competencies and global skill sets.
- To harness their full potential, to prepare them to be responsible citizens, compassionate leaders, agents of social change and participants in the National Development.



MISSION

- To achieve our vision by creating a student centric learning environment that is driven by a passion for excellence, research culture and an eco-system for innovation and creativity.
- To encourage a participatory approach among staff, students, alumni and other stakeholders.
- To Provide adequate opportunities to engage in multitude of interests of our diverse student community in academic, co-curricular and extra-curricular activities.
- To offer a campus of excellence with world class infrastructure, technology and support services to our staff and students.
- To have a Management that would uphold the highest levels of transparency, accountability and governance in meeting the ideals of the Founder of the college.

MEMORANDUM OF UNDERSTANDING

The College has signed MoUs with

- Concordia College, New York
- Association of Certified Chartered Accountant (ACCA), United Kingdom
- Certified Management Accountants, USA
- TVS Training and services
- Department of Archeology, Govt. of TamilNadu
- Indian Council of Medical Research (ICMR) – Tuberculosis Research Centre (TRC)
- ICICI Bank
- Raintree Hotels
- Indian Overseas Bank
- Manohar Chowdhary & Associates – Chartered Accountants
- Padmanabhan Remani & Ramanujam - Chartered Accountant
- TVS Infotech Ltd.
- A formal association with Jindal Global University, India. BPP University, UK
- Alabama
- Shinawatra university
- National Agro foundation
- Golden jubilee biotech park
- NASSCOM
- Design The Thinking



RESEARCH HIGHLIGHTS



To promote quality research at the Post graduate levels, and higher research programmes with innovation and creativity in the institution.

To ensure due importance to original / novel ideas embedded with integrity and ethics in research

To encourage the design of the scientific research outputs into simple working models relevant to society in terms of cost and environment.

To nurture relevant research in the areas of social and economic issues that affect women in particular.

To promote research consultancy and collaborations with National and International research institutions and industries.

Ethiraj Centre for Research, Innovation and Creativity was initiated during 2019 to foster research environment in the college by motivating faculty and student to undertake basic, applied and interdisciplinary research leading to quality publications and emergence of innovative and creative ideas with impetus on IPR with an extent of funding Rs.25 lacs p.a. by the Management



SPORTS

Sports at Ethiraj College plays a vital role in promoting physical fitness, teamwork, and leadership among students. The college offers a diverse range of sports, including athletics, basketball, volleyball, badminton and other sports encouraging students to participate in University, State, and National & International level competitions. With dedicated coaching and excellent facilities, Ethiraj has consistently produced exceptional athletes who have brought laurels to the institution.

The emphasis on sports and extension activities- YRC, NSS, NCC, RRC, CSS and Rotaract fosters not only competitive spirit but also holistic development, making it an integral part of the college's vibrant campus life.



Build Something Creative With Us.

**ETHIRAJ COLLEGE
FOR WOMEN**
(AUTONOMOUS)



BRIDGING BORDERS, *BUILDING FUTURES*

CENTRE FOR INTERNATIONAL
RELATIONS

COLLABORATIVE
OBJECTIVES

OUR MISSION

The Centre for International Relations at Ethiraj College aims to foster global academic collaborations, Cultural exchange and research partnerships. Through Strategic alliances with renowned universities world wide, we facilitate to offer international learning experiences that prepare students for global competition.

- Global Collaborations
- Student Exchange Programs
- Global Immersion Programs
- International Internships
- Research and Innovation

STUDENT SUPPORT SERVICES

- Three College buses serve the needs of Aided and Self-Supporting students covering the following areas Dasaprakash, Purasaiwakkam, Kellys, Kilpauk Garden, Ayanavaram, Villivakkam, I.C.F, Anna Nagar East & West, Thirumangalam, Shanthi Colony, Mogappair, Arumbakkam and Koyambedu.
- These routes may be changed due to administrative reasons.
- Hostel facilities are available for UG, PG Students & Research Scholars.
- Ramps are fixed, toilets have been re-designed and elevators have been provided to meet the needs of the Differently - abled.
- College Book Store supplies textbooks and notebooks to the students.
- Water Coolers / purifiers at various vantage points supply clean drinking water.
- College is provided with WiFi connectivity and Internet facility is also available in the Library.
- Photo Copying facility is available in both the Campus I, II and Library from 9.30 am to 6.00 pm.
- Indian Overseas Bank, Women Entrepreneur Branch operates between 10.00 am to 4.00 pm in the college campus.
- Canteen in both the campuses provides food during working days.
- Student development centre and yoga centre are setup for the Holistic well being of the students.
- Medical Officer and Student Counsellors are available during the College working hours for consultation.
- Railway and MTC Bus Passes are also issued to the students.

