



JANSONS SCHOOL OF BUSINESS

(Autonomous)

Karumathampatti, Coimbatore – 641 659

**MBA Degree (4 Semester)
Full Time Residential Programme**

Curriculum 2017-2018 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 2017-18 onwards

SL No.	Course Code	Title of the Course <i>(Click on the Course Code for Syllabus)</i>
SEMESTER - I		
1	17MB1C01	Financial Analysis and Decision Making
2	17MB1C02	Dimensions of Management
3	15MB1C03	Managerial Communication
4	17MB1C04	Managerial Economics
5	15MB1C05	Marketing Management – I
6	17MB1C06	Quantitative Methods for Management
7	17MB1C07	Organisational Behaviour
SEMESTER - II		
8	17MB2C01	Business Research, Intelligence and Analytics
9	17MB2C02	Essentials of Business Finance
10	17MB2C03	Human Resources Management
11	15MB2C04	Marketing Management - II
12	17MB2C05	Entrepreneurship
13	17MB2C06	Operations Management
14	15MB2C07	Quantitative Techniques
SEMESTER - III		
15	15MB3C01	Management Information Systems
16		Elective #
17		Elective
18		Elective
19		Elective
20		Elective
21	15MB3C07	Project Viva-Voce
SEMESTER - IV		
22	17MB4C01	Strategic Management
23		Elective #
24		Elective
25		Elective
26		Elective
27		Elective
28		Elective

Student can select either a four credit course or a combination of two laboratory based /practical based /practice based elective courses/subjects with 2 (two) credits wherever offered, subject to a maximum ceiling of 4 credits in one semester.

List of Elective Courses for Semester – III

Semester III – List of Elective Courses			
Sl. No.	Course Code	Title of the Course <i>(Click on the Course Code for Syllabus)</i>	
Finance			Number of Credits
1	15MB3F01	Financial Services	4
2	15MB3F02	Cost Accounting	4
3	15MB3F03	Financial Institutions, Markets and Systems	4
4	15MB3F04	Financial Modeling for Managers	4
5	15MB3F05	Financial Derivatives	4
6	17MB3F06	Investment Analysis and Portfolio Management	4
7	15MB3F07	Investment Banking	4
8	17MB3F08	Investment Advisory Services – I #	2
9	17MB3F09	Investment Advisory Services – II #	2
Human Resources			Number of Credits
1	17MB3H01	Human Resources Planning and Auditing	4
2	15MB3H02	Staffing & Performance Management	4
3	17MB3H03	Recruitment and Selection	4
4	17MB3H04	Managing Employee Engagement	4
5	15MB3H05	Strategic Human Resource Management	4
6	17MB3H06	Stewardship for Sustainable Business #	2
7	17MB3H07	Transactional Analysis for Interpersonal Effectiveness #	2

Practice Based Subject with 2 Credits

Marketing			Number of Credits
1	15MB3M01	Integrated Marketing Communication	4
2	15MB3M02	Rural Marketing	4
3	17MB3M03	E-Marketing	4
4	17MB3M04	International Marketing	4
5	17MB3M05	Consumer Behaviour	4
6	15MB3M06	Customer Relationship Management	4
Operations			Number of Credits
1	15MB3O01	Management of Production and Projects	4
2	17MB3O02	Integrated Materials Management	4
3	17MB3O03	Supply Chain Management	4
4	17MB3O04	Service Operations Management	4
5	15MB3O05	Total Quality Management	4
6	17MB3O06	Logistics	4

Systems			Number of Credits
1	15MB3S01	Software Project Management	4
2	15MB3S02	Enterprise Resource Planning	4
3	15MB3S03	Electronic Commerce	4

List of Elective Courses for Semester IV

Semester IV– List of Elective Courses			
Sl. No.	Course Code	Title of the Course (Click on the Course Code for Syllabus)	
Finance			Number of Credits
1	15MB4F01	Strategic Cost Management	4
2	15MB4F02	Behavioral Finance and Technical Analysis	4
3	15MB4F03	Multinational Business Finance	4
4	17MB4F04	Commercial Banking	4
5	17MB4F05	Corporate Taxation	4
6	17MB4F06	Corporate Governance	4
Human Resources			Number of Credits
1	15MB4H01	Labour Laws & Managing Industrial Relations	4
2	15MB4H02	Organisation Development	4
3	17MB4H03	Cross Cultural Management	4
4	15MB4H04	Training & Development	4
Marketing			Number of Credits
1	15MB4M01	Brand Management	4
2	15MB4M02	Marketing Strategy	4
3	17MB4M03	Business to Business Marketing	4
4	17MB4M04	Retailing Management	4
5	17MB4M05	Services Marketing	4
6	17MB4M06	Sales and Distribution Management	4
Operations			Number of Credits
1	17MB4O01	Sustainable Environmental Management	4
2	15MB4O02	Inventory Control Techniques	4
3	17MB4O03	Strategic Supply Chain	4
4	17MB4O04	Enhancing Process Capabilities by Six Sigma	4
5	15MB4O05	Advanced Manufacturing Systems	4
6	17MB4O06	Energy Management and Audit	4

Systems			Number of Credits
1	15MB4S01	Emerging Trends in information Technology	4
2	15MB4S02	Software Engineering	4
3	15MB4S03	Database Management Systems	4

Subject code – conventions followed is listed below:

First two digits e.g.: “15 or 17”	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