



THE B SCHOOL

JANSONS SCHOOL OF BUSINESS

(AUTONOMOUS)

Affiliated to



Approved By



Accredited By



International Accreditation



MBA

(Full-Time Program)



26th Batch
ADMISSIONS OPEN
2027-29

ABOUT US

Jansons School of Business is a premier destination for full-time MBA. We, at JSB, strongly believe that innovation and excellence are at the very heart of business education. JSB aims at transforming students into responsible and ethical managers and entrepreneurs. With ample opportunities for experimenting and original thinking, the pulsating presence of student clubs creates an indelible mark in this journey towards distinction. We allow our students to discover for themselves the splendor of the corporate world through Interaction with Corporate Leaders which result in enviable placements.

Started in 2002, accredited by NBA and ACBSP, this autonomous Institution affiliated to the Bharathiar University, Coimbatore, offers programmes in Management, at the PG degree and doctoral levels. JSB is promoted by Jansons Group, a major business conglomerate in South India with interests ranging from textiles, granites to health care.

VISION

To be a globally acclaimed Business School, nurturing leaders who drive business and society with purpose, integrity, and innovation.

MISSION

To equip future managers and entrepreneurs with the knowledge, skills, and values necessary to lead successful careers and champion universally accepted sustainable business practices, through effective teaching and research, to positively impact the society.

MBA PROGRAMME

The JSB-MBA Programme is Internationally Accredited by The Accreditation Council for Business Schools and Programs (ACBSP), USA and National Board of Accreditation (NBA).

The MBA program at Jansons School of Business is a dynamic and comprehensive journey, that equips students with the skills and knowledge to excel in the ever-evolving business landscape. Our program stands out with a perfect blend of academic excellence, practical exposure, and holistic development.

SPECIALIZATIONS

- ✓ Business Analytics
- ✓ Finance
- ✓ Human Resources
- ✓ Marketing
- ✓ Supply Chain Management & Operations

SCOPE

- Business Analyst
- Relationship Manager
- HR Manager
- Corporate Sales
- Operations Executive

Choose JSB for a transformative MBA experience that prepares you for leadership roles across diverse industry sectors.

MBA @ JSB - A Snapshot



STARTED in 2002

24 Years in Management Education



ENTRANCE TEST

CAT / MAT / ATMA
CMAT / TANCET



FACULTY

Mix of Corporate & Academics
Faculty Exchange Program
Faculty Immersion Program
Faculty Development Program



STUDENTS DEVELOPMENT

10+ Vibrant & Dynamic Clubs
Students Exchange Program
Interaction with Corporate Leaders and Academic Fraternity
Rural Social Immersion Program
Live Project with Industry



PLACEMENT

Dedicated Center for Corporate Relations
Placements across Sectors & Domains



Wi-fi CAMPUS

Connecting Minds,
through Wireless Innovation



STATUS

Approved by AICTE, New Delhi
Accredited by NBA & ACBSP



ELIGIBILITY

Any UG Degree



CURRICULUM

Full-Time & 4 Semesters



ELECTIVES

Over 50 courses in all Specialisations



INTERNSHIP-3 Months

Institution facilitated Industry Internship
Industry-Relevant Learning Experience
Pre-Placement for Outstanding Performers



LIBRARY

18000+ books & 78 periodicals



COMPUTER LAB

Digital Skills for a Digital World



HOUSING

Residential Facility with Food Court

SELECTION PROCESS

The MBA Programme is multi-disciplinary in nature. Hence, admission to this programme is open to degree holders in any discipline.

A pass in any Undergraduate degree is the minimum requirement for admission to the JSB-MBA programme, as per the norms of Government of Tamil Nadu. The degree obtained by the applicant should have been conferred by an approved institution. The list of approved institutions is available in the website of The University Grants Commission.

Admission is based on the merit order of aggregate score obtained by applicants in Aptitude Test, Group Discussion, and Personal Interview.

Candidates interested in joining JSB-MBA should have a valid score of any one of the following tests:

✓ **CAT** ✓ **MAT** ✓ **CMAT** ✓ **ATMA** ✓ **TANCET**

Candidates coming through TANCET Counselling will not have GD / PI.

The candidates short-listed from other Test scores will be called for Group Discussion and Personal Interview. The schedule for the same will be intimated to the short-listed candidates by e-mail/phone.

We encourage you to fill-in the online application form available at www.jsb.ac.in

The application fee of Rs.1000/- can be paid through online payment methods. You can also scan the QR code given in the last page.