CO-CURRICULAR & EXTRA CURRICULAR ACTIVITIES CLUBS



Students are encouraged to explore and develop their talents and interests through participation in various Clubs – Arts, Debate, English Teatro, Tamil Teatro, Quiz, Film Appreciation and Photography, Fine Arts, Astronomy (Physics), Enviro, Human Rights Club which provide opportunities for cultural and social interaction.

The conglomeration of students was inaugurated in 2016, comprising 8 student leagues with the motto “Impress, Influence, and Inspire.” The various leagues are Alumnae Connect, Campus Innovations, Disaster Mitigation, Green Enviro, Holistic Wellbeing, Social Works, Swachh

STUDENT LEAGUE



SCHOLARSHIP

As a testimony to the institution’s commitment to inclusive education, scholarships are provided from the estate of the founder Late Thiru.V.L.Ethiraj, Central Government, State Government and other private scholarships are also available.

ALUMNAE ASSOCIATION (ECAA)



‘Ethibandan’ of Ethiraj College is held every year. Alumnae from all walks of life gather in large numbers to relive the nostalgic memories of their college life.

RESOURCE CENTER FOR THE VISUALLY CHALLENGED

A Resource Centre for the Visually Challenged has been started by the Centre for Women’s Studies with necessary software to enable students to access, download and store academic material.

ENTREPRENEURIAL SKILL DEVELOPMENT

The Entrepreneurial Development cell was established with the aim of nurturing the spirit of entrepreneurship amongst young students, which aims at contributing to the society at large by promoting the concept of social entrepreneurship and to develop entrepreneurial skills amongst aspiring entrepreneurs.

PARENTS TEACHER ASSOCIATION (ECPTA)

The ECPTA started in 1998, provides an active forum for interaction amongst management, faculty and parents.

ABOUT MBA AT ETHIRAJ

The MBA program is affiliated to University of Madras approved by All India Council for Technical Education (AICTE) Approval No. F.No.431/TN-39/MCP-APR(M)/96, dated July 21,1997. The Programme got its Autonomous Status in the year 2006. The course structure is closely aligned with the business requirements in today's scenario. The first year of the program concentrates on imparting management fundamentals like Organizational Behavior, Accounting, Economics, Human Resources Management, Marketing Management, Financial Management, Operations Management & Research and Legal System.

The second year builds on these fundamentals and enables the students to focus on their preferred area of specialization. Dual specializations in the areas of Marketing, Finance, Systems, Human Resources, International Business, Tourism and Hospitality Management and Hospital Management are offered. A minimum of twenty students should have to register for a particular specialization to be offered as a course. These courses are supplemented by business simulation games that reinforce the classroom teachings and gives hands-on experience to the participants.

The classroom sessions are supplemented by corporate sessions, guest lectures by visiting faculty, field session, live projects, workshops and many such activities which ensure that the participants remain in touch with the corporate environment and learn the practical applications of the acquired knowledge.

VISION

To achieve economic and social equity for women and through them strengthen the Nation to usher in an egalitarian society.

MISSION

To sensitize young women to their rights and place in the society through advancement and application of relevant knowledge.

PROGRAM STRUCTURE

Course of Study and Scheme of examinations *

- The course structure of the MBA program has been designed to enable the student to earn a minimum of 91 credits plus 14 additional non-CGPA credits (total of 105 credits) two audit course and fulfill such conditions as have been prescribed therefore to qualify for the MBA Degree.



