

**BHARATHIAR UNIVERSITY, COIMBATORE-641 046**  
**M.B.A (CBCS Pattern)**  
**(For the students admitted from the academic year 2016-17&Onwards)**  
**SCHEME OF EXAMINATIONS – CBCS Pattern**

Course Title	Ins.hrs / week	Examinations				credits
		Dur.	CIA	Marks	Total	
<b>SEMESTER –I</b>						
Management Principles and Practice	4	3	25	75	100	4
Organizational Behaviors	4	3	25	75	100	4
Managerial Economics	4	3	25	75	100	4
Financial and Management Accounting	4	3	25	75	100	4
Quantitative Methods for Management	4	3	25	75	100	4
Corporate Communication	4	3	25	75	100	4
Computer Applications in Management using SAP*	2	-	-	-	-	-
<b>SEMESTER –II</b>						
Operations Management	4	3	25	75	100	4
Marketing Management	4	3	25	75	100	4
Financial Management	4	3	25	75	100	4
Human Resource Management	4	3	25	75	100	4
Quantitative Techniques	4	3	25	75	100	4
Research Methods for Management	4	3	25	75	100	4
Computer Applications in Management using SAP* - Practical	2	3	40	60	100	4
<b>SMESTER – III</b>						
Business Ethics and Global Business Environment	4	3	25	75	100	4
Management Information System	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Summer Placement Project Report & Viva-Voce **	-	-	-	-	100	4
<b>SEMESTER – IV</b>						
Strategic Management : Indian Global Context	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
Elective	4	3	25	75	100	4
<b>TOTAL</b>					2500	100

\* The Course will be taught during I and II Semesters.

\*\* For Project Report 80% Marks, Viva-Voce 20% Marks

**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

**SYSTEMS**

11. Electronic Commerce
12. System Analysis and Design

**PRODUCTION**

13. Advanced Production Management
14. Integrated Materials Management

**HEALTH CARE MANAGEMENT**

15. Hospital Operations Management
16. Hospital Architecture Planning and design

**ENTREPRENEURSHIP**

17. Entrepreneur Development

**GENERAL**

18. Hospitality Management

**SHIPPING & LOGISTICS MANAGEMENT**

19. Logistics Management
20. Export-Import Trade and Documentation

**MEDIA MANAGEMENT**

21. Mass Communication
22. Advertising 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 RESOURCE**

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

**FINANCE**

8. International Financial Management
9. Principles of Insurance
10. Cost Management

**SYSTEMS**

11. Software Project Management
12. E-Marketing

**PRODUCTION**

13. Total Quality Management
14. Supply Chain Management

**HEALTH CARE**

15. Public Health Systems and Health Insurance
16. International Health Management

**ENTREPRENEURSHIP**

17. The Successful Business Plan

**GENERAL**

18. Event Management

**SHIPPING & LOGISTICS MANAGEMENT**

19. Logistics and Supply Chain Management
20. International Logistics & Shipping Management

**MEDIA MANAGEMENT**

21. Public Relations, Principles and Practices
22. Media Laws and Ethics

**NOTE: One Reference Book is added in the Elective Paper - Labour Welfare and Industrial Relations(Legislation) and for the remaining papers existing syllabi be followed.**

**IV SEMESTER  
ELECTIVE**

**HUMAN RESOURSE**

**7. LABOUR WELFARE AND INDUSTRIAL RELATIONS (Legislation)**

**AIM :** To familiarise the students with the knowledge of industrial relations and their impact on managing human resource.

**UNIT I :** Industrial Relations - Concepts and systems - IR at National and International levels - Infrastructure that guide and direct Industrial relations - Trends in India.  
Trade unionism - Theory, Policy - their influence on HRM - objectives and functions – structure – Types - Indian Trade Union movement - Their strength and weaknesses.

**UNIT II :** Labour Relations :- Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

**UNIT III :** Collective Bargaining :- Concept - function and importance - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management:- Role and methods of worker's participation.

**UNIT IV :** Working Conditions: Factories Act 1948 - The Workman's Compensation Act, 1923 – The Employee's State Insurance Act, 1948 - The Employee's Provident Funds and Miscellaneous Provisions Act, 1952.

**UNIT V :** The Payment of Wages Act,1936 - The Minimum wages Act, 1948 - The Industrial Disputes Act 1947 - The Industrial Employment (Standing Orders) Act,1946 - The Trade Union Act, 1926 and latest legislations.

**References :**

1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation  
- Aditya Publishers.
7. B. Nandhakumar – Industrial Relations, Labour Welfare and Labour Laws – Vijay Nicole Publishers