



## Jaypee Business School

A Constituent of Jaypee Institute of Information Technology University

A-10, Sector 62, NOIDA, 201 309 India

### MBA (2020-22) Two Year Curriculum

#### First Year Course Credits

#### First Semester

S. No.	Course Code	Courses Title	Contact Hours			Credits
			L	T	Total	
1	20M11BGM11	Economics for Business and Government	3		3	3
2	18M11BAF11	Accounting for Managers	3		3	3
3	20M11BMM11	Marketing Management	3		3	3
4	18M11BHR11	Organizational Behaviour	3		3	3
5	18M11BGM11	Business Statistics and Analytics for	3		3	3
6	18M11BGM12	Business Communication	3		3	3
7	20M11BAF12	Corporate Finance	3		3	3
8	17M11BIS11	Management Information System	3		3	3
9	20M11BES11	Effective Self Management	3		3	M
<b>Total</b>					<b>27</b>	<b>24</b>

*M= Compulsory Audit Courses*

#### Second Semester

S. No.	Course Code	Courses Title	Contact Hours			Credits
			L	T	Total	
1	18M11BST11	Business and Corporate Laws	3		3	3
2	17M11BHR13	Human Resources Management	3		3	3
3	20M11BIA11	Data Visualization	3		3	3
4	20M11BEN11	Entrepreneurship and Innovation	3		3	3
5	20M11BAF13	Management Accounting	3		3	3
6	20M11BGM14	Business Research Methods	3		3	3
7	17M11BOM12	Operations Management	3		3	3
8	20M11BGM13	Indian Ethos and Business Ethics	3		3	M
9	20M11BIA12	IoT Applications in Business	3		3	3
10	20M11BGM16	Competition & Regulatory Economics	3		3	3
<b>Total</b>					<b>30</b>	<b>27</b>
11	18M17BIN11	Corporate Internship (8 weeks) after First Year				4

*M= Compulsory Audit Courses*

<b>First Year Credits</b>	<b>55.0</b>
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## Second Year Course Credits

### Third Semester

S. No.	Course Code	Courses Title	Contact Hours			Credits
			L	T	Total	
1	18M11BST11	Business Strategy	3		3	3
2	18M11BES14	Employability Skills	3		3	0
3	20MXXBXXXX	Elective Major - 1	4		4	4
4	20MXXBXXXX	Elective Major – 2	4		4	4
5	20MXXBXXXX	Elective Major – 3	4		4	4
6	20MXXBXXXX	Elective Major – 4	4		4	4
7	20MXXBXXXX	Elective Minor – 1	4		4	4
8	20MXXBXXXX	Elective Minor – 2	4		4	4
		<b>Total</b>			<b>30</b>	<b>27</b>

*M= Compulsory Audit Courses*

### Fourth Semester

S. No.	Course Code	Courses Title	Contact Hours			Credits
			L	T	Total	
1	20M11BIA13	Artificial Intelligence in Business	3		3	3
2	20MXXBXXXX	Elective Major – 5	4		4	4
3	20MXXBXXXX	Elective Major – 6	4		4	4
4	20MXXBXXXX	Elective Major – 7	4		4	4
5	20MXXBXXXX	Elective Minor – 3	4		4	4
6	20MXXBXXXX	Elective Minor – 4	4		4	4
		<b>Total</b>			<b>23</b>	<b>23</b>
7	18M17BIN12	Social Internship (4 weeks)				2
<b>Second Year Credits</b>						<b>52</b>

<b>First and Second Year Core and Elective Courses</b>	<b>101</b>
<b>Internships</b>	<b>6</b>
<b>Total Credits</b>	<b>107</b>

## List of Major Specializations Courses (MASPL)

(Each course is of 4 credits)

Choose any one Major Specialization (MASPL) and within that Choose 7 out of 10 Courses

