BHARATHIAR UNIVERSITY, COIMBATORE-641 046  
M.B.A (CBCS Pattern) 
(For the affiliated college students admitted during the academic year 2011-12&Onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Ins.hrs / week</th>
<th>Examinations</th>
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* The Course will be taught during I and II Semesters.

**Electives for III Semester**

Students can choose any four of the following:

**MARKETING**

1. Integrated Marketing Communication (Promotion Management)
2. Export Management
3. Consumer Behaviour
4. Rural Marketing

**HUMAN RESOURCE**

5. Staffing In Organization
6. Performance Management
7. Managing Interpersonal Effectiveness

**FINANCE**

8. Financial Services
9. Equity Research and Portfolio Management
10. Derivatives Management

**SYSTEM**

11. Electronic Commerce
12. System Analysis and Design

**PRODUCTION**

13. Advanced Production Management

**HEALTH CARE**

15. Hospital Operations Management
16. Hospital Architecture and design

**ENTREPRENEURSHIP**

17. Entrepreneur Development

**GENERAL**

18. Hospitality Management
Electives for IV Semester
Students can choose any four of the following:

MARKETING
1. Services Marketing
2. Brand Management
3. Distribution Management
4. Retail Management

HUMAN RESOURSE
5. Training and Development
6. Organizational Development
7. Labour Welfare and Industrial Relations (Legislations)

FINANCE
8. International Financial Management
9. Insurance and Risk Management
10. Cost Management

SYSTEM
11. Software Project Management
12. E-Marketing

PRODUCTION
13. Total Quality Management
14. Supply Chain Management

HEALTH CARE
15. Public Health system and health insurance
16. International Health Management

ENTREPRENEURSHIP
17. Business Plan

GENERAL
18. Events Management
Revised syllabus (2011-12) for the following courses is enclosed herewith and for

The remaining courses the existing syllabus (2010-11) to be followed.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Semester</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>1</td>
<td>First</td>
<td>Financial and Management Accounting</td>
<td>5 &amp; 6</td>
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<tr>
<td>2</td>
<td>Second</td>
<td>Marketing Management</td>
<td>7 &amp; 8</td>
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<td>Financial Management</td>
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<td>Insurance and Risk Management (Instead of Principles of Insurance)</td>
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Note:

The Syllabus for the above four Courses is given in the respective page numbers
1. FINANCIAL AND MANAGEMENT ACCOUNTING

Subject Description:
Financial and Management Accounting emphasize on accounting concepts and application of Accounting principles and managerial decision making. The content of this paper takes care of Financial accounting, management accounting and cost accounting.

Goals:
To enable the students to learn the basic functions, principles, concepts and application of Accounting in management.

Objectives:
On successful completion of the course the students should have:
Understood the financial accounting along with the preparation of final accounts.
Understood the concepts and application of management accounting along with the preparation.
To learn the cost accounting concepts and applications.

UNIT I
Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance – Final Accounts (Problems)

UNIT II

UNIT III

UNIT IV
UNIT V
Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems

References:

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain
4. Management Accounting - S.N.Maheswari
5. Management Accounting - Antony and Recece
6. Management Accounting - J.Batty

Questions: 80% of the questions shall be problems
20% of the questions shall be theory based.
2. MARKETING MANAGEMENT

Subject Description:
To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies and global market.

Goals:
To enable the students to learn the basic functions, principles and concepts of marketing for effective managerial function.

Objectives:
On successful completion of the course the students should have:
Understand the marketing concepts and tasks in the global economy.
To learn the buyer behaviour and factors influencing the buyer behaviour.
To understand the marketing communication process and mix along with the marketing channels.

Unit I
Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment-Digitalisation, Customisation, Changing marketing practices, Marketing Information System, Strategic marketing planning and organization.

Unit II

Unit III
Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS.

Unit IV
Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing, Telemarketing; Sales force objectives, structure, size and compensation.

Unit V
Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers: Customer Relationship Marketing - Customer database, Attracting and retaining customers, Customerism in India,
References:

3 FINANCIAL MANAGEMENT

Subject Description:
Financial Management emphasizes the functions of financial management explaining the investment, finance, dividend and working capital function along with the practical management problems.

Goals:
To enable the students to learn the basic functions, principles and concepts of finance in management.

Objectives:
On successful completion of the course the students should have:
To learn the various functions of financial management along with the application.
To learn capital budgeting and cost of capital.
To understand capital structure, dividend policy and working capital management.

UNIT I

UNIT II
Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing - Problems - Risk analysis in Capital Budgeting.

UNIT III
Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems.

UNIT IV

UNIT V
References:

4. INSURANCE AND RISK MANAGEMENT

Subject Description: Provides an overall view of the risk, risk management process. It further elaborates on property and liability risk management, Life, Health and income exposures. It explains the state of affairs of insurance industry in India.

Goals: To help the student to understand the risk and its management process through insurance and other methods.

Objectives:
On successful completion of the course the student should be able to
1. Calculate the risk and manages it
2. Understand the Property and Liability Risk Management techniques
3. Understand the risk management techniques of Life, Health and Income exposures.
4. Understand the functioning of Insurance Industry in India.

Unit – I

Unit – II

Unit - III

Unit – IV

Unit – V
Life and General insurance industry in India – IRDA Act- Investment norms – Protection of policy holders Interest.
Reference:


