

**CURRICULUM
MATRIX Batch
2017-2019**

Semester I

Sl. No.	Area	Subject Code	Name of the Subject	Credits	UE	IA	Total
1	Core Course	17JBS101	Quantitative Techniques in Management	4	50	50	100
2	Core Course	17JBS102	Managerial Economics	4	50	50	100
3	Core Course	17JBS103	Information Systems for Managers	4	50	50	100
4	Core Course	17JBS104	Effective Business Communication	4	50	50	100
5	Core Course	17JBS105	Business Management and Ethics	4	50	50	100
6	Core Course	17JBS106	Accounting for Management	4	50	50	100
7	Core Course	17JBS107	Marketing Management	4	50	50	100
8	Core Course	17JBS108	Understanding and Managing People	4	50	50	100
TOTAL				32	400	400	800

Semester II

Core Finance Specialization							
Sl. No.	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS201	Operations Research	4	50	50	100
2	Core Course	17JBS202	Strategic Management	4	50	50	100
3	Finance	17JBS203	Financial Markets and Instruments	4	50	50	100
4	Finance	17JBS204	Investment Analysis and Portfolio Management	4	50	50	100
5	Finance	17JBS205	Corporate Finance	4	50	50	100
6	Finance	17JBS206	Financial Reporting	4	50	50	100
7	Finance	17JBS207	Business Taxation	4	50	50	100
8	Finance	17JBS208	Strategic Cost Management	4	50	50	100
9	Project	17JBS209	Organization Study#	4	50	50	100
TOTAL				36	450	450	900

Core Marketing Specialization							
Sl. No.	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS201	Operations Research	4	50	50	100
2	Core Course	17JBS202	Strategic Management	4	50	50	100
3	Marketing	17JBS211	Marketing Research	4	50	50	100
4	Marketing	17JBS212	Customer Relationship Management	4	50	50	100
5	Marketing	17JBS213	Brand Management	4	50	50	100
6	Marketing	17JBS214	Business to Business Marketing	4	50	50	100
7	Marketing	17JBS215	Consumer Behavior	4	50	50	100
8	Marketing	17JBS216	Digital Marketing	4	50	50	100
9	Project	17JBS209	Organization Study#	4	50	50	100
TOTAL				36	400	500	900

Core Human Resource Management Specialization							
Sl. No.	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS201	Operations Research	4	50	50	100
2	Core Course	17JBS202	Strategic Management	4	50	50	100
3	Human Resource	17JBS221	Understanding Organisations	4	50	50	100
4	Human Resource	17JBS222	Performance Management Systems	4	50	50	100
5	Human Resource	17JBS223	Industrial Relations	4	50	50	100
6	Human Resource	17JBS224	Human Resource Research Methods	4	50	50	100
7	Human Resource	17JBS225	Training and Development	4	50	50	100
8	Human Resource	17JBS226	Workforce Planning and Selection	4	50	50	100
9	Project	17JBS209	Organization Study#	4	50	50	100
TOTAL				36	400	500	900

Marketing and Finance							
Sl. No.	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS201	Operations Research	4	50	50	100
2	Core Course	17JBS202	Strategic Management	4	50	50	100
3	Finance	17JBS203	Financial Markets and Instruments	4	50	50	100
4	Finance	17JBS204	Investment Analysis and Portfolio Management	4	50	50	100
5	Finance	17JBS205	Corporate Finance	4	50	50	100
6	Marketing	17JBS214	Business to Business Marketing	4	50	50	100
7	Marketing	17JBS215	Consumer Behavior	4	50	50	100
8	Marketing	17JBS216	Digital Marketing	4	50	50	100
9	Project	17JBS209	Organization Study#	4	50	50	100
TOTAL				36	450	450	900

Finance and Human Resource Management							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS201	Operations Research	4	50	50	100
2	Core Course	17JBS202	Strategic Management	4	50	50	100
3	Human Resource	17JBS225	Training and Development	4	50	50	100
4	Human Resource	17JBS226	Workforce Planning and Selection	4	50	50	100
5	Human Resource	17JBS222	Performance Management Systems	4	50	50	100
6	Finance	17JBS203	Financial Markets and Instruments	4	50	50	100
7	Finance	17JBS204	Investment Analysis and Portfolio Management	4	50	50	100
8	Finance	17JBS205	Corporate Finance	4	50	50	100
9	Project	17JBS209	Organization Study#	4	50	50	100
TOTAL				36	450	450	900

