



MBA Curriculum Matrix Batch 2019 - 21

SEMESTER I

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS101	Computer Applications for Business	2	50	50	100
2	Core Course	18JBS102	Business Communication	2	50	50	100
3	Core Course	18JBS103	Legal and Business Environment	2	50	50	100
4	Core Course	18JBS104	Organization Design	2	50	50	100
5	Core Course	18JBS105	Managerial Economics	3	50	50	100
6	Core Course	18JBS106	Marketing Management	3	50	50	100
7	Core Course	18JBS107	Organizational Behaviour	3	50	50	100
8	Core Course	18JBS108	Business Statistics and Analytics for Decision Making	3	50	50	100
9	Core Course	18JBS109	Financial Reporting, Statements and Analysis	3	50	50	100
TOTAL				23			900

SEMESTER II

Single Finance Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	Finance	18JBS207	Direct Taxes	3	50	50	100
8	Finance	18JBS208	Investment Analysis and Portfolio Management	3	50	50	100
9	Finance	18JBS209	Advanced Financial Reporting	3	50	50	100
10	Finance	18JBS210	Strategic Cost Management*	3	50	50	100
11	Finance	18JBS211	Fixed Income Securities*	3	50	50	100
12	Project	18JBS212	Organization Study	2			100**
TOTAL				29			1100

Note: *Choice Based ** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

Single Marketing Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	Marketing	18JBS213	Consumer Behaviour	3	50	50	100
8	Marketing	18JBS214	Customer Relationship Management	3	50	50	100
9	Marketing	18JBS215	Business to Business Marketing	3	50	50	100
10	Marketing	18JBS216	Services Marketing*	3	50	50	100
11	Marketing	18JBS217	Marketing of Banking and Financial Services*	3	50	50	100
12	Project	18JBS212	Organization Study	2			100**
TOTAL				29			1100

Note: *Choice Based ** 50 Marks Project Report and 50 Marks Viva Voce/Organizational Learning

Single Human Resources Management Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
s1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	HRM	18JBS218	Talent Acquisition	3	50	50	100
8	HRM	18JBS219	Human Resource Research Methods*	3	50	50	100
9	HRM	19JBS2192	Artificial Intelligence for HR Functions*	3	50	50	100
10	HRM	18JBS220	Learning and Development	3	50	50	100
11	HRM	18JBS221	Emotional Intelligence for Effectiveness*	3	50	50	100
12	HRM	18JBS222	Industrial Relations*	3	50	50	100
13	Project	18JBS212	Organization Study	2			100**

	TOTAL	29		1100
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Note: *Choice Based ** 50 Marks Project Report and 50 Marks Viva Voce/Organizational Learning

Dual Specialization Marketing and Finance							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	Finance	18JBS207	Direct Taxes	3	50	50	100
8	Finance	18JBS208	Investment Analysis and Portfolio Management	3	50	50	100
9	Marketing	18JBS213	Consumer Behaviour	3	50	50	100
10	Marketing	18JBS217	Marketing of Banking and Financial Services	3	50	50	100
11	Project	18JBS212	Organization Study	2			100**
TOTAL				29			1100

** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

Dual Specialization Marketing and Human Resource Management							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	HRM	18JBS218	Talent Acquisition	3	50	50	100
8	HRM	18JBS220	Learning and Development	3	50	50	100
9	Marketing	18JBS213	Consumer Behaviour	3	50	50	100
10	Marketing	18JBS217	Marketing of Banking and Financial Services	3	50	50	100
11	Project	18JBS212	Organization Study	2			100**
TOTAL				29			1100

** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

Dual Specialization Finance and Human Resource Management							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	HRM	18JBS218	Talent Acquisition	3	50	50	100
8	HRM	18JBS220	Learning and Development	3	50	50	100
9	Finance	18JBS207	Direct Taxes	3	50	50	100
10	Finance	18JBS208	Investment Analysis and Portfolio Management	3	50	50	100
11	Project	18JBS212	Organization Study	2			100**
TOTAL				29			1100

** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

SEMESTER III

Single Finance Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	Finance	18JBS305	Banking	3	50	50	100
6	Finance	18JBS306	Insurance	3	50	50	100
7	Finance	18JBS307	Wealth Management	3	50	50	100
8	Finance	18JBS308	Project Appraisal and Finance	3	50	50	100
9	Finance	18JBS309	International Finance	3	50	50	100
10	Finance	18JBS310	Derivatives*	3	50	50	100
11	Finance	18JBS311	Audit and Assurance*	3	50	50	100
TOTAL				27			1000