- The total number of subjects of study shall be a minimum of 23 out of which 12 shall be compulsory core subjects, 7 shall be Electives (6 functional electives & 1 Nonfunctional/Interdisciplinary elective) and a soft skill paper in every semester.
- Apart from this a Summer Internship Programme (SIP- Summer Project and Viva Voce) will be at the end of Second Semester and Management in Practice (MIP –Major Project Work and Viva-voce) will also be in the Final Semester.
- The course also includes **ADDITIONAL CREDIT COURSES** in Value Education, Skill Development courses and Business Analysis Lab in the first, second, third semester.
- Bridge course in the first semester, Self learning course in the third semester, Case study lab and Term Paper as audit course (non-credit course) in the second and third semester respectively.

- The candidates have the option of taking 1 Interdisciplinary/Non-functional elective under choice-based credit system from any of the 7 choices given in the second semester. The candidate is allowed to take up these electives according to her choice, in the second semester.
 - There shall be Summer Internship Programme (SIP- Summer Project and Viva Voce) for all students undergoing the course at the end of the Second Semester for a period of not less than 6 weeks.
 - Main Project work (MIP- Management in Practice) shall be in the fourth semester for a period of 12 weeks.
 - The Fourth semester has scope for Directed study (mandatory), where the course offered would be on any emerging area of management.
- Subject to revision by the Board of studies.*

LANGUAGE PROGRAM

“Business English Communication for Managerial Effectiveness” by The Cambridge University of London is offered with the main objective of improving the communication skills and vocabulary of the students. Knowledge in foreign language builds confidence and helps the students to blend themselves into the multi-cultured organizational climate. In line with that, the Department is offering foreign language German as opted by the students and conducted by “The Goethe Institute, Chennai”.

ADDITIONAL COURSES

In addition to the regular course curriculum, the Department offers additional courses in the final semester to keep pace with emerging areas in management. This is done in collaboration with industries offering hands on experience for students.

FACULTY

Ethiraj College has well-qualified, experienced and dedicated faculty who act as facilitators for the holistic development of the students. They focus on bringing in fresh perspective and new ideas and share a passion for continuous improvement in all facets of education.

MENTOR SYSTEM

Each student is assigned a mentor who guides the student in all aspects of a student life.

SCHOLARSHIP

The PM Vidyalakshmi Scholarship Scheme provides financial support to deserving students from economically weaker sections to pursue higher education. The scheme enables collateral free, guarantor free education loan by banks through a simple, transparent, student friendly and digital application process. The complete information and details about the scheme are available at PM Vidyalaxmi portal (<https://pmvidyalaxmi.co.in>).

STUDENT INDUCTION PROGRAMME- SYNAPSE

The MBA orientation program is a series of events that aims at assisting the students to develop an understanding of the Management Education. This program is conducted by the college management for the sake of students who step into their Professional Environment. The program helps students to interact with Industry Experts specialised in different sectors, Entrepreneurs from various fields and Professional Bodies.



The main aim of the orientation program is to make students know each other, develop skills, and prepare students for the corporate world. The program helps students get to know the faculty, staff, and other resources at their college. Students learn about business etiquette, communication and problem solving. They also learn how to work in a team and develop positive attitude and values. Students learn about the industry standards and how to perform in a competitive environment



The Orientation program highlights on unlocking a new journey for the budding managers and give them insights into Self Management, Personality Development, Opportunities and Challenges in the Industry and a precise view of their career options. They are exposed to the basic Principles of Management and the emerging areas in Technology , Research and Management. The Alumni of the MBA Department of Ethiraj College for Women visit the freshers to share their thoughts on the companies they are working and their work experiences. Altogether, it is a fun and interactive program that also helps students get to know and bond with each other. It fosters a sense of belonging, addresses all concerns and questions, and instills confidence in the students as they embark on their journey towards their dream jobs. At the end of the Orientation Program, the queries and feedback of the students are taken into due consideration and efforts are taken to guide them in the right direction towards student development, career growth and success.

PARADIGM



INDUSTRY INSTITUTE INTERFACE

The MBA Department has direct linkage with the industry to enable the students to gain experience and update themselves of their best practices. The Institution is a member of various Professional bodies such as MMA, AIMA, ISTD, NIPM, AIMS and CII. All the students are encouraged to become members of professional bodies/association. Emphasis is also laid on the need to balance in-class and out-of-class life and hence it is made compulsory for every student to take up regular industrial visits and have tie-up with Industries/organizations.

