

# MASTER IN BUSINESS ADMINISTRATION

# Curriculum

## Program Structure - UGC MBA (2Years Program)



BHARATHIAR UNIVERSITY, COIMBATORE  
TAMILNADU

Students will be eligible to receive an MBA degree from Bharathiar University, Coimbatore.

### 1st Semester

Management Principles and Practice  
Organizational Behavior  
Managerial Economics  
Financial and Management Accounting  
Quantitative Methods for Management  
Corporate Communication  
Computer Applications in  
Management using SAP

### 2nd Semester

Operations Management  
Marketing Management  
Financial Management  
Human Resource Management  
Quantitative Techniques  
Research Methods for Management  
Computer Applications in  
Management using SAP

### 3rd Semester

International Business  
Management Information System  
Papers as per Specialisation

### 4th Semester

Strategic Management :  
Indian Global Context

### List of Specialisations

Human Resource  
Marketing  
Finance  
Information Technology  
Tourism & Hotel Management  
Investment Management  
International Management  
Retail Management  
Entrepreneurship Management  
Service Management  
Telecom Management  
Export Management  
Textile Management