	<b>MASPL-01</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>S.No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BHR11	Managing Employee Relations
2	20M12BHR12	Employment Laws
3	20M12BHR13	Performance & Compensation Management
4	20M12BHR14	Talent Management
5	20M12BHR15	Competency Management and Assessment Centre
6	20M12BHR17	Organizational Development and Change
7	20M12BHR18	Training & Development
8	20M12BHR20	Team Building and Conflict Management
9	20M12BHR21	Leadership Skills for Managers
10	20M12BHR22	HR Metrics and Analytics
	<b>MASPL-02</b>	<b>FINANCIAL MANAGEMENT</b>
<b>S.No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BAF11	Security Analysis and Portfolio Management
2	20M12BAF12	Financial Statement Analysis and Business Valuation
3	20M12BAF13	Project Appraisal and Finance
4	20M12BAF14	Corporate Taxation and Planning
5	20M12BAF15	Commodity Derivatives Market
6	20M12BAF16	Options, Future and Risk Management
7	20M12BAF17	International Financial Management
8	20M12BAF18	Fixed Income Securities
9	20M12BAF19	Financial Modelling
10	20M12BAF22	Mergers, Acquisitions and Corporate Restructuring
	<b>MASPL-03</b>	<b>MARKETING MANAGEMENT</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BMM11	Product and Brand Management
2	20M12BMM13	Integrated Marketing Communication
3	20M12BMM14	Sales and Distribution Management
4	20M12BMM15	Business to Business Marketing
5	20M12BMM16	Services Marketing
6	20M12BMM17	Rural Marketing
7	20M12BMM18	Consumer Behavior
8	20M12BMM24	Customer Relationship Management
9	20M12BMM23	Digital Marketing
10	20M12BMM24	Fundamentals Of Retailing
	<b>MASPL-04</b>	<b>OPERATIONS MANAGEMENT</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BOM11	Production Planning and Control
2	20M12BOM12	Logistics Management
3	20M12BOM14	Strategic Quality Management

4	20M12BOM15	Operations Strategy
5	20M12BOM16	Sustainable Supply Chain Management
6	20M12BOM18	Global Sourcing
7	20M12BOM19	Strategic Service Operations Management
8	20M12BOM21	Sales and Operations Planning
9	20M12BOM23	Project Management
10	20M12BOM24	Materials Management and Warehouse Management
	<b>MASPL-05</b>	<b>INFORMATIONAL TECHNOLOGY AND BUSINESS ANALYTICS</b>
<b>S.No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BIA11	Integrating Information Systems in Business
2	20M12BIA12	IT Security and Cyber Law
3	20M12BIA13	BPR, Business Process Management & ERP
4	20M12BIA14	E Commerce Applications
5	20M12BIA15	Managing Software Projects
6	20M12BIA16	Data Management And Analysis Using R
7	20M12BIA17	Predictive Analytics
8	20M12BIA18	Fraud Analytics
9	20M12BIA19	Block chain
10	20M12BIA20	Big Data Analytics

## List of Minor Specialization Courses (MISPL)

(Each course is of 4 credits)

<b>Choose any one minor specialization (MISPL) and within that choose 4 out of 7 courses ;</b>		
<b>Note: Same major and minor specialization is not allowed.</b>		
	<b>MISPL-01</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
S. No.	Course Code	Course Name
1	20M12BHR11	Managing Employee Relations
2	20M12BHR13	Performance & Compensation Management
3	20M12BHR15	Competency Management and Assessment Centre
4	20M12BHR17	Organizational Development and Change
5	20M12BHR18	Training & Development
6	20M12BHR20	Team Building and Conflict Management
7	20M12BHR21	Leadership Skills for Managers
	<b>MISPL-02</b>	<b>FINANCIAL MANAGEMENT</b>
S. No.	Course Code	Course Name
1	20M12BAF11	Security Analysis and Portfolio Management
2	20M12BAF12	Financial Statement Analysis and Business Valuation
3	20M12BAF13	Project Appraisal and Finance
4	20M12BAF14	Corporate Taxation and Planning
5	20M12BAF16	Options, Future and Risk Management
6	20M12BAF17	International Financial Management
7	20M12BAF22	Mergers, Acquisitions and Corporate Restructuring
	<b>MISPL-03</b>	<b>MARKETING MANAGEMENT</b>
S. No.	Course Code	Course Name
1	20M12BMM11	Product and Brand Management
2	20M12BMM13	Integrated Marketing Communication
3	20M12BMM14	Sales and Distribution Management
4	20M12BMM15	Business to Business Marketing
5	20M12BMM16	Services Marketing
6	20M12BMM18	Consumer Behavior
7	20M12BMM23	Digital Marketing
	<b>MISPL-04</b>	<b>OPERATIONS MANAGEMENT</b>
S. No.	Course Code	Course Name
1	20M12BOM11	Production Planning and Control
2	20M12BOM14	Strategic Quality Management
3	20M12BOM15	Operations Strategy
4	20M12BOM16	Sustainable Supply Chain Management
5	20M12BOM19	Strategic Service Operations Management
6	20M12BOM23	Project Management
7	20M12BOM24	Materials Management and Warehouse Management
	<b>MISPL-05</b>	<b>INFORMATION TECHNOLOGY AND BUSINESS ANALYTICS</b>
S. No.	Course Code	Course Name
1	20M12BIA11	Integrating Information Systems in Business
2	20M12BIA12	IT Security and Cyber Law
3	20M12BIA13	BPR, Business Process Management & ERP