Note: *Choice Based

Single Marketing Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	Marketing	18JBS312	Digital and Social Media Marketing	3	50	50	100
6	Marketing	18JBS313	Sales Management	3	50	50	100
7	Marketing	18JBS314	Retail Management	3	50	50	100
8	Marketing	18JBS315	Marketing Analytics	3	50	50	100
9	Marketing	18JBS316	Brand Management	3	50	50	100
10	Marketing	18JBS317	Advertising and Public Relations*	3	50	50	100
11	Marketing	18JBS318	Sales Promotion Management*	3	50	50	100
TOTAL				27			1000

Note: *Choice Based

Single Human Resources Management Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	HRM	18JBS319	Human Resource Metrics and Analytics	3	50	50	100
6	HRM	18JBS320	Employee Reward Management	3	50	50	100
7	HRM	18JBS321	Human Relation Skills	3	50	50	100
8	HRM	18JBS322	Advanced Human Resource Management	3	50	50	100
9	HRM	18JBS323	Performance Management System	3	50	50	100
10	HRM	18JBS324	Cross Cultural Management*	3	50	50	100
11	HRM	18JBS325	Labour Laws*	3	50	50	100
TOTAL				27			1000

Note: *Choice Based

Dual Specialization Marketing and Finance							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	Finance	18JBS305	Banking	3	50	50	100
6	Finance	18JBS306	Insurance	3	50	50	100
7	Finance	18JBS307	Wealth Management	3	50	50	100
8	Marketing	18JBS312	Digital and Social Media Marketing	3	50	50	100
9	Marketing	18JBS313	Sales Management	3	50	50	100
10	Marketing	18JBS315	Marketing Analytics	3	50	50	100
TOTAL				27			1000

Dual Specialization Marketing and Human Resource Management							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	HRM	18JBS320	Employee Reward Management	3	50	50	100
6	HRM	18JBS321	Human Relation Skills	3	50	50	100
7	HRM	18JBS323	Performance Management System	3	50	50	100
8	Marketing	18JBS312	Digital and Social Media Marketing	3	50	50	100
9	Marketing	18JBS313	Sales Management	3	50	50	100
10	Marketing	18JBS315	Marketing Analytics	3	50	50	100
TOTAL				27			1000

Dual Specialization Finance and Human Resource Management							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	HRM	18JBS320	Employee Reward Management	3	50	50	100
6	HRM	18JBS321	Human Relation Skills	3	50	50	100
7	HRM	18JBS323	Performance Management System	3	50	50	100
8	Finance	18JBS305	Banking	3	50	50	100
9	Finance	18JBS306	Insurance	3	50	50	100
10	Finance	18JBS307	Wealth Management	3	50	50	100
TOTAL				27			1000

SEMESTER IV

Single Finance Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	Finance	18JBS404	Indirect Taxes	3	50	50	100
5	Finance	18JBS405	Behavioral Finance	3	50	50	100
6	Finance	18JBS406	Financial Strategy	3	50	50	100
7	Finance	18JBS407	Investment Banking*	3	50	50	100
8	Finance	18JBS408	Financial Modeling and Analytics*	3	50	50	100
9	Project	18JBS409	SIP and Research	4			100**
TOTAL				23			800

Note: *Choice Based ** 50 Marks SIP(25 Marks= Report + 25 Marks=Viva Voce)
50 Marks Research Project(25 Marks= Report + 25 Marks=Viva Voce)

Single Marketing Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	Marketing	18JBS410	Distribution Management	3	50	50	100
5	Marketing	18JBS411	Global Marketing	3	50	50	100
6	Marketing	18JBS412	Strategic Marketing	3	50	50	100
7	Marketing	18JBS413	Product Management*	3	50	50	100
8	Marketing	18JBS414	Marketing to Bottom of Pyramid Customers*	3	50	50	100
9	Project	18JBS409	SIP and Research	4			100**
TOTAL				23			800