Paradigm-The Annual All India Management Meet of the MBA Department is an event focused on equipping, sharpening and testing the knowledge of young budding managers. Participants from various colleges from across the country take part in this Management Meet and get a glimpse of the corporate world through a host of events like Best Manager, Business Quiz, Business Plan, Stock War etc.

PLACEMENT



The activities of the placement cell, aims to match the requirements of the recruiters with the aspiring students. The campus recruitment conducted yearly, has witnessed more and more blue-chip companies seeking to recruit students belonging to different specializations.

Some firms that recruited include BNY (Bank of New York), Delloite, Ernst&Young(EY), Accenture, Citibank, ICICI Bank, HDFC Bank, Irevana, Kotak Mahindra, Centurion Bank, Cavinkare, GE Money, Reliance, CII, Caliber Point, UB Group, Wipro, Club Mahindra, Infosys, CTS, TCS, ITC, ALLECTEC, Axis Bank etc. A Pre-Placement Preparation training programme is organized every year which includes modules on resume writing, mock interview, individual assessment, communication skills and career guidance.



INFRASTRUCTURE

HOSTEL



The college hostel provides housing for 540 students across three separate buildings. At the time of admission, students will also be required to submit a separate application to stay in the college's dorms. The rule known as "First-come, First-served" pertains to how admission to the hostel works.

The college houses a eclectic collection of academic texts, reference books, national and international journals, magazines and newspapers. The library has a conference hall, reading rooms, photocopying facility and Internet Browsing Centre. It also provides access to research database EBSCO and 'Inflibnet' that help the students in their study and research activities. The

Department has an exclusive library with more than 10,000 books, national and International journals, e-journals etc.

Library Timings: 9.00 a.m. to 4.00 p.m

LIBRARY



MEDICAL AND COUNSELING FACILITY

A campus health initiative through Apollo Shine Foundation has been set up inside the campus with well equipped health room with medical facilities.

Counselor is during college hours for consultation.

COMPUTER LAB



Exclusive lab for MBA Students with Internet Connection. The laboratory facilities in the department are constantly upgraded to cater to the growing needs of students. The department subscribes to the Microsoft's MSDN Academic Initiative which provides legal copies of all Microsoft software available on workstation and server platforms. Legal copies of Microsoft software including operating systems and development tools are available for students to download under MSDN - Academic License Program

WIFI ENABLED CAMPUS

College wide wireless internet access is available freely 24x7 for staff and students. Through the students can check instantly their class attendance, internal assessment marks and examination registration and generate hall ticket.

ENTREPRENEURIAL DEVELOPMENT

The Entrepreneurial Development cell was established with the aim of nurturing the spirit of entrepreneurship amongst young students, which aims at contributing to the society at large by promoting the concept of social entrepreneurship and to develop entrepreneurial skills amongst aspiring entrepreneurs.



ANTI RAGGING



The Anti-Ragging Committee is multi-tiered, constituted by the Principal, Vice Principals, Deans of Students, Student's union and representatives. The committee conducts awareness programs, workshops, and orientation sessions to educate students on the harmful effects and legal consequences of ragging, while encouraging positive interaction between seniors and juniors.

It also offers a confidential platform for students to report issues and collaborate with faculty. The college is committed to a ragging-free environment and enforces a zero-tolerance policy. Any instances of ragging will be dealt with promptly and severely as per the relevant rules and regulations.

UGC Guidelines for Anti-Ragging

<https://antiragging.in/information.html>

Declaration Undertaking form by Parents & Students

<https://antiragging.in/assets/pdf/information/ugc-iec-guidlines-for-councils-universities-and-colleges-for-curbing-the-menace-of-ragging.pdf>

ANTI DRUG

The club aims to promote a healthy and drug-free lifestyle among students, to create awareness about the dangers of drug abuse and to provide support to those who may be struggling with addiction.



A multitiered strategy has been initiated involving the stakeholders. The Principal, Vice Principals, Deans of Students, Student Counsellors, and Student Representatives from the Ethhi Shakthi League constitute the Drug-free Club.

