



**JEPPIAAR**  
— UNIVERSITY —



**Curriculum and Syllabus**  
(Regulations 2022)

**School of Arts, Humanities  
& Management**

**M.B.A**



**JEPPIAAR**  
UNIVERSITY

**SCHOOL OF ARTS, HUMANITIES AND MANAGEMENT**

**MBA**

**ABSTRACT OF CREDITS**

<b>S.NO.</b>	<b>SEMESTER</b>	<b>NO. OF CREDITS</b>
1.	I	30
2.	II	27
3.	III	29
4.	IV	16
<b>TOTAL</b>		<b>102</b>

<b>SEMESTER – I</b>							
<b>S.No</b>	<b>Course Category</b>	<b>Sub. Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	Professional Course Core	MBA11001	Management Principles and Organizational Behavior	3	0	0	3
2.	Professional Course Core	MBA11002	Managerial Economics	3	0	0	3
3.	Professional Course Core	MBA11003	Accounting for Decision Making in Business	4	0	0	4
4.	Professional Course Core	MBA11004	Legal Aspects of Business	3	0	0	3
5.	Professional Course Core	MBA11005	Information Management	3	0	0	3
6.	Professional Course Core	MBA11006	Statistics for Management	4	0	0	4
7.	Professional Course Allied	MBA21001	Entrepreneurship Development	4	0	0	4
8.	Professional Course Practical	MBA41001	Business Communication Laboratory	0	0	6	3
9.	Ability Enhancement Activity (AEA)	MBA51001	Indian Ethos (Seminar)	0	0	6	3
<b>Total</b>				<b>27</b>	<b>0</b>	<b>12</b>	<b>30</b>

<b>SEMESTER – II</b>							
<b>S.No</b>	<b>Course Category</b>	<b>Sub. Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	Professional Course Core	MBA12007	Quantitative Techniques for Decision Making	4	0	0	4
2.	Professional Course Core	MBA12008	Financial Management	4	0	0	4
3.	Professional Course Core	MBA12009	Human Resource Management	3	0	0	3
4.	Professional Course Core	MBA12010	Operations Management	3	0	0	3
5.	Professional Course Core	MBA12011	Business Research Methods	4	0	0	4
6.	Professional Course Core	MBA12012	Business Analytics	3	0	0	3
7.	Professional Course Core	MBA12013	Marketing Management	3	0	0	3
8.	Professional Course Practical	MBA42002	Data analysis and Business Modeling (Laboratory)	0	0	4	2
9.	Ability Enhancement Activity (AEA)	MBA52002	Business ethics (Seminar)	0	0	2	1
<b>Total</b>				<b>24</b>	<b>0</b>	<b>6</b>	<b>27</b>

**Summer internship – minimum of 4 weeks of internship**

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3<sup>rd</sup> semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Dean, before the last working day of the 3<sup>rd</sup> Semester.

<b>SEMESTER – III</b>							
<b>S.No</b>	<b>Course Category</b>	<b>Sub. Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	Professional Course Core	MBA13013	Strategic Management	4	0	0	4
2.	Professional Course Core	MBA13014	International Business	4	0	0	4
3.	Professional Course Elective		Professional Elective I	3	0	0	3
4.	Professional Course Elective		Professional Elective II	3	0	0	3
5.	Professional Course Elective		Professional Elective III	3	0	0	3
6.	Professional Course Elective		Professional Elective IV	3	0	0	3
7.	Professional Course Elective		Professional Elective V	3	0	0	3
8.	Professional Course Elective		Professional Elective VI	3	0	0	3
9.	Course Practical	MBA43003	Creativity and Innovation (Laboratory)	0	0	4	2
10.	Ability Enhancement Activity (AEA)	MBA53003	Summer Internship	0	0	2	1
<b>Total</b>				<b>29</b>	<b>0</b>	<b>6</b>	<b>29</b>

<b>SEMESTER – IV</b>							
<b>S.No</b>	<b>Course Category</b>	<b>Sub. Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1.	Project	MBA54004	PROJECT	0	0	32	16

**TOTAL :102 CREDITS**

SL. NO	COURSE CODE	COURSE TITLE	HOURS PER WEEK			CREDITS
			L	T	P	
<b>Stream/ Specialization : Financial Management [ 7 ]</b>						
1.	MBA23001	Security Analysis and Portfolio Management	3	0	0	3
2.	MBA23002	Financial Markets	3	0	0	3
3.	MBA23003	Banking and Financial Services	3	0	0	3
4.	MBA23004	Financial Derivatives	3	0	0	3
5.	MBA23005	Financial Modelling	3	0	0	3
6.	MBA23006	International Finance	3	0	0	3
7.	MBA23007	Behavioral Finance	3	0	0	3
<b>Stream/ Specialization : Marketing Management [ 7 ]</b>						
8.	MBA23008	Retail Marketing	3	0	0	3
12.	MBA23009	Consumer Behavior	3	0	0	3
10.	MBA23010	Integrated Marketing Communication	3	0	0	3
11.	MBA23011	Services Marketing	3	0	0	3
12.	MBA23012	Sales and Distribution Management	3	0	0	3
13.	MBA23013	Product and Brand Management	3	0	0	3
14.	MBA23014	Digital Marketing	3	0	0	3

<b>Stream/ Specialization : Human Resource Management [ 6 ]</b>						
15.	MBA23015	Strategic Human Resource Management	3	0	0	3
16.	MBA23016	Industrial relations and labour legislations	3	0	0	3
17.	MBA23017	Organizational, design, change and development	3	0	0	3
18.	MBA23018	Negotiation and conflict management	3	0	0	3
112.	MBA23019	Reward and Compensation management	3	0	0	3
20.	MBA23020	International Human Resource Management	3	0	0	3
<b>Stream/ Specialization : Operations Management [ 6 ]</b>						
21.	MBA23021	Supply Chain Management	3	0	0	3
22.	MBA23022	Quality Management	3	0	0	3
23.	MBA23023	Materials Management	3	0	0	3
24.	MBA23024	Services Operations Management	3	0	0	3
25.	MBA23025	Supply Chain Analytics	3	0	0	3
26.	MBA23026	Project Management	3	0	0	3
<b>Stream/ Specialization : Business Analytics [ 5 ]</b>						
27.	MBA23027	Data Mining for Business Intelligence	3	0	0	3
28.	MBA23028	Deep Learning and Artificial Intelligence	3	0	0	3
29.	MBA23028	Social media web Analytics	3	0	0	3
30.	MBA23030	E-Business Management	3	0	0	3
31.	MBA23031	Enterprise Resource Planning	3	0	0	3