



CMS Business School

**JAIN UNIVERSITY**

Declared as Deemed-to-be University s/n 3 of the UGC Act, 1956

# **CURRICULUM MATRIX**

## **BATCH 2016-18**

**SEMESTER 1**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS101	Micro Economics	3	50	50	100
16JBS102	Macro Economics	3	50	50	100
16JBS103	Principles and Ethics of Management	3	50	50	100
16JBS104	Probability and Statistics in Management	3	50	50	100
16JBS105	Marketing Management -1	3	50	50	100
16JBS106	Marketing Management -2	3	50	50	100
16JBS107	Financial Accounting	3	50	50	100
16JBS108	Management Accounting	3	50	50	100
16JBS109	Organisational Behaviour	3	50	50	100
16JBS110	Human Resource Management	3	50	50	100
<b>TOTAL</b>		<b>30</b>	<b>500</b>	<b>500</b>	<b>1000</b>

**SEMESTER 1 – VALUE ENHANCING COURSES**

		Credits	UE	IA	Total
16JBS111	Business Oriented Computer Applications	2*	50	50	100
16JBS112	Managerial Communications	2*	50	50	100

**\* Value enhancing courses – Teaching and learning 1 credit = 10 hours**  
**Practical 1 credit = 20 hours**



### SEMESTER 2 - SINGLE FINANCE SPECIALISATION

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS201	Business law	3	50	50	100
16JBS202	Business and Economic Environment	3	50	50	100
16JBS203	Operations Research	3	50	50	100
16JBS204	Business Research Methodology	3	50	50	100
16JBS205	Advanced Financial Accounting and Reporting -1	3	50	50	100
16JBS206	Investment Analysis and Portfolio Management	3	50	50	100
16JBS207	Corporate Finance and Financial Decisions -1	3	50	50	100
16JBS208	Wealth Management	3	50	50	100
16JBS209	Advanced Financial Accounting and Reporting -2	3	50	50	100
16JBS210	Corporate Finance and Financial Decisions -2	3	50	50	100
16JBS211	Organisation Study	4	50	50	100
<b>TOTAL</b>		<b>34</b>	<b>550</b>	<b>550</b>	<b>1100</b>

### SEMESTER 2 – VALUE ENHANCING COURSE

		Credits	UE	IA	Total
16JBS212	Positive Organizational Competencies	2*	50	50	100

**\* Value enhancing courses – Teaching and learning 1 credit = 10 hours**  
**Practical 1 credit = 20 hours**



### SEMESTER 2 - SINGLE MARKETING SPECIALISATION

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS201	Business law	3	50	50	100
16JBS202	Business and Economic Environment	3	50	50	100
16JBS203	Operations Research	3	50	50	100
16JBS204	Business Research Methodology	3	50	50	100
16JBS215	Marketing Research	3	50	50	100
16JBS216	Consumer Behaviour	3	50	50	100
16JBS217	Digital Marketing and E-Commerce	3	50	50	100
16JBS218	Business to Business Marketing	3	50	50	100
16JBS219	Sales Management	3	50	50	100
16JBS220	Customer Relationship Management	3	50	50	100
16JBS211	Organisation Study	4	50	50	100
<b>TOTAL</b>		<b>34</b>	<b>550</b>	<b>550</b>	<b>1100</b>

### SEMESTER 2 – VALUE ENHANCING COURSE

		Credits	UE	IA	Total
16JBS212	Positive Organizational Competencies	2*	50	50	100

\* Value enhancing courses – Teaching and learning 1 credit = 10 hours  
Practical 1 credit = 20 hours



### SEMESTER 2 - DUAL SPECIALISATION: FINANCE AND MARKETING

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS201	Business law	3	50	50	100
16JBS202	Business and Economic Environment	3	50	50	100
16JBS203	Operations Research	3	50	50	100
16JBS204	Business Research Methodology	3	50	50	100
16JBS215	Marketing Research	3	50	50	100
16JBS218	Business to Business Marketing	3	50	50	100
16JBS217	Digital Marketing and E-Commerce	3	50	50	100
16JBS208	Wealth Management	3	50	50	100
16JBS207	Corporate Finance and Financial Decisions -1	3	50	50	100
16JBS206	Investment Analysis and Portfolio Management	3	50	50	100
16JBS211	Organisation Study	4	50	50	100
<b>TOTAL</b>		<b>34</b>	<b>550</b>	<b>550</b>	<b>1100</b>

### SEMESTER 2 – VALUE ENHANCING COURSE

		Credits	UE	IA	Total
16JBS212	Positive Organizational Competencies	2*	50	50	100

**\* Value enhancing courses – Teaching and learning 1 credit = 10 hours  
 Practical 1 credit = 20 hours**



### SEMESTER 2 - DUAL SPECIALISATION: HR AND MARKETING

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS201	Business law	3	50	50	100
16JBS202	Business and Economic Environment	3	50	50	100
16JBS203	Operations Research	3	50	50	100
16JBS204	Business Research Methodology	3	50	50	100
16JBS215	Marketing Research	3	50	50	100
16JBS218	Business to Business Marketing	3	50	50	100
16JBS217	Digital Marketing and E-Commerce	3	50	50	100
16JBS251	Training and Development	3	50	50	100
16JBS252	Recruitment and Selection	3	50	50	100
16JBS253	Compensation and Benefits	3	50	50	100
16JBS211	Organisation Study	4	50	50	100
<b>TOTAL</b>		<b>34</b>	<b>550</b>	<b>550</b>	<b>1100</b>