ELIGIBILITY CRITERIA

Candidates shall be required to have passed any Bachelor's Degree of the University of Madras or any other University or a qualification accepted by the Syndicate of Madras University as equivalent there to, shall be eligible for admission to MBA Degree Course. Candidates should have good academic track record and should apply with TANCET 2026 score.

TANCET 2026 marks is mandatory for admissions

ADMISSION PROCEDURE

- The applicants should apply online in the respective link provided in the website (www.ethirajcollege.edu.in) by paying a non-refundable application fee of Rs.600/- (Six hundred only).
- The list of short-listed candidates will be published in the website or personal SMS or E-mail will be sent to the registered student mobile number or E-mail.
- Selected candidates will have to pay the full fees within the deadline, through online mode.
- Candidates who fail to pay the full fees within the deadline, will not be considered for admission
- Candidates have to compulsorily attend the Group discussion and interview ONLY on the date mentioned in the prospectus. No other form of communication regarding GD and Interview will be intimated.
- VENUE: MBA department, Campus II, Ethiraj College for Women. Chennai
- Kindly check college website for any information /communication.

DOCUMENTS REQUIRED FOR ADMISSION

- Passport Size Photograph (file size 100 kb; jpg/gif format; 125 x 165 pixels (4.4 X 5.8 cm))
- Parent's signature
- Student's signature
- 10th standard mark sheet
- 11th standard mark sheet
- 12th standard mark sheet
- UG semester marksheets (all marksheets as single pdf)
- Community Certificate
- TANCET 2026 hall ticket
- TANCET 2026 mark sheet

GENERAL INFORMATION

Working Hours: 9.00 a.m. - 2.15 p.m. Some classes will be extended and conducted after 2.15 p.m. (Break - 12 Noon to 12.30 pm)

75% attendance in every subject is mandatory requirement for a student to be eligible for appearing in semester examinations.

Modest dress code and courteous behavior are mandatory.

Use of mobile phones is strictly prohibited inside the college campus.

Violations will be severely dealt with.

Ragging is strictly prohibited and punishable as per the prohibition of ragging act, 1996. Visit to <https://antiragging.in/>

Students who discontinue after joining the college will be given transfer certificate issued by the college only and their UG transfer certificate will not be returned. Transfer certificate will be issued only a week after applying, on the return of ID card if already issued by the college.

MBA CURRICULUM

(Subject to revision by Board of Studies)

I YEAR - I SEMESTER

- Organizational Behaviour
- Accounting for Managers
- Managerial Economics
- Business Research & Statistics
- Legal Framework of Business
- Operations Management
- Business English Communication for Managerial Effectiveness*
- Value Education – I
- Business Analysis Lab –I

I YEAR – II SEMESTER

- Marketing Management
- Human Resource Management
- Financial Management
- Operations Research
- Interdisciplinary Elective
- Summer Internship Program (SIP)
- Value Education – II
- Case Study Lab
- Business Analysis Lab-II

SUMMER PROJECT

At the end of the second semester, all students will have to undergo summer training of six weeks with an industrial, business or service organization by taking up a project study, under the supervision of the department. Each student will be required to submit a project report to the department for the work undertaken during this period within a week of the commencement of the third semester for evaluation.

II YEAR – III SEMESTER

- Information Management and ERP
- Elective I
- Elective II
- Elective III
- Elective IV
- Elective V
- Elective VI
- Foreign Language - German/Japanese/Chinese/Korean
- Value Education – III
- Skill Development - Entrepreneurial Skill Development
- Business Analysis Lab -III
- Self-Learning Programme
- Term Paper

II YEAR – IV SEMESTER

- Strategic Management
- Professional Ethics and Etiquette*
- Directed Study
- Management in Practice (MIP-Project Work & Viva-voce)
- * Soft Skill Course

INTER DISCIPLINARY ELECTIVES

- Disaster Management
- Technology Intervention and Innovative Practices in Management
- Design Thinking and Innovation Management
- Social Enterprise Management
- Diversity Management
- Fundamentals of Intellectual Property Rights
- Climate Change & Sustainability Development

