



THE B SCHOOL

JANSONS SCHOOL OF BUSINESS

(Autonomous)

Karumathampatti, Coimbatore - 641659

MBA Degree (4 Semester)

Full-Time Residential Programme

Curriculum - 2023 onwards

CURRICULUM STRUCTURE – 2023

M.B.A (Master of Business Administration) Full Time – Fully Residential

I SEMESTER						
Course Code	Course Title	Total Number of contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
23MB1C01	Fundamentals of Management	4	0	0	40	4
23MB1C02	Managerial Communication	4	0	0	40	4
23MB1C03	Managerial Economics	4	0	0	40	4
23MB1C04	Financial & Cost Analysis	3	1	0	40	4
23MB1C05	Data Analytics – I	2	1	1	40	4
23MB1C06	Organizational Behaviour	4	0	0	40	4
23MB1C07	Sustainable Business Management	3	1	0	40	4
23MB1P01	Management Practice – I	2	0	0	20	2
						30
II SEMESTER						
23MB2C01	Contemporary Business Environment	4	0	0	40	4
23MB2C02	Business Research Methods	3	1	0	40	4
23MB2C03	Data Analytics – II	2	1	1	40	4
23MB2C04	Financial Management	3	1	0	40	4
23MB2C05	Human Resources Management	4	0	0	40	4
23MB2C06	Marketing Management	4	0	0	40	4
23MB2C07	Operations Management	3	1	0	40	4
23MB2P01	Management Practice – II	2	0	0	20	2
23MB2A01	Comprehensive Learning Assessment	0	1	1	20	2
						32

III SEMESTER						
23MB3C01	Management Information Systems	4	0	0	40	4
23MB3C02	Strategic Management	4	0	0	40	4
23MB3C03	Summer Internship/Project	0	0	6	60	6
	Elective	3	0	0	30	3
	Elective	3	0	0	30	3
	Elective	3	0	0	30	3
	Elective	3	0	0	30	3
						26
IV SEMESTER						
23MB4C01	Entrepreneurship	4	0	0	40	4
23MB4C02	Project Management	3	1	0	40	4
	Elective	3	0	0	30	3
	Elective	3	0	0	30	3
	Elective	3	0	0	30	3
	Elective	3	0	0	30	3
	SWAYAM – NPTEL	1	1	0	20	2
						22
TOTAL CREDITS						110

LIST OF ELECTIVES – III SEMESTER

Course Code	Course Title	Total Number of contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
Finance						
23MB3F01	Financial Services	3	0	0	30	3
23MB3F02	Investment Analysis and Portfolio Management	2	1	0	30	3
23MB3F03	Financial Derivatives	2	1	0	30	3
23MB3F04	Financial Modelling for Managers	2	1	0	30	3
23MB3F05	Fintech Analytics	2	1	0	30	3

Human Resources						
23MB3H01	Talent Acquisition	3	0	0	30	3
23MB3H02	Performance, Compensation and Benefits	3	0	0	30	3
23MB3H03	Cross Cultural Management	3	0	0	30	3
23MB3H04	Transactional Analysis for Interpersonal Effectiveness	3	0	0	30	3
23MB3H05	Diversity, Equity and Inclusion	3	0	0	30	3
Marketing						
23MB3M01	Consumer Behaviour	3	0	0	30	3
23MB3M02	Integrated Marketing Communication	3	0	0	30	3
23MB3M03	Digital Marketing	3	0	0	30	3
23MB3M04	Sales and Distribution Management	3	0	0	30	3
23MB3M05	Marketing Analytics	3	0	0	30	3
23MB3M06	Customer Relationship Management	3	0	0	30	3
Operations						
23MB3O01	Supply Chain Management	2	1	0	30	3
23MB3O02	Logistics	2	1	0	30	3
23MB3O03	Total Quality Management	2	1	0	30	3
23MB3O04	Service Operations Management	2	1	0	30	3
23MB3O05	Lean Six Sigma Green belt	2	1	0	30	3

LIST OF ELECTIVES – IV SEMESTER

Course Code	Course Title	Total Number of contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
Finance						
23MB4F01	Behavioural Finance	2	1	0	30	3
23MB4F02	Commercial Banking	3	0	0	30	3
23MB4F03	Personal Finance & Taxation	3	0	0	30	3
23MB4F04	International Finance	3	0	0	30	3
23MB4F05	Financial Blockchain	2	1	0	30	3
Human Resources						
23MB4H01	HR Analytics	1	1	1	30	3
23MB4H02	Employment Laws and Industrial Relations	3	0	0	30	3
23MB4H03	Learning & Development	3	0	0	30	3
23MB4H04	Organisation Development	3	0	0	30	3
Marketing						
23MB4M01	Brand Management	3	0	0	30	3
23MB4M02	Rural Marketing	3	0	0	30	3
23MB4M03	Business to Business Marketing	3	0	0	30	3
23MB4M04	Retailing Management	3	0	0	30	3
23MB4M05	Services Marketing	3	0	0	30	3
23MB4M06	International Marketing	3	0	0	30	3

Operations						
23MB4O01	Supply Chain Analytics	2	1	0	30	3
23MB4O02	Global & Maritime Logistics	2	1	0	30	3
23MB4O03	Technology Management	3	0	0	30	3
23MB4O04	Industry 5.0	3	0	0	30	3

Course Code – conventions followed are listed below.

First two digits E.g.: '23'	MB	1, 2, 3, 4	A, C, F, H, M, O	01, 02, 03
Indicates Year in which the syllabus is framed / revised	Indicates the course - MBA	Indicates semester in which the course is offered	A - Comprehensive Learning Assessment C – Core Paper F – Finance H – Human Resource M – Marketing O – Operations P – Career Skills	Indicates the serial number of the paper in each core / elective area

Students need to complete one SWAYAM - NPTEL course during the tenure of the MBA Programme.