Marketing and Human Resource Management							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS201	Operations Research	4	50	50	100
2	Core Course	17JBS202	Strategic Management	4	50	50	100
3	Human Resource	17JBS225	Training and Development	4	50	50	100
4	Human Resource	17JBS226	Workforce Planning and Selection	4	50	50	100
5	Human Resource	17JBS222	Performance Management Systems	4	50	50	100
6	Marketing	17JBS214	Business to Business Marketing	4	50	50	100
7	Marketing	17JBS215	Consumer Behavior	4	50	50	100
8	Marketing	17JBS216	Digital Marketing	4	50	50	100
9	Project	17JBS209	Organization Study#	4	50	50	100
TOTAL				36	450	450	900

Semester III

Core Finance Specialization							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS301	Business Law	4	50	50	100
2	Core Course	17JBS302	Indian Society, Politics and Business Environment	4	50	50	100
3	Finance	17JBS303	Wealth Management	4	50	50	100
4	Finance	17JBS304	Banking	4	50	50	100
5	Finance	17JBS305	Insurance	4	50	50	100
6	Finance	17JBS306	Project Finance	4	50	50	100
7	Finance	17JBS307	Derivatives	4	50	50	100
8	Finance	17JBS308	International Finance	4	50	50	100
TOTAL				32	400	400	800

Core Marketing Specialization							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS301	Business Law	4	50	50	100
2	Core Course	17JBS302	Indian Society, Politics and Business Environment	4	50	50	100
3	Marketing	17JBS311	Marketing Analytics	4	50	50	100
4	Marketing	17JBS312	Retail Management	4	50	50	100
5	Marketing	17JBS313	Rural Marketing	4	50	50	100
6	Marketing	17JBS314	Integrated Marketing Communications	4	50	50	100
7	Marketing	17JBS315	Sales and Distribution Management	4	50	50	100
8	Marketing	17JBS316	Services Marketing	4	50	50	100
TOTAL				32	400	400	800

Core Human Resource Management Specialization							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS301	Business Law	4	50	50	100
2	Core Course	17JBS302	Indian Society, Politics and Business Environment	4	50	50	100
3	Human Resource	17JBS321	Labor Laws	4	50	50	100
4	Human Resource	17JBS322	Organization Development	4	50	50	100
5	Human Resource	17JBS323	Human Resource Analytics	4	50	50	100
6	Human Resource	17JBS324	Compensation and Benefits	4	50	50	100
7	Human Resource	17JBS325	Advanced Human Resource Management	4	50	50	100
8	Human Resource	17JBS326	Strategic Human Resource Management	4	50	50	100
TOTAL				32	400	400	800

Marketing and Finance							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS301	Business Law	4	50	50	100
2	Core Course	17JBS302	Indian Society, Politics and Business Environment	4	50	50	100
3	Finance	17JBS303	Wealth Management	4	50	50	100
4	Finance	17JBS304	Banking	4	50	50	100
5	Finance	17JBS305	Insurance	4	50	50	100
6	Marketing	17JBS314	Integrated Marketing Communications	4	50	50	100
7	Marketing	17JBS315	Sales and Distribution Management	4	50	50	100
8	Marketing	17JBS316	Services Marketing	4	50	50	100
TOTAL				32	400	400	800

Finance and Human Resource Management							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS301	Business Law	4	50	50	100
2	Core Course	17JBS302	Indian Society, Politics and Business Environment	4	50	50	100
3	Finance	17JBS303	Wealth Management	4	50	50	100
4	Finance	17JBS304	Banking	4	50	50	100
5	Finance	17JBS305	Insurance	4	50	50	100
6	Human Resource	17JBS324	Compensation and Benefits	4	50	50	100
7	Human Resource	17JBS325	Advanced Human Resource Management	4	50	50	100
8	Human Resource	17JBS322	Organization Development	4	50	50	100
TOTAL				32	400	400	800

