

Jaypee Business School
A Constituent of Jaypee Institute of Information Technology
(Declared Deemed to be University u/s 3 of UGC Act)
A-10, Sector 62, NOIDA-201307, INDIA, www.jbs.ac.in

Two Year MBA Curriculum (Batch 2013-15)

FIRST YEAR		
Trimester - I		
Course Code	Course Title	Credits
12MCEC01	Managerial Economics	3
12MCAF01	Accounting for Managers	3
12MCMM01	Marketing Management-I	3
12MCHR01	Behaviour in Organization	3
12MCGM03	Managerial Communication-I	3
12MCGM02	Business Statistics	3
12MCIT01	Information Systems for Managers	3
Total Credits		21
Trimester - II		
Course Code	Course Title	Credits
12MCGM04	Managerial Communication-II	3
12MCEC02	Macroeconomics	3
12MCAF02	Financial Management-I	3
12MCOM02	Operations Management	3
12MCMM03	Services Management	3
12MCHR02	Organizational Structure & Design	3
12MCOM01	Quantitative Methods for Decision Making	3
12MCMM02	Marketing Management-II	3
Total Credits		24
Trimester - III		
Course Code	Course Title	Credits
12MCEC03	Economic Environment & Policy	3
12MCAF03	Financial Management-II	3
12MCOM04	Project Management	3
12MCHR04	Human Resource Management	3
12MCGM08	Written Analysis and Communication	3
12MCIT02	Management Information and Control Systems	3
12MCGM05	Business Research Methods	3
12MCEC04	International Business	3
12MCGM06	Business & Corporate Laws	3
Total Credits		27
12MCVV01	Comprehensive Viva-I	3
12MCIN01	Corporate Internship (6-8 weeks)	6
First Year Total Credits		81

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SECOND YEAR		
Trimester - IV		
Course Code	Course Title	Credits
13MCEC05	Economics of Strategy	1.5
12MCST01	Strategic Management	3
13MCOM05	Innovation, Quality and Change Management	1.5
	Elective Courses	
Trimester - V		
Course Code	Course Title	Credits
13MCIT03	Integrating Information Systems into Business	3
12MCVV03	Comprehensive Viva-II	3
	Elective Courses	
Trimester - VI		
Course Code	Course Title	Credits
12MCGM07	Corporate Sustainability & Ethics	3
12MCIN02	Social Internship	3
	Elective Courses	
Total Credits		18
Functional and Industry Elective Courses in Second Year		36
Second Year Total Credits		54
Total Credits (First Year + Second Year)		135

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Second Year: Functional Elective Baskets		
Course Code	Functional Basket 1- Financial Management	Credit
12MEAF21	Security Analysis and Portfolio Management	3
12MEAF22	Financial Statement Analysis & Business Valuation	3
12MEAF23	Project Appraisal & Financing	3
12MEAF24	Corporate Taxation & Planning	3
Course Code	Functional Basket 2 – International Finance	Credit
12MEAF25	Commodities Derivatives Market	3
12MEAF26	Options, Futures and Risk Management	3
12MEAF27	International Financial Management	3
12MEAF28	Fixed Income Securities	3
Course Code	Functional Basket 3- Core HRM	Credit
12MEHR21	Industrial Relations	3
12MEHR22	Employment Law	3
12MEHR23	Performance & Compensation Management	3
12MEHR24	Talent Acquisition	3
Course Code	Functional Basket 4 – Corporate HR	Credit
12MEHR53	Competency Mapping & Psychometric Testing	3
12MEHR26	Strategic HRM	3
12MEHR33	Organizational Development & Change	3
12MEHR28	Training & Development	3
Course Code	Functional Basket 5 – Advanced Marketing	Credit
12MEMM21	Product & Brand Management	3
12MEMM22	Pricing Strategy	3
12MEMM23	Integrated Marketing Communication	3
12MEMM21	Sales & Distribution Management	3
Course Code	Functional Basket 6 – Strategic Marketing	Credit
12MEMM27	Business to Business Marketing	3
12MEMM25	Advanced Services Marketing	3
12MEMM26	Rural Marketing	3
12MEMM28	Consumer Behaviour	3
Course Code	Functional Basket 7 – Operations Management (level-1)	Credit
12MEOM21	Production Planning and Control	3
12MEOM22	Service Operations Management	3
12MEOM23	Inventory and Warehouse Management	3
12MEOM24	Logistics Management	3
Course Code	Functional Basket 8 – Operations Management (level-2)	Credit
12MEOM25	Operations Strategy	3
12MEOM26	Supply Chain Management	3
12MEOM27	Resource Management and ERP (SAP)	3
12MEOM28	Advanced Decision Models	3

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Second Year: Industry Elective Baskets		
Course Code	Industry Basket 1- Financial Services	Credit
12MEFS51	Management of Financial Services	3
12MEFS52	Commercial Banking and Insurance	3
12MEFS53	Investment Banking	3
12MEFS54	Financial Institutions & Markets	3
Course Code	Industry Basket 2 – Strategic Financial Management	Credit
12MEST29	Industry Analysis and Competitive Strategy	3
12MEST30	Mergers, Acquisitions and Corporate Restructuring	3
12MEST31	Resource Mobilization	3
12MEST32	Financial Engineering	3
Course Code	Industry Basket 3 – International Business	Credit
12MEIB21	International Economics and Trade Policy	3
12MEIB22	International Trade Operations and Logistics	3
12MEIB23	Global Sourcing for Business Development	3
12MEIB25	International Business Strategy	3
Course Code	Industry Basket 4 – Logistics and Supply Chain Management	Credit
12MEOM51	Air and Maritime Logistics	3
12MEOM52	Road and Rail Logistics	3
12MEOM53	Retail SCM	3
12MEOM54	Event Logistics & Humanitarian SCM	3
Course Code	Industry Basket 5 – Research & Consulting Management	Credit
12MERC51	Advanced Data Analysis Techniques	3
12MERC52	Social Research	3
12MERC53	Consulting Management	3
12MERC54	Business Analytics	3
Course Code	Industry Basket 6- Media & Communication	Credit
12MEMC51	Media Planning	3
12MEMC52	Social Media & E-Marketing	3
12MEMC53	Sales Promotion & Event Management	3
12MEMC54	Principles & Practices of Corporate Communications	3
Course Code	Industry Basket 7 – Advanced HRM	Credit
12MEHR29	Knowledge Management & Learning Organization	3
12MEHR30	Business Negotiation Skills	3
12MEHR25	Team Building and Conflict Management	3
12MEHR32	Leadership Skills for Managers	3
Course Code	Industry Basket 8 – ICT in Business	Credit
12MEIS51	Base Modules in SAP ERP	3
12MEIS52	Business in the Digital Era	3
12MEIS53	Advanced Modules in SAP ERP	3
12MEIS54	Business Process Management & Enterprise Systems	3

Note: JBS has right to change or not to offer a course and/or basket.