Note: *Choice Based

** SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

Single Human Resources Management Specialization							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	HRM	18JBS415	International Human Resource Management	3	50	50	100
5	HRM	18JBS416	Strategic Human Resource Management	3	50	50	100
6	HRM	18JBS417	Organization Development	3	50	50	100
7	HRM	18JBS418	Leadership in Practice*	3	50	50	100
8	HRM	18JBS419	Employee Counseling Skills*	3	50	50	100
9	Project	18JBS409	SIP and Research	4			100**
TOTAL				23			800

Note: *Choice Based

** SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

Dual Specialization Marketing and Finance							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	Finance	18JBS404	Indirect Taxes	3	50	50	100
5	Finance	18JBS405	Behavioral Finance	3	50	50	100
6	Marketing	18JBS410	Distribution Management	3	50	50	100
7	Marketing	18JBS411	Global Marketing	3	50	50	100
8	Project	18JBS409	SIP and Research	4			100*
TOTAL				23			800

Note: * SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

Dual Specialization Marketing and Human Resources Management							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	HRM	18JBS415	International Human Resource Management	3	50	50	100
5	HRM	18JBS416	Strategic Human Resource Management	3	50	50	100
6	Marketing	18JBS410	Distribution Management	3	50	50	100
7	Marketing	18JBS411	Global Marketing	3	50	50	100
8	Project	18JBS409	SIP and Research	4			100*
TOTAL				23			800

Note: * SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

Dual Specialization Finance and Human Resources Management							
Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	HRM	18JBS415	International Human Resource Management	3	50	50	100
5	HRM	18JBS416	Strategic Human Resource Management	3	50	50	100
6	Finance	18JBS404	Indirect Taxes	3	50	50	100
7	Finance	18JBS405	Behavioral Finance	3	50	50	100
8	Project	18JBS409	SIP and Research	4			100*
TOTAL				23			800

Note: * SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

BANKING, FINANCE AND ALLIED SERVICES

Curriculum Matrix: Batch 2019-21

SEMESTER I

SI No	Subject Code	Name of the Subject	Credits	UE	IA	Total
1	18JBS101	Computer Applications for Business	2	50	50	100
2	18JBS102	Business Communication	2	50	50	100
3	18JBS103	Legal & Business Environment	2	50	50	100
4	18JBS104	Organization Design	2	50	50	100
5	18JBS105	Managerial Economics	3	50	50	100
6	18JBS106	Marketing Management	3	50	50	100
7	18JBS107	Organizational Behaviour	3	50	50	100
8	18JBS108	Business Statistics and Analytics for Decision Making	3	50	50	100
9	18JBS109	Financial Reporting, Statements and Analysis	3	50	50	100
Total			23			900

SEMESTER II

SI No	Subject Code	Name of the Subject	Credits	UE	IA	Total
1	18JBS201	Indian Financial System & Financial Markets	2	50	50	100
2	18JBS202	Corporate Social Responsibility & Sustainability	2	50	50	100
3	18JBS203	Marketing Research	2	50	50	100
4	18JBS204	Corporate Finance	3	50	50	100
5	18JBS205	Indian Economy & Policy	3	50	50	100
6	18JBS206	Human Resources Management	3	50	50	100
7	18JBS223	Principles and Practices of Banking	3	50	50	100
8	18JBS208	Investment Analysis & Portfolio Management	3	50	50	100
9	18JBS209	Advanced Financial Reporting	3	50	50	100
10	18JBS210	Strategic Cost Management *	3	50	50	100
11	18JBS211	Fixed Income Securities *	3	50	50	100
12	18JBS212	Organization Study	2			100**
TOTAL			29			1100

* Choice Based

** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

SEMESTER III

Sr No	Subject Code	Subject	Credits	UE	IA	Total
1	18JBS301	Operations Management	2	50	50	100
2	18JBS302	Project Management	2	50	50	100
3	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	18JBS304	Quantitative Techniques	3	50	50	100
5	18JBS326	Retail Banking	3	50	50	100
6	18JBS306	Insurance	3	50	50	100
7	18JBS307	Wealth Management	3	50	50	100
8	18JBS308	Project Appraisal & Finance	3	50	50	100
9	18JBS309	International Finance	3	50	50	100
10	18JBS310	Derivatives *	3	50	50	100
11	18JBS311	Audit and Assurance*	3	50	50	100
TOTAL			27			1000