LIST OF ELECTIVES

ELECTIVE: HUMAN RESOURCE MANAGEMENT

- Human Resource and Leadership Development
- Industrial Relations and Labour laws
- Training and Development
- Organisational Change and Development
- Conflict and Negotiation Management
- Work Place Counseling
- Compensation Management
- HR Metrics and Workplace Analytics
- Performance and Talent Management
- Team Management
- Digital HRM
- Emotional Intelligence and Managerial Effectiveness
- Human Capital Planning

ELECTIVE: FINANCE

- Advanced Corporate Finance
- Security Analysis & Portfolio Management
- Merchant Banking and Financial Services
- Mergers and Acquisitions
- Derivatives and Risk Management
- Financial Markets and Institutions
- Risk management and Insurance
- Banking Operations & Services
- Wealth Management
- Digital Finance
- Tax Management
- Behavioural Finance

ELECTIVE: MARKETING

- Advertising Management
- Consumer Behaviour
- Marketing Research
- Sales and Distribution Management
- Services Marketing
- Retail Management
- Brand Management
- Customer Relationship Management
- Marketing of Social Services
- Strategic Marketing
- Digital Marketing
- New product Strategies
- Marketing Analytics.

ELECTIVE: SYSTEMS

- Business Intelligence
- Software Project Management
- E-Business
- Enterprise Resource Planning
- Knowledge Management
- Banking Technology Management
- IT Laws and Cyber Crimes
- Big Data Analysis
- Expert Systems
- Data Warehousing and Data Mining
- Social Media and Web analytics
- Data Analytics In Functional Area of Business
- Artificial Intelligence And Analytics

ELECTIVE:INTERNATIONAL BUSINESS

- International Business Management
- International Marketing Management
- International Finance
- International Human Resource Management
- Export Business Environment
- Export Import Procedures, Documentation & Logistics
- Forex management
- Export Finance and Promotion
- Regulatory Framework for International trade

ELECTIVE: TOURISM AND HOSPITALITY MANAGEMENT

- Destination Tourism
- Tourism Principles and Practices
- Tourism Products of India
- Strategic Tourism Management
- Hospitality management
- E Tourism
- Travel Agency and Tour Operations Management
- Tourism Entrepreneurship
- Eco Tourism and Sustainable Development
- Automation in Hospitality Industry
- Special Interest Tourism
- Service Quality Management In Hospitality

ELECTIVE: HOSPITAL MANAGEMENT

- Health Policy and Health Care System
- Hospital Planning and Administration
- Hospital Records Management
- Hospital Core Services
- Hospital Support Services
- Quality Assurance in Health Care
- Operations Management in health care
- Health care Governance and Technology
- Total Quality Management in Hospital
- Health care accreditation and Law

■ Electives will be offered subject to the discretion of the Institution / Maximum Registration

The syllabus covers emerging topics in AI applications for business and management. Emphasizing AI and global perspectives, it equips graduates to lead in a rapidly growing business world.

Integration of MOOC courses in Interdisciplinary Elective Course:

The students have the choice of opting for one Inter Disciplinary Elective out of choice of SEVEN courses offered in second semester with prior consultation and approval from the Department.

STUDENT EVALUATION SYSTEM

The assessment procedure combines conventional examinations and continuous assessment. Internal continuous assessment shall be based on internal tests to be written compulsorily, assignments, and seminar and class participation.

Continuous Assessment	: 40 Marks
External Evaluation	: 60 Marks
Total	: 100 Marks

IMPORTANT DATES

Sale of Online Application :24th April 2026

Last date for Submission of Online Application Form :31st May 2026

SCHEDULE FOR GROUP DISCUSSION AND INTERVIEW

Application Number	Date
MBA26M001 to MBA26M075	4th June 2026 10 a.m.
MBA26M076 TO MBA26M150	5th June 2026 10 a.m.
MBA26M151 and above	6th June 2026 10 a.m.

Kindly check college website for any Information / Communication

FEE STRUCTURE FOR THE ACADEMIC YEAR 2026-2027
(Management)

SEMESTER	FEE
Semester I	₹ 100438/-

FEE STRUCTURE FOR THE ACADEMIC YEAR 2026-2027
(Counselling)

SEMESTER	FEE
Semester I	₹ 100438/-



Ethiraj College for Women (Autonomous)



Affiliated to University of Madras
College with Potential for Excellence
Re-accredited with 'A+' Grade by NAAC



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