



THE **B** SCHOOL

**JANSONS SCHOOL OF BUSINESS
(Autonomous)**

Karumathampatti, Coimbatore - 641 659

MBA Degree (4 Semester)

CURRICULUM STRUCTURE - 2024

1. I SEMESTER						
Course Code	Course Title	Total Number of contact hours per week			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
24MB1C01	Fundamentals of Management	4	0	0	40	4
24MB1C02	Managerial Communication	4	0	0	40	4
24MB1C03	Managerial Economics	4	0	0	40	4
24MB1C04	Financial & Cost Analysis	3	1	0	40	4
24MB1C05	Data Analytics – I	2	1	1	40	4
24MB1C06	Organizational Behaviour	4	0	0	40	4
24MB1C07	Social Immersion Program	0	0	3	30	3
24MB1P01	Management Practice – I	2	0	0	20	2
Total Credit – I SEMESTER						29
II SEMESTER						
24MB2C01	Contemporary Business Environment	4	0	0	40	4
24MB2C02	Business Research Methods	3	1	0	40	4
24MB2C03	Data Analytics – II	2	1	1	40	4
24MB2C04	Financial Management	3	1	0	40	4
24MB2C05	Human Resources Management	4	0	0	40	4
24MB2C06	Marketing Management	4	0	0	40	4
24MB2C07	Operations Management	3	1	0	40	4
24MB2P01	Management Practice – II	2	0	0	20	2
24MB2A01	Comprehensive Learning Assessment	0	1	1	20	2
Total Credit – II SEMESTER						32

III SEMESTER						
24MB3C01	Management Information System	4	0	0	40	4
24MB3C02	Strategic Management	4	0	0	40	4
24MB3C03	Summer Internship/Project	0	0	6	60	6
24MB3C04	Business Simulations	0	0	1	10	1
	Elective 1	3	0	0	30	3
	Elective 2	3	0	0	30	3
	Elective 3	3	0	0	30	3
	Elective 4	3	0	0	30	3
Total Credit – III SEMESTER						27
IV SEMESTER						
24MB4C01	Entrepreneurship	4	0	0	40	4
24MB4C02	Project Management	3	1	0	40	4
24MB4C03	Sustainable Business Management	3	1	0	40	4
	Elective 5	3	0	0	30	3
	Elective 6	3	0	0	30	3
	Elective 7	3	0	0	30	3
	Elective 8	3	0	0	30	3
	SWAYAM – NPTEL	1	1	0	20	2
Total Credit – IV SEMESTER						26
TOTAL CREDITS – PROGRAM						114

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						
24MB3F01	Financial Services	3	0	0	30	3
24MB3F02	Investment Analysis and Portfolio Management	2	1	0	30	3
24MB3F03	Financial Derivatives	2	1	0	30	3
24MB3F04	Financial Modelling for Managers	2	1	0	30	3
24MB3F05	Fintech & Blockchain	2	1	0	30	3

Human Resources						
24MB3H01	Talent Acquisition	3	0	0	30	3
24MB3H02	Performance, Compensation and Benefits	3	0	0	30	3
24MB3H03	Cross Cultural Management	3	0	0	30	3
24MB3H04	Transactional Analysis for Interpersonal Effectiveness	3	0	0	30	3
24MB3H05	Diversity, Equity, and Inclusion	3	0	0	30	3

Marketing						
24MB3M01	Behavioral Marketing	3	0	0	30	3
24MB3M02	Integrated Marketing Communication	3	0	0	30	3
24MB3M03	Digital Marketing	3	0	0	30	3
24MB3M04	Sales and Distribution Management	3	0	0	30	3
24MB3M05	Marketing Analytics	3	0	0	30	3
24MB3M06	Customer Relationship Management	3	0	0	30	3

Supply Chain Management & Operations						
24MB3S01	Supply Chain Management	2	1	0	30	3
24MB3S02	Supply Chain Planning	3	0	0	30	3
24MB3S03	TQM & Lean Six Sigma	2	1	0	30	3
24MB3S04	Service Operations Management	2	1	0	30	3
24MB3S05	Strategic Procurement	3	0	0	30	3
Business Analytics						
24MB3B01	Big Data	1	1	1	30	3
24MB3B02	DBMS and Data Warehouse	1	1	1	30	3
24MB3B03	Data Mining and Business Intelligence (BI)	1	1	1	30	3
24MB3B04	Data Visualization for Business	1	1	1	30	3

LIST OF ELECTIVES - IV SEMESTER

Course Code	Course Title	Total Number of contact hours perweek			Total Hours	Credits
		Lecture (L)	Tutorial (T)	Practical (P)		
Finance						
24MB4F01	Behavioural Finance	2	1	0	30	3
24MB4F02	Commercial Bank Management	3	0	0	30	3
24MB4F03	Personal Finance & Taxation	3	0	0	30	3
24MB4F04	International Finance	3	0	0	30	3
24MB4F05	Insurance & Risk Management	2	1	0	30	3
Human Resources						
24MB4H01	HR Analytics	1	1	1	30	3
24MB4H02	Employment Laws and Industrial Relations	3	0	0	30	3
24MB4H03	Learning & Development	3	0	0	30	3
24MB4H04	Organizational Development	3	0	0	30	3
24MB4H05	Emotional Intelligence	3	0	0	30	3
Marketing						
24MB4M01	Brand Management	3	0	0	30	3
24MB4M02	Rural Marketing	3	0	0	30	3
24MB4M03	Business to Business Marketing	3	0	0	30	3
24MB4M04	Retailing Management	3	0	0	30	3
24MB4M05	Services Marketing	3	0	0	30	3
24MB4M06	International Marketing	3	0	0	30	3

Supply Chain Management & Operations						
24MB4S01	Supply Chain Analytics	2	1	0	30	3
24MB4S02	Maritime Logistics & Port Management	2	1	0	30	3
24MB4S03	Sustainable Supply Chain Management	3	0	0	30	3
24MB4S04	Technology Management	3	0	0	30	3
Business Analytics						
24MB4B01	Machine Learning	1	1	1	30	3
24MB4B02	Multivariate Data Analysis	1	1	1	30	3
24MB4B03	Business Analytics	1	1	1	30	3
24MB4B04	Natural Language Processing	1	1	1	30	3

Course Code – conventions followed are listed below.

First two digits E.g.: '24'	MB	1, 2, 3, 4	A, B, C, F, H, M, S, P	01, 02, 03
Indicates the Year in which the syllabus is framed / revised	Indicates the course - MBA	Indicates the semester in which the course is offered	A - Comprehensive Learning Assessment B - Business Analytics C - Core Paper F - Finance H - Human Resource M - Marketing S - Supply Chain & Operations P - Career Skills	Indicates the serial number of the paper in each core / elective area