Marketing and Human Resource Management							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS301	Business Law	4	50	50	100
2	Core Course	17JBS302	Indian Society, Politics and Business Environment	4	50	50	100
3	Marketing	17JBS314	Integrated Marketing Communications	4	50	50	100
4	Marketing	17JBS315	Sales and Distribution Management	4	50	50	100
5	Marketing	17JBS316	Services Marketing	4	50	50	100
6	Human Resource	17JBS324	Compensation and Benefits	4	50	50	100
7	Human Resource	17JBS325	Advanced Human Resource Management	4	50	50	100
8	Human Resource	17JBS322	Organization Development	4	50	50	100
TOTAL				32	400	400	800

Semester IV

Core Finance Specialization							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS401	Entrepreneurship	4	50	50	100
2	Core Course	17JBS402	Supply Chain Management	4	50	50	100
3	Finance	17JBS403	Financial Strategy	4	50	50	100
4	Finance	17JBS404	Investment Banking	4	50	50	100
5	Project	17JBS405	Summer Internship and Research Project##	6	50	50	100
TOTAL				22	250	250	500

Core Marketing Specialization							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS401	Entrepreneurship	4	50	50	100
2	Core Course	17JBS402	Supply Chain Management	4	50	50	100
3	Marketing	17JBS413	Global Marketing	4	50	50	100
4	Marketing	17JBS414	Strategic Marketing	4	50	50	100
5	Project	17JBS405	Summer Internship and Research Project##	6	50	50	100
TOTAL				22	250	250	500

Core Human Resource Management Specialization							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS401	Entrepreneurship	4	50	50	100
2	Core Course	17JBS402	Supply Chain Management	4	50	50	100
3	Human Resource	17JBS423	Human Relation Skills	4	50	50	100
4	Human Resource	17JBS424	International Human Resource Management	4	50	50	100
5	Project	17JBS405	Summer Internship and Research Project##	6	50	50	100
TOTAL				22	250	250	500

Marketing and Finance							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS401	Entrepreneurship	4	50	50	100
2	Core Course	17JBS402	Supply Chain Management	4	50	50	100
3	Finance	17JBS403	Financial Strategy	4	50	50	100
4	Marketing	17JBS414	Strategic Marketing	4	50	50	100
5	Project	17JBS405	Summer Internship and Research Project##	6	50	50	100
TOTAL				22	250	250	500

Finance and Human Resource Management							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS401	Entrepreneurship	4	50	50	100
2	Core Course	17JBS402	Supply Chain Management	4	50	50	100
3	Finance	17JBS403	Financial Strategy	4	50	50	100
4	Human Resource	17JBS423	Human Relation Skills	4	50	50	100
5	Project	17JBS405	Summer Internship and Research Project##	6	50	50	100
TOTAL				22	250	250	500

Marketing and Human Resource Management							
Sr No	Area	Subject Code	Subject	Credits	UE	IA	Total
1	Core Course	17JBS401	Entrepreneurship	4	50	50	100
2	Core Course	17JBS402	Supply Chain Management	4	50	50	100
3	Human Resource	17JBS423	Human Relation Skills	4	50	50	100
4	Marketing	17JBS414	Strategic Marketing	4	50	50	100
5	Project	17JBS405	Summer Internship and Research Project##	6	50	50	100
TOTAL				22	250	250	500

University Exam (UE): End-term Examination conducted by University, Internal Assessment (IA) Component/s. A committee headed by the Dean-Academics and two faculty will audit the documentation for the final marks awarded before it is sent to the Controller of Examinations.

Organization Study Project is evaluated for 100 marks. 50 – Project Report and 50 - viva-voce. Organization Study is a 15 days project conducted after the 1st Semester and before the 2nd Semester and the marks will appear in the 2nd Semester marks card.

Summer Internship Project is evaluated for 100 marks. 75– Summer Internship and Research project Report; 25 - viva-voce.

Summer Internship Project is a two-month project conducted after the 2nd Semester and before the 3rd Semester and marks will appear in the 4th semester marks card.