4	20M12BIA16	Data Management And Analysis Using R
5	20M12BIA17	Predictive Analytics
6	20M12BIA18	Fraud Analytics
7	20M12BIA20	Big Data Analytics
	<b>MISPL-06</b>	<b>INTERNATIONAL BUSINESS</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BIB11	Cross Cultural Management
2	20M12BIB12	Global Business of Media, Sports and Entertainment
3	20M12BIB13	Global Financial Markets And Instruments
4	20M12BIB15	International Business Strategy
5	20M12BIB16	International Economics and Trade Policy
6	20M12BIB17	International Marketing
7	20M12BIB18	International Trade Operations and Logistics
	<b>MISPL-07</b>	<b>FINANCIAL SERVICES</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BFS11	Behavioral Finance
2	20M12BFS12	Financial Institutions and Markets
3	20M12BFS13	Insurance Risk Management
4	20M12BFS14	Commercial Banking Services
5	20M12BFS15	Personal Financial Planning
6	20M12BFS16	Management of Financial Services
7	20M12BFS17	Investment Banking
	<b>MISPL-08</b>	<b>ENTREPRENEURSHIP</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BEN11	Entrepreneurial Finance
2	20M12BEN12	Marketing Strategies for Entrepreneurs
3	20M12BEN13	Framing and Execution Strategy
4	20M12BEN15	Supply Chain & Logistic Management for Entrepreneurship
5	20M12BEN16	Analytics for Entrepreneurs
6	20M12BEN17	Business Models of Start Ups
7	20M12BEN18	Global Opportunities for entrepreneurship
	<b>MISPL-09</b>	<b>DIGITAL MARKETING</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BDM11	The World of Social Media
2	20M12BDM12	Online Branding
3	20M12BDM13	Web Business Models
4	20M12BDM14	Digital Influence Marketing and Analytics
5	20M12BDM15	Online Campaign Management
6	20M12BDM16	Facebook and Twitter Marketing
7	20M12BDM18	Consumer Behavior in the Virtual World
	<b>MSPL-10</b>	<b>CORPORATE LAWS</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BCL11	Intellectual Property Rights
2	20M12BCL12	Corporate Governance and Compliances
3	20M12BCL14	Foreign Direct Investment and International Trade
4	20M12BCL15	Corporate and International Taxation
5	20M12BCL16	Internet, e-Commerce and Cyber Laws

6	20M12BCL17	Litigation Management
7	20M12BCL18	Alternative Dispute Resolution Mechanisms
	<b>MSPL-11</b>	<b>BANKING</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BBN11	Legal & Regulatory Environment for Banking & Financial Services
2	20M12BBN12	Rural Banking and Microfinance
3	20M12BBN13	Management of Commercial Banks
4	20M12BBN14	Information Systems for Banking
5	20M12BBN15	Credit evaluation monitoring & recovery management
6	20M12BBN16	Risk Management in Banking and Financial Services
7	20M12BBN17	Investment Banking
