

Jansons School of Business (Autonomous), Coimbatore – 641 659
Curriculum Structure as per Academic Regulations, 2019 [2019-20 (2021 Batch) Onwards]

Semester	Code No.	Subjects	Assessment and Credit			
			CA* (%)	FE** (%)	Total	Credit
I	19MB1C01	Financial Analysis and Decision Making	50	50	100	4
	19MB1C02	Fundamentals of Management	50	50	100	4
	19MB1C03	Managerial Communication	50	50	100	4
	19MB1C04	Managerial Economics	50	50	100	4
	19MB1C05	Marketing Management – I	50	50	100	4
	19MB1C06	Statistics for Managers	50	50	100	4
	19MB1C07	Organisational Behaviour	50	50	100	4
	19MB1P01	Management Practice – I	50	50	100	2
II	19MB2C01	Business Research, Intelligence and Analytics	50	50	100	4
	19MB2C02	Essentials of Business Finance	50	50	100	4
	19MB2C03	Human Resources Management	50	50	100	4
	19MB2C04	Marketing Management - II	50	50	100	4
	17MB2C05	Entrepreneurship	50	50	100	4
	19MB2C06	Operations Management	50	50	100	4
	19MB2C07	Quantitative Methods for Decision Making	50	50	100	4
	19MB2P01	Management Practice – II	50	50	100	2
III	19MB3C01	Management Information Systems	50	50	100	4
	19MB3C02	Strategic Management	50	50	100	4
		Elective #	50	50	100	4
		Elective	50	50	100	4
		Elective	50	50	100	4
		Elective	50	50	100	4
		Elective	50	50	100	4
		Elective – Skill Development@	50	50	100	1
		Elective – Skill Development@	50	50	100	1
		Elective – Skill Development@	50	50	100	1
	19MB3C07	Project Viva-Voce	50	50	100	4
IV		Elective #	50	50	100	4
		Elective	50	50	100	4
	19MB4C01	Internship/Project	50	50	100	4
	19MB4A01	Comprehensive Learning Assessment	--	100	100	4
		Total Credits				112

*CA -Continuous Assessment ** FE - Final Examination

Students 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.

@ Students have to select four one-credit Skill Development Courses

Semester III – List of Elective Courses			
Sl. No.	Course Code	Title of the Course in each Elective area such as Finance, Human Resources, Marketing, Operations and Systems	
Finance			Number of Credits
1	19MB3F01	Financial Services	4
2	19MB3F02	Financial Institutions, Markets and Systems	4
3	19MB3F03	Financial Modeling for Managers	4
4	19MB3F04	Financial Derivatives	4
5	19MB3F05	Investment Analysis and Portfolio Management	4
6	19MB3F06	Corporate Governance	4
7	19MB3F07	Investment Advisory Services – I [#]	2
8	19MB3F08	Investment Advisory Services – II [#]	2

Human Resources			Number of Credits
1	19MB3H01	Talent Acquisition	4
2	19MB3H02	Talent Management	4
3	19MB3H03	Organisation Development	4
4	19MB3H04	Cross Cultural Management	4
5	19MB3H05	Stewardship for Sustainable Business [#]	2
6	19MB3H06	Transactional Analysis for Interpersonal Effectiveness [#]	2

[#] Practice Based Subject with 2 Credits

Marketing			Number of Credits
1	19MB3M01	Services Marketing	4
2	19MB3M02	Rural Marketing	4
3	19MB3M03	Digital Marketing	4
4	17MB3M04	International Marketing	4
5	17MB3M05	Consumer Behaviour	4
6	15MB3M06	Customer Relationship Management	4
Operations			Number of Credits
1	19MB3O01	Supply Chain Management	4
2	19MB3O02	Enhancing Process Capabilities by Six Sigma	4
3	19MB3O03	Service Operations Management	4
4	19MB3O04	Logistics	4
5	19MB3O05	Assessment of Business Risks and Management of Risks & Crises	4
6	19MB3O06	Management of Technology	4
7	19MB3O07	Management of Projects	4
Systems			Number of Credits
1	19MB3S01	Software Project Management	4
2	15MB3S02	Enterprise Resource Planning	4
3	15MB3S03	Electronic Commerce	4

List of Skill Development Elective Courses			Emphasis and Application	Number of Credits
1	19MB3L01	Basics of Blockchain	Finance	1
2	19MB3L02	Basics of Mutual Funds	Finance	1
3	19MB3L03	Business Analytics	Operations	1
4	19MB3L04	Business Games	Operations	1
5	19MB3L05	Critical and Ethical Thinking	Human Resources	1
6	19MB3L06	Data Visualisation using MS Excel	General	1
7	19MB3L07	Decision Quality and Decision Analysis	Operations	1
8	19MB3L08	Essentials of Building Online Business	Marketing & Systems	1
9	19MB3L09	Essentials of Costing	Finance	1
10	19MB3L10	Foundations of Personal Finance	Finance	1
11	19MB3L11	Fundamentals of Distribution Management	Marketing	1
12	19MB3L12	Fundamentals of Sales Management	Marketing	1
13	19MB3L13	HR Business Partnership Skills	Human Resources	1
14	19MB3L14	Inventory Management	Operations	1
15	19MB3L15	Lean Manufacturing	Operations	1
16	19MB3L16	Optimization using MS Excel	General	1
17	19MB3L17	Purchase Management	Operations	1
18	19MB3L18	Rural Immersion Programme	Marketing	1
19	19MB3L19	Techniques to Improve Efficiency & Productivity	Operations	1

List of Elective Courses for Semester IV

Semester IV– List of Elective Courses			
Sl. No.	Course Code	Title of the Course in each Elective area such as Finance, Human Resources, Marketing, Operations and Systems	Number of Credits
Finance			Number of Credits
1	19MB4F01	Strategic Cost Management	4
2	19MB4F02	Behavioral Finance and Technical Analysis	4
3	19MB4F03	Multinational Business Finance	4
4	19MB4F04	Commercial Banking	4
5	19MB4F05	Corporate Taxation	4
Human Resources			Number of Credits
1	19MB4H01	HR Analytics #	2
2	19MB4H02	Employment Laws and Industrial Relations #	2
3	19MB4H03	Employee Engagement #	2
4	19MB4H04	Happiness and Well-being #	2
5	19MB4H05	Learning & Development	4

Marketing			Number of Credits
1	19MB4M01	Brand Management	4
2	15MB4M02	Marketing Strategy	4
3	17MB4M03	Business to Business Marketing	4
4	19MB4M04	Retailing Management	4
5	19MB4M05	Integrated Marketing Communication	4

Operations			Number of Credits
1	19MB4O01	Strategic Supply Chain	4
2	19MB4O02	Sustainable Development	4
3	19MB4O03	Energy Management and Audit	4

Systems			Number of Credits
1	15MB4S01	Emerging Trends in information Technology	4
2	19MB4S02	Information Technology for Strategic Business	4
3	19MB4S03	Business Intelligence and Data Mining	4

Practice Based Subject with 2 Credits