### SEMESTER 2 – VALUE ENHANCING COURSE

		Credits	UE	IA	Total
16JBS212	Positive Organizational Competencies	2*	50	50	100

**\* Value enhancing courses – Teaching and learning 1 credit = 10 hours  
Practical 1 credit = 20 hours**



**SEMESTER 3 - SINGLE FINANCE SPECIALISATION**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS301	International Business	3	50	50	100
16JBS302	Logistics and Supply Chain Management	3	50	50	100
16JBS303	Politics and Society in Contemporary India	3	50	50	100
16JBS304	Production and Operations Management	3	50	50	100
16JBS305	International Finance	3	50	50	100
16JBS306	Financial Markets and Instruments	3	50	50	100
16JBS307	Banking	3	50	50	100
16JBS308	Business Taxation and Tax Planning	3	50	50	100
16JBS309	Strategic Cost Management	3	50	50	100
16JBS310	Risk and Control Strategy	3	50	50	100
16JBS311	Summer Internship	6	50	100	150
<b>TOTAL</b>		<b>36</b>	<b>550</b>	<b>600</b>	<b>1150</b>

**SEMESTER 3 - SINGLE MARKETING SPECIALISATION**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS301	International Business	3	50	50	100
16JBS302	Logistics and Supply Chain Management	3	50	50	100
16JBS303	Politics and Society in Contemporary India	3	50	50	100
16JBS304	Production and Operations Management	3	50	50	100
16JBS315	Rural Marketing	3	50	50	100
16JBS316	Sales Promotion Management	3	50	50	100
16JBS317	Advertising and Public Relations	3	50	50	100
16JBS318	Brand Management	3	50	50	100
16JBS319	Services Marketing	3	50	50	100
16JBS320	Retail Management	3	50	50	100
16JBS311	Summer Internship	6	50	100	150
<b>TOTAL</b>		<b>36</b>	<b>550</b>	<b>600</b>	<b>1150</b>



**SEMESTER 3 - DUAL SPECIALISATION: FINANCE AND MARKETING**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS301	International Business	3	50	50	100
16JBS302	Logistics and Supply Chain Management	3	50	50	100
16JBS303	Politics and Society in Contemporary India	3	50	50	100
16JBS304	Production and Operations Management	3	50	50	100
16JBS318	Brand Management	3	50	50	100
16JBS319	Services Marketing	3	50	50	100
16JBS321	Integrated Marketing Communications	3	50	50	100
16JBS305	International Finance	3	50	50	100
16JBS306	Financial Markets and Instruments	3	50	50	100
16JBS307	Banking	3	50	50	100
16JBS311	Summer Internship	6	50	100	150
<b>TOTAL</b>		<b>36</b>	<b>550</b>	<b>600</b>	<b>1150</b>

**SEMESTER 3 - DUAL SPECIALISATION: HR AND MARKETING**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS301	International Business	3	50	50	100
16JBS302	Logistics and Supply Chain Management	3	50	50	100
16JBS303	Politics and Society in Contemporary India	3	50	50	100
16JBS304	Production and Operations Management	3	50	50	100
16JBS318	Brand Management	3	50	50	100
16JBS319	Services Marketing	3	50	50	100
16JBS321	Integrated Marketing Communications	3	50	50	100
16JBS351	Industrial relations and Labour Laws	3	50	50	100
16JBS352	HR Planning and Administration	3	50	50	100
16JBS353	Organization Development and Change Management	3	50	50	100
16JBS311	Summer Internship	6	50	100	150
<b>TOTAL</b>		<b>36</b>	<b>550</b>	<b>600</b>	<b>1150</b>





**SEMESTER 4 - SINGLE FINANCE SPECIALISATION**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS401	Entrepreneurship	3	50	50	100
16JBS402	Strategic Management	3	50	50	100
16JBS403	Project Management	3	50	50	100
16JBS404	Financial Strategy	3	50	50	100
16JBS405	Corporate Restructuring and Mergers and Acquisitions	3	50	50	100
16JBS406	Project Finance	3	50	50	100
16JBS407	Financial Modelling and Analytics	3	50	50	100
<b>TOTAL</b>		<b>21</b>	<b>350</b>	<b>350</b>	<b>700</b>

**SEMESTER 4 - SINGLE MARKETING SPECIALISATION**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS401	Entrepreneurship	3	50	50	100
16JBS402	Strategic Management	3	50	50	100
16JBS403	Project Management	3	50	50	100
16JBS414	Marketing Analytics	3	50	50	100
16JBS415	Strategic Marketing	3	50	50	100
16JBS416	Global Marketing	3	50	50	100
16JBS417	Distribution Management	3	50	50	100
<b>TOTAL</b>		<b>21</b>	<b>350</b>	<b>350</b>	<b>700</b>



**SEMESTER 4 - DUAL SPECIALISATION: FINANCE  
AND MARKETING**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS401	Entrepreneurship	3	50	50	100
16JBS402	Strategic Management	3	50	50	100
16JBS403	Project Management	3	50	50	100
16JBS416	Global Marketing	3	50	50	100
16JBS425	Sales and Distribution Management	3	50	50	100
16JBS405	Corporate Restructuring, Mergers and Acquisitions	3	50	50	100
16JBS406	Project Finance	3	50	50	100
<b>TOTAL</b>		<b>21</b>	<b>350</b>	<b>350</b>	<b>700</b>

**SEMESTER 4 - DUAL SPECIALISATION: HR AND MARKETING**

			Marks		
Code	Subject	Credits	UE	IA	Total
16JBS401	Entrepreneurship	3	50	50	100
16JBS402	Strategic Management	3	50	50	100
16JBS403	Project Management	3	50	50	100
16JBS416	Global Marketing	3	50	50	100
16JBS425	Sales and Distribution Management	3	50	50	100
16JBS436	Strategic HRM	3	50	50	100
16JBS437	International HRM	3	50	50	100
<b>TOTAL</b>		<b>21</b>	<b>350</b>	<b>350</b>	<b>700</b>