



Bharathiar University

Coimbatore - 641 046

M.B.A with



Diploma in Entrepreneur Development (CBCS Pattern)

(for the affiliated college students admitted during the academic year 2009-10 & onwards)

SCHEME OF EXAMINATIONS - Choice Based Credit System (CBCS) Pattern

Study Components	Course Title	Ins. Hrs/ Week	Examinations			Credits	
			Dur Hr.	CI A	Mks		Total
Semester - I							
	Management Principles and Practice	3	3	25	75	100	3
	Organisational Behaviour	3	3	25	75	100	3
	Managerial Economics	3	3	25	75	100	3
	Financial and Management Accounting	3	3	25	75	100	3
	Quantitative Methods for Management	3	3	25	75	100	3
	Executive Communication	3	3	25	75	100	3
	Elective/Diploma - 1 : Entrepreneur Development	3	3	25	75	100	3
Semester - II							
	Operations Management	3	3	25	75	100	3
	Marketing Management	3	3	25	75	100	3
	Financial Management	3	3	25	75	100	3
	Human Resource Management	3	3	25	75	100	3
	Quantitative Techniques	3	3	25	75	100	3
	Research Methods for Management	3	3	25	75	100	3
	Business Environment & Ethics	3	3	25	75	100	3
	Elective/Diploma: 2: Entrepreneurship & Innovations	3	3	25	75	100	3
Semester - III							
	International Business	3	3	25	75	100	3
	Management Information System	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Computer Applications: Integrating Business Process through SAP*	3	3	-	-	-	-
	Summer Placement Project Report & Viva-Voce***	-	-	20	80	100	3
	Elective/Diploma-3 : Legal Aspects of Business	3	3	25	75	100	3
Semester - IV							
	Strategic Management : Indian Global Context	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Elective	3	3	25	75	100	3
	Computer Applications: Integrating Business Process through SAP* - Practical						
	a. Management Practice (*)	-	-	-	-	-	-
	b. Comprehensive Viva-Voce (Internal)#	-	-	-	-	-	-
	Elective/Diploma-4 : Business Plan	3	3	25	75	100	3
	Total	-	-	-	-	3000	90

*The Course will be taught during III and IV Semesters.

*** Application based project work would be guided by one or two (in the case of inter functional) teachers, the evaluation should be experts who have not less than 5 years of experience in the respective fields of specialization.

The Comprehensive Viva-Voce is to be internally evaluated / conducted by the colleges/ institutes themselves and be awarded the grades. No external examiners.

Options for various add on Diplomas available.

Electives for III Semester

Students can choose any FOUR of the following :

1. Integrated Marketing Communication (Promotion Management)
2. Export Management
3. Consumer Behaviour
4. Rural Marketing
5. Financial Services
6. Equity Research & Portfolio Management
7. Human Resource Development
8. Managing of Interpersonal Effectiveness
9. Events Management
10. Advanced Production Management
11. Electronic Commerce
12. System Analysis and Design
13. Integrated Materials Management
14. Quality Management Systems
15. Retail Management
16. Hospital Operations Management
17. Hospital Architecture and design
18. Hospitality Management

Electives for IV Semester

Students can choose any FOUR of the following :

1. Supply Chain Management
2. Services Marketing
3. Brand Management
4. Distribution Management
5. International Financial Management
6. Risk Management and Insurance
7. Cost Management (Strategic Cost Management)
8. Organizational Development
9. Labour Welfare and Industrial Relations (Legislations)
10. Software Project Management
11. Data Mining
12. Technology Management
13. Total Productive Maintenance
14. Total Quality Management
15. e-Marketing
16. Public Health System and Health Insurance
17. International Health Management
18. Cross cultural Management