I SEMESTER

- Fundamentals of Management
- Managerial Communication
- Micro Economics
- Business Accounting
- Business Statistics
- Organizational Behaviour
- Rural Social Immersion Program
- Management Practice – I
- Business History of India
- Excel Basics for Data Analysis

II SEMESTER

- Contemporary Business Environment
- Business Research Methods
- Decision Science
- Financial Management
- Human Resources Management
- Marketing Management
- Operations Management
- Data Analytics Primer
- Indian Knowledge System
- Management Practice – II
- Comprehensive Learning Assessment

III SEMESTER

- AI & Information Systems for Managers
- Strategic Management
- Entrepreneurship
- Summer Internship/Project
- AIMA BizLab Business Strategy Simulation
- Elective 1
- Elective 2
- Elective 3
- Elective 4

IV SEMESTER

- Project Management
- Sustainable Business Management
- Elective 5
- Elective 6
- Elective 7
- Elective 8
- SWAYAM – NPTEL

* Curriculum
subject to change

International
Tour at
actual cost

CURRICULUM @ JSB

III SEMESTER ELECTIVES

Finance

- Financial Markets & Services
- Investment Analysis and Portfolio Management
- Financial Derivatives
- Financial Modelling for Managers
- Fintech & Blockchain

Human Resources

- Talent Acquisition
- Performance, Compensation, and Benefits
- Employee Engagement
- Transactional Analysis for Interpersonal Effectiveness
- Diversity, Equity, and Inclusion

Marketing

- Behavioural Marketing
- Integrated Marketing Communication
- Consumer Market Research
- Sales Force Management
- Marketing Analytics
- Distribution & Sales Promotion Management
- Customer Relationship Management

Supply Chain Management & Operations

- Supply Chain Management
- Logistics Management
- Total Quality Management & Lean Six Sigma
- Supply Chain Planning
- Strategic Procurement

Business Analytics

- Business Analytics
- DBMS and Data Warehouse
- Data Mining and Business Intelligence
- Data Visualization for Business

IV SEMESTER ELECTIVES

Finance

- Behavioural Finance and Technical Analysis
- Commercial Bank Management
- Wealth Management
- International Finance
- Insurance & Risk Management
- Investment Banking

Human Resources

- HR Analytics
- Employment Laws and Industrial Relations
- Learning & Development
- Organizational Development
- Emotional Intelligence

Marketing

- Brand Management
- Rural Marketing
- Business-to-Business Marketing
- Retailing Management
- Services Marketing
- International Marketing
- Digital Marketing

Supply Chain Management & Operations

- Supply Chain Analytics
- Service Operations Management
- Maritime Logistics & Port Management
- Sustainable Supply Chain Management
- Technology Management

Business Analytics

- Machine Learning using Python
- Multivariate Data Analysis
- R for Data Analysis
- Natural Language Processing

CXO

CONFLUENCE

(An Interaction with Corporate Leaders)

**CORPORATE
CONFLUENCE**

(An Interaction with Corporate Executives)

**GLOBAL
CONFLUENCE**

(An Interaction with Global Leaders)

**ACADEMIC
CONFLUENCE**

(An Interaction with Academia)

E - CONFLUENCE

(An Interaction to Nurture Entrepreneurship)

**WELLNESS
CONFLUENCE**

(Interaction with Wellness Experts)

**ALUMNI
CONFLUENCE**

(An Interaction with Alumni)

Centres of Excellence



International Collaboration



National Collaboration



Industry Collaboration



Global Immersion Program with Boston International College (BIC), Nepal



Students & Faculty Exchange Program



SCMS COCHIN SCHOOL OF BUSINESS

at SCMS Cochin



Rural Social Immersion Program in association with The Dhan Academy



TEDx @ JSB 2025



Marathon



Walkathon



Srujana 2025 The Inter-Collegiate Competition



Milaap The Annual Alumni Meet

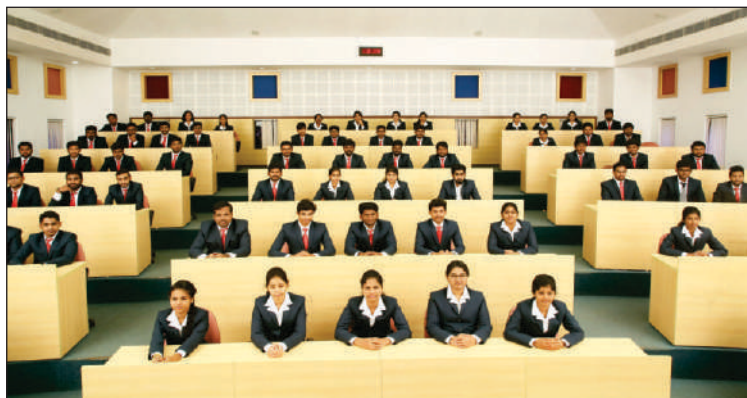


Pongal Celebration 2025



Onam Celebration 2025





Our Prominent Recruiters



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Online
Application Form



Download
Application Form



JSB Website



 **JANSONS**

FOR ADMISSIONS

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