* Choice Based

SEMESTER IV

Sr No	Subject Code	Subject	Credits	UE	IA	Total
1	18JBS401	Entrepreneurship	2	50	50	100
2	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	18JBS403	Corporate Strategy	3	50	50	100
4	18JBS420	Corporate Banking	3	50	50	100
5	18JBS421	Credit and Risk Management	3	50	50	100
6	18JBS406	Financial Strategy	3	50	50	100
7	18JBS407	Investment Banking *	3	50	50	100
8	18JBS408	Financial Modeling & Analytics *	3	50	50	100
9	18JBS409	SIP and Research**	4	50	50	100
Total			23			800

Note: *Choice Based

Note: ** SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 Marks (Report = 25 Marks & Viva Voce = 25 marks)

INTERNATIONAL FINANCE & ACCOUNTING

Curriculum Matrix: Batch 2019-21

SEMESTER I

Sl No	Subject Code	Name of the Subject	Credits	IA	UE	Total
1	18JBS101	Computer Applications for Business	2	50	50	100
2	18JBS102	Business Communication	2	50	50	100
3	18JBS103	Legal & Business Environment	2	50	50	100
4	18JBS104	Organization Design	2	50	50	100
5	18JBS105	Managerial Economics	3	50	50	100
6	18JBS106	Marketing Management	3	50	50	100
7	18JBS107	Organizational Behaviour	3	50	50	100
8	18JBS108	Business Statistics and Analytics for Decision Making	3	50	50	100
9	18JBS109	Financial Reporting, Statements and Analysis	3	50	50	100
Total			23	450	450	900

SEMESTER II

Sl No	Subject Code	Subject	Credits	IA	UE	Total
1	18JBS201	Indian Financial System & Financial Markets	2	50	50	100
2	18JBS202	Corporate Social Responsibility & Sustainability	2	50	50	100
3	18JBS203	Marketing Research	2	50	50	100
4	18JBS204	Corporate Finance	3	50	50	100
5	18JBS205	Indian Economy & Policy	3	50	50	100
6	18JBS206	Human Resources Management	3	50	50	100
7	18JBS207	Direct Taxes	3	50	50	100
8	18JBS208	Investment Analysis & Portfolio Management	3	50	50	100
9	18JBS209	Advanced Financial Reporting	3	50	50	100
10	18JBS210	Strategic Cost Management *	3	50	50	100
11	18JBS211	Fixed Income Securities *	3	50	50	100
12	18JBS212	Organization Study	2			100**
TOTAL			29	500	500	1100

* Choice Based

** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

SEMESTER III

Sr No	Subject Code	Subject	Credits	IA	UE	Total
1	18JBS301	Operations Management	2	50	50	100
2	18JBS302	Project Management	2	50	50	100
3	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	18JBS304	Quantitative Techniques	3	50	50	100
5	18JBS305	Banking	3	50	50	100
6	18JBS327	Accountant Skills	3	50	50	100
7	18JBS311	Audit and Assurance	3	50	50	100
8	18JBS308	Project Appraisal & Finance	3	50	50	100
9	18JBS309	International Finance	3	50	50	100
10	18JBS310	Derivatives *	3	50	50	100
11	18JBS307	Wealth Management *	3	50	50	100
TOTAL			27	500	500	1000

* Choice Based

SEMESTER IV

Sr No	Subject Code	Subject	Credits	IA	UE	Total
1	18JBS401	Entrepreneurship	2	50	50	100
2	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	18JBS403	Corporate Strategy	3	50	50	100
4	18JBS404	Indirect Taxes	3	50	50	100
5	18JBS405	Behavioural Finance	3	50	50	100
6	18JBS406	Financial Strategy	3	50	50	100
7	18JBS407	Investment Banking *	3	50	50	100
8	18JBS408	Financial Modeling & Analytics *	3	50	50	100
9	18JBS409	SIP and Research	4			100**
TOTAL			23	400	400	800

Note: *Choice Based

Note: ** SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 Marks (Report = 25 Marks & Viva Voce = 25 marks)

