



# **JANSONS SCHOOL OF BUSINESS**

(Autonomous)

Karumathampatti, Coimbatore

MBA Degree (4 Semester) Full  
Time Residential Programme

**Curriculum 2015-2016 onwards**

**JANSONS SCHOOL OF BUSINESS**  
**Autonomous M.B.A (Master of Business Administration)**  
**Full Time - Fully Residential**

Curriculum for the students admitted during the academic year 2015-2016 onwards

S.No.	Subject Code	Subjects
<b>Semester I</b>		
1	15MB1C01	Accounting for Managers
2	15MB1C02	Management Concepts
3	15MB1C03	Managerial Communication
4	15MB1C04	Managerial Economics
5	15MB1C05	Marketing Management - I
6	15MB1C06	Quantitative Methods for Management
7	15MB1C07	Organisational Behaviour
<b>Semester II</b>		
8	15MB2C01	Business Research Methods
9	15MB2C02	Financial Management
10	15MB2C03	Human Resources Management
11	15MB2C04	Marketing Management - II
12	15MB2C05	Management Context
13	15MB2C06	Operations Management
14	15MB2C07	Quantitative Techniques
<b>Semester III</b>		
15	15MB3C01	Management Information Systems
16		Elective
17		Elective
18		Elective
19		Elective
20		Elective
21		Project Viva-Voce
<b>Semester IV</b>		
22	15MB4C01	Strategic Management
23		Elective
24		Elective
25		Elective
26		Elective
27		Elective
28		Elective

### **Semester III (Electives)**

#### **Finance**

1	15MB3F01	Financial Services
2	15MB3F02	Cost Accounting
3	15MB3F03	Financial Institutions, Markets and Systems
4	15MB3F04	Financial Modeling for Managers
5	15MB3F05	Financial Derivatives
6	15MB3F06	Investment Analysis and Portfolio Management
7	15MB3F07	Investment Banking

#### **Human Resource**

1	15MB3H01	HR Planning & Auditing
2	15MB3H02	Goal Setting & Performance Management
3	15MB3H03	Recruitment & Selection
4	15MB3H04	Managing Employee Relations
5	15MB3H05	Strategic Human Resource Management

#### **Marketing**

1	15MB3M01	Integrated Marketing Communication
2	15MB3M02	Rural Marketing
3	15MB3M03	E-Marketing
4	15MB3M04	International Marketing
5	15MB3M05	Consumer Behaviour
6	15MB3M06	Customer Relationship Management

#### **Operations**

1	15MB3O01	Management of Production and Projects
2	15MB3O02	Integrated Materials Management
3	15MB3O03	Supply Chain Management
4	15MB3O04	Service Operations Management
5	15MB3O05	Total Quality Management
6	15MB3O06	Logistics

#### **Systems**

1	15MB3S01	Software Project Management
2	15MB3S02	Enterprise Resource Planning
3	15MB3S03	Electronic Commerce

## Semester IV

### Finance

1	15MB4F01	Strategic Cost Management
2	15MB4F02	Behavioral Finance and Technical Analysis
3	15MB4F03	Multinational Business Finance
4	15MB4F04	Commercial Banking
5	15MB4F05	Corporate Taxation

### Human Resource

1	15MB4H01	Labour Laws & Managing Industry Relations
2	15MB4H02	Organisation Development
3	15MB4H03	Cross Cultural Management
4	15MB4H04	Training & Development

### Marketing

1	15MB4M01	Brand Management
2	15MB4M02	Marketing Strategy
3	15MB4M03	Business Marketing
4	15MB4M04	Retailing Management
5	15MB4M05	Services Marketing
6	15MB4M06	Sales and Distribution Management

### Operations

1	15MB4O01	Environment and Energy Management
2	15MB4O02	Inventory Control Techniques
3	15MB4O03	Strategic Supply Chain
4	15MB4O04	Enhancing Process Capabilities by Six Sigma
5	15MB4O05	Advanced Manufacturing Systems
6	15MB4O06	Productivity Techniques

### Systems

1	15MB4S01	Emerging Trends in information Technology
2	15MB4S02	Software Engineering
3	15MB4S03	Database Management Systems

### **Subject code - conventions followed is listed below:**

15	MB	1, 2, 3, 4	C,F,H,M,O,S	01, 02, 03....
Indicates Year in which the syllabus is framed/revised	Indicates the course - MBA	Indicates semester in which the course is offered	C - Core Paper Electives: F - Finance H - Human Resource M - Marketing O - Operations S - Systems	Indicates the serial number of the paper in each core/elective area