

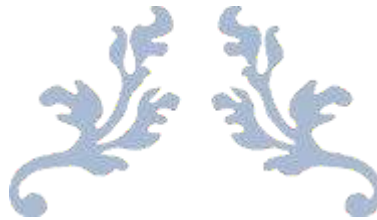


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**MBA**  
**SYLLABUS I to IV**  
**SEMESTER**

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**ADMISSION BATCH**  
**2021-2023**



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

**MBA****COURSE STRUCTURE**

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

<b>II Semester</b>						
<b>Sl / No</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>P</b>	<b>T</b>	<b>Total</b>
1	21MBA201	Financial Management	4	0	0	4
2	21MBA202	Management Accounting and Control Systems	4	0	0	4
3	21MBA203	Human Resource Management	3	0	0	3
4	21MBA204	Quantitative Techniques-2	4	0	0	4
5	21MBA205	Macro Economics for Managers	4	0	0	4
6	21MBA206	Operations Management	3	0	0	3
7	21MBA207	Business Ethics and Corporate Governance	3	0	0	3
8	21MBA2LB1	SPSS Lab	0	2	0	2
9	21MBA2WS1	Business Research Methodology - Work Shop	0	2	0	2
<b>Total Semester Credit</b>			<b>25</b>	<b>4</b>	<b>0</b>	<b>29</b>

**III Semester**

<b>Cr/EI</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>P</b>	<b>T</b>	<b>Total</b>
Core	21MBA301	Total Quality Management	4	0	0	4
	21MBA302	Project Planning, Appraisal and Management	4	0	0	4
	21MBA3SI1	Summer Internship	0	1	0	1
	21MBA3PT1	Placement Training	0	1	0	1
Electives (Any 4 Courses to be chosen)	21MBA3M1/3F1/3H1	Elective 1	3	0	0	3
	21MBA3M2/3F2/3H2	Elective 2	3	0	0	3
	21MBA3M3/3F3/3H3	Elective 3	3	0	0	3
	21MBA3M4/3F4/3H4	Elective 4	3	0	0	3
	21MBA3M5/3F5/3H5	Elective 5				
<b>Total Semester Credit</b>			<b>20</b>	<b>2</b>	<b>0</b>	<b>22</b>

**IV Semester**

<b>Cr/EI</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>P</b>	<b>T</b>	<b>Total</b>
Core	21MBA401	Strategic Management	4	0	0	4
	21MBA402	Services Management	4	0	0	4
	21MBA4WS1	Entrepreneurship Development Program	0	2	0	2
	21MBA4PW1	Project Work	0	3	0	3
	21MBA4PT1	Placement Training	0	1	0	1
Electives (Any 4 Courses to be chosen)	21MBA4M1/4F1/4H1	Elective 1	3	0	0	3
	21MBA4M2/4F2/4H2	Elective 2	3	0	0	3
	21MBA4M3/4F3/4H3	Elective 3	3	0	0	3
	21MBA4M4/4F4/4H4	Elective 4	3	0	0	3
	21MBA4M5/4F5/4H5	Elective 5				
			<b>20</b>	<b>6</b>	<b>0</b>	<b>26</b>

<b>Finance Elective Courses</b>			
<b>III Semester</b>		<b>IV Semester</b>	
<b>Course Code</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Course Name</b>
21MBA3F1	Mergers, Acquisitions and Corporate Restructuring	21MBA4F1	International Financial Management
21MBA3F2	Investment Analysis	21MBA4F2	Tax Management
21MBA3F3	Merchant Banking and Financial Services	21MBA4F3	Portfolio Management
21MBA3F4	Advanced Corporate Finance	21MBA4F4	Principles and Practices of Banking
21MBA3F5	Derivatives		

<b>Marketing Elective Courses</b>			
<b>III Semester</b>		<b>IV Semester</b>	
<b>Course Code</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Course Name</b>
21MBA3M1	Consumer Behavior	21MBA4M1	Channel and Logistics Management
21MBA3M2	Business Marketing	21MBA4M2	Integrated Marketing Communication
21MBA3M3	Personal Selling and Sales Management	21MBA4M3	Product Management
21MBA3M4	International Marketing	21MBA4M4	Strategic Brand Management

<b>Human Resource Elective Courses</b>			
<b>III Semester</b>		<b>IV Semester</b>	
<b>Course Code</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Course Name</b>
21MBA3H1	Compensation Management	21MBA4H1	Performance Management and Competency Mapping
21MBA3H2	Human Resource Development	21MBA4H2	Organizational Change and Development
21MBA3H3	Organization Structure, Process and Design	21MBA4H3	International Human Resource Management
21MBA3H4	Industrial Psychology	21MBA4H4	Industrial Relations and Labor Legislation
21MBA3H5	Organizational Learning and Knowledge Management		