LOGISTICS and SUPPLY CHAIN MANAGEMENT

Curriculum Matrix: Batch 2019-21

SEMESTER I

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS101	Computer Applications for Business	2	50	50	100
2	Core Course	18JBS102	Business Communication	2	50	50	100
3	Core Course	18JBS103	Legal and Business Environment	2	50	50	100
4	Core Course	18JBS104	Organization Design	2	50	50	100
5	Core Course	18JBS105	Managerial Economics	3	50	50	100
6	Core Course	18JBS106	Marketing Management	3	50	50	100
7	Core Course	18JBS107	Organizational Behaviour	3	50	50	100
8	Core Course	18JBS108	Business Statistics and Analytics for Decision Making	3	50	50	100
9	Core Course	18JBS109	Financial Reporting, Statements and Analysis	3	50	50	100
TOTAL				23			900

SEMESTER II

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	LSCM	19JBLS207	Supply Chain Management	3	50	50	100
8	LSCM	19JBLS208	Warehouse Management	3	50	50	100
9	LSCM	19JBLS209	Logistics Management	3	50	50	100
10	LSCM	19JBLS210	Total Quality Management	3	50	50	100
11	LSCM	19JBLS211	Purchasing and Inventory Management*	3	50	50	100
12	Project	18JBS212	Organizational Study**	2			100**
TOTAL				29			1100

Note: *Choice Based ** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

SEMESTER III

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	LSCM	19JBLS305	Technology Management	3	50	50	100
6	LSCM	19JBLS306	Information System for Logistics Management	3	50	50	100
7	LSCM	19JBLS307	Distribution Management	3	50	50	100
8	LSCM	19JBLS308	International Logistics Management	3	50	50	100
9	LSCM	19JBLS309	Materials Management	3	50	50	100
10	LSCM	19JBLS310	Modern Logistics Management	3	50	50	100
11	LSCM	19JBLS311	Supply Chain Analytics *	3	50	50	100
Total				27			1000

Note: *Choice Based

SEMESTER IV

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	LSCM	19JBLS404	Logistics Marketing and Technology	3	50	50	100
5	LSCM	19JBLS405	Rail Road and Air Cargo Logistics	3	50	50	100
6	LSCM	19JBLS406	Global Supply Chain	3	50	50	100
7	LSCM	19JBLS407	Sustainable Supply Chain	3	50	50	100
8	LSCM	19JBLS408	Supply Chain Design & Dynamics *	3	50	50	100
9	Project	18JBS409	SIP and Research	4			100**
Total				23			800

Note: *Choice Based ** SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

SYSTEMS and OPERATIONS MANAGEMENT

Curriculum Matrix: Batch 2019-21

SEMESTER I

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS101	Computer Applications for Business	2	50	50	100
2	Core Course	18JBS102	Business Communication	2	50	50	100
3	Core Course	18JBS103	Legal and Business Environment	2	50	50	100
4	Core Course	18JBS104	Organization Design	2	50	50	100
5	Core Course	18JBS105	Managerial Economics	3	50	50	100
6	Core Course	18JBS106	Marketing Management	3	50	50	100
7	Core Course	18JBS107	Organizational Behaviour	3	50	50	100
8	Core Course	18JBS108	Business Statistics and Analytics for Decision Making	3	50	50	100
9	Core Course	18JBS109	Financial Reporting, Statements and Analysis	3	50	50	100
TOTAL				23			900

SEMESTER II

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	SOM	19JBSO207	IT for Managers	3	50	50	100
8	SOM	19JBSO208	Operations Management	3	50	50	100
9	SOM	19JBSO209	Production, Planning and Control	3	50	50	100
10	SOM	19JBSO210	Environment Management : Green Operations	3	50	50	100
11	SOM	19JBSO211	Project Management*	3	50	50	100
12	Project	18JBS212	Organizational Study**	2			100**
TOTAL				29			1100

Note: *Choice Based ** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

SEMESTER III

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	SOM	19JBSO305	Business Analytics	3	50	50	100
6	SOM	19JBSO306	Enterprise Resource Planning	3	50	50	100
7	SOM	19JBSO307	Data Driven Decision making	3	50	50	100
8	SOM	19JBSO308	Business Intelligence & Data Mining	3	50	50	100
9	SOM	19JBSO309	Lean Manufacturing	3	50	50	100
10	SOM	19JBSO310	Inventory Management	3	50	50	100
11	SOM	19JBSO311	Procurement and Materials Management*	3	50	50	100
Total				27			1000

Note: *Choice Based

SEMESTER IV

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	SOM	19JBSO404	Total Quality Management	3	50	50	100
5	SOM	19JBSO405	Technology and Innovation Management	3	50	50	100
6	SOM	19JBSO406	Operations Strategy	3	50	50	100
7	SOM	19JBSO407	Service Operations Management	3	50	50	100
8	SOM	19JBSO408	Software Management*	3	50	50	100
9	Project	18JBS409	SIP and Research	4			100**
Total				23 (26)			800

Note: *Choice Based ** SIP = 50 marks (Report = 25 Marks & Viva Voce = 25 Marks) Research Report = 50 marks (Report = 25 Marks & Viva Voce = 25 marks)

BUSINESS ANALYTICS

Curriculum Matrix: Batch 2019-21

SEMESTER I

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS101	Computer Applications for Business	2	50	50	100
2	Core Course	18JBS102	Business Communication	2	50	50	100
3	Core Course	18JBS103	Legal and Business Environment	2	50	50	100
4	Core Course	18JBS104	Organization Design	2	50	50	100
5	Core Course	18JBS105	Managerial Economics	3	50	50	100
6	Core Course	18JBS106	Marketing Management	3	50	50	100
7	Core Course	18JBS107	Organizational Behaviour	3	50	50	100
8	Core Course	18JBS108	Business Statistics and Analytics for Decision Making	3	50	50	100
9	Core Course	18JBS109	Financial Reporting, Statements and Analysis	3	50	50	100
TOTAL				23			900

SEMESTER II

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS201	Indian Financial System and Financial Markets	2	50	50	100
2	Core Course	18JBS202	Corporate Social Responsibility and Sustainability	2	50	50	100
3	Core Course	18JBS203	Marketing Research	2	50	50	100
4	Core Course	18JBS204	Corporate Finance	3	50	50	100
5	Core Course	18JBS205	Indian Economy and Policy	3	50	50	100
6	Core Course	18JBS206	Human Resources Management	3	50	50	100
7	BA	19JBBA207	Proficiency in Business Tools	3	50	50	100
8	BA	19JBBA208	Descriptive Analytics and Data Visualization	3	50	50	100
9	BA	19JBBA209	Predictive Analytics	3	50	50	100
10	BA	19JBBA210	Spreadsheet and Modelling with Spreadsheet*	3	50	50	100
11	BA	19JBBA211	Framework of Business Analytics*	3	50	50	100
12	Project	18JBS212	Organizational Study**	2			100**
TOTAL				29			1100

Note: *Choice Based ** 50 Marks Project Report and 50 Marks Viva Voce/ Organizational Learning

SEMESTER III

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS301	Operations Management	2	50	50	100
2	Core Course	18JBS302	Project Management	2	50	50	100
3	Core Course	18JBS303	Management Skills for Effectiveness	2	50	50	100
4	Core Course	18JBS304	Quantitative Techniques	3	50	50	100
5	BA	19JBBA305	Business Simulation	3	50	50	100
6	BA	19JBBA306	Big Data Analytics	3	50	50	100
7	BA	19JBBA307	Social and Sentiment Analytics	3	50	50	100
8	BA	19JBBA308	Business Intelligence	3	50	50	100
9	BA	19JBBA309	Tableau	3	50	50	100
10	BA	19JBBA310	Programming with R*	3	50	50	100
11	BA	19JBBA311	Business Process Modeling and Advance Data Management*	3	50	50	100
			Total	27			1000

Note: *Choice Based

Semester IV

Sl. No.	Area	Course Code	Name of the Course	Credits	IA	UE	Total
1	Core Course	18JBS401	Entrepreneurship	2	50	50	100
2	Core Course	18JBS402	Indian Ethos and Business Ethics	2	50	50	100
3	Core Course	18JBS403	Corporate Strategy	3	50	50	100
4	BA	19JBBA404	Cloud Computing	3	50	50	100
5	BA	19JBBA405	Operations and Supply Chain Analytics	3	50	50	100
6	BA	19JBBA406	Time Series Analysis	3	50	50	100
7	BA	19JBBA407	Modeling Techniques in Operations Management*	3	50	50	100
8	BA	19JBBA408	Business Process Reengineering*	3	50	50	100
9	Project	18JBS409	SIP and Research	4			100**
			Total	23			800

Note: *Choice Based ** 50 Marks SIP (25 Marks= Report + 25 Marks=Viva Voce)

50 Marks Research Project (25 Marks= Report + 25 Marks=Viva Voce)