



MBA

SYLLABUS I to IV

SEMESTER

ADMISSION BATCH

2020-2022



JSS MAHAVIDYAPEETHA
JSS Centre for Management Studies,
JSS Science and Technology University
JSS Technical Institutions Campus, Mysore – 570 006

MBA**COURSE STRUCTURE**

I Semester						
Sl / No	Course Code	Course Name	L	P	T	Total
1	MBA101	Foundations of Management	3	0	0	3
2	MBA102	Financial Accounting, Reporting and Analysis	3	0	0	3
3	MBA103	Managerial Economics	3	0	0	3
4	MBA104	Quantitative Techniques-1	3	0	0	3
5	MBA105	Marketing Management	3	0	0	3
6	MBA106	Organizational Behavior	3	0	0	3
7	MBA107	Written Analysis and Communication	3	0	0	3
8	MBA1LB1	Computer Skills for Managers	0	2	0	2
Total Semester Credit			21	2	0	23

II Semester						
Sl / No	Course Code	Course Name	L	P	T	Total
1	MBA201	Financial Management	4	0	0	4
2	MBA202	Management Accounting and Control Systems	4	0	0	4
3	MBA203	Human Resource Management	3	0	0	3
4	MBA204	Quantitative Techniques-2	4	0	0	4
5	MBA205	Macro Economics for Managers	4	0	0	4
6	MBA206	Operations Management	4	0	0	4
7	MBA207	Business Ethics and Corporate Governance	3	0	0	3
8	MBA2LB1	SPSS Lab	0	2	0	2
9	MBA2WS1	Business Research Methodology - Work Shop	0	2	0	2
Total Semester Credit			26	4	0	30

III Semester						
Cr/EI	Course Code	Course Name	L	P	T	Total
Core	MBA301	Total Quality Management	4	0	0	4
	MBA302	Project Planning, Appraisal and Management	4	0	0	4
	MBA3SI1	Summer Internship	0	1	0	1
	MBA3PT1	Placement Training	0	1	0	1
Electives (Any 4 Subjects to be chosen)	MBA3M1/3F1/3H1	Elective 1	3	0	0	3
	MBA3M2/3F2/3H2	Elective 2	3	0	0	3
	MBA3M3/3F3/3H3	Elective 3	3	0	0	3
	MBA3M4/3F4/3H4	Elective 4	3	0	0	3
	MBA3M5/3F5/3H5	Elective 5				
Total Semester Credit			20	2	0	22

IV Semester						
Cr/EI	Course Code	Course Name	L	P	T	Total
Core	MBA401	Strategic Management	4	0	0	4
	MBA402	Services Management	4	0	0	4
	MBA4WS1	Entrepreneurship Development Program	0	2	0	2
	MBA4PW1	Project Work	0	2	0	2
	MBA4PT1	Placement Training	0	1	0	1
Electives (Any 4 Subjects to be chosen)	MBA4M1/4F1/4H1	Elective 1	3	0	0	3
	MBA4M2/4F2/4H2	Elective 2	3	0	0	3
	MBA4M3/4F3/4H3	Elective 3	3	0	0	3
	MBA4M4/4F4/4H4	Elective 4	3	0	0	3
	MBA4M5/4F5/4H5	Elective 5				
			20	5	0	25

Finance Elective Courses			
III Semester		IV Semester	
Course Code	Course Name	Course Code	Course Name
MBA3F1	Mergers, Acquisitions and Corporate Restructuring	MBA4F1	International Financial Management
MBA3F2	Investment Analysis	MBA4F2	Tax Management
MBA3F3	Merchant Banking and Financial Services	MBA4F3	Portfolio Management
MBA3F4	Advanced Corporate Finance	MBA4F4	Principles and Practices of Banking
MBA3F5	Derivatives		

Marketing Elective Courses			
III Semester		IV Semester	
Course Code	Course Name	Course Code	Course Name
MBA3M1	Consumer Behavior	MBA4M1	Channel and Logistics Management
MBA3M2	Business Marketing	MBA4M2	Integrated Marketing Communication
MBA3M3	Personal Selling and Sales Management	MBA4M3	Product Management
MBA3M4	International Marketing	MBA4M4	Strategic Brand Management

Human Resource Elective Courses			
III Semester		IV Semester	
Course Code	Course Name	Course Code	Course Name
MBA3H1	Compensation Management	MBA4H1	Performance Management and Competency Mapping
MBA3H2	Human Resource Development	MBA4H2	Organizational Change and Development
MBA3H3	Organization Structure, Process and Design	MBA4H3	International Human Resource Management
MBA3H4	Industrial Psychology	MBA4H4	Industrial Relations and Labor Legislation
MBA3H5	Organizational Learning and Knowledge Management		