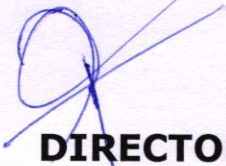


Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore

On the feedback received from the Alumni, Industry Expert, Academic Experts and the students, the syllabus and curriculum of the MBA Programme are constantly updated in every Board of Studies Meeting. Latest concepts and trends of all disciplines of the programme such as Human Resource Management, marketing finance, production and computer and systems are incorporated into the syllabus.

Some new courses from Industry 4.0 and Industry 5.0 components such as Artificial Intelligence for Business, Advanced Data Analysis using R, Business Analytics, Job orientation courses, Value Added Courses are included in the syllabus, which Cater to the current needs of the various industries and for employment opportunities to the students. Expecting the students out bound activities and Practical exposure, the Choice Based Credit System (CBCS) marks distribution is changed from Internal Component 25 marks and External Component 75 marks has been changed to 50:50 from 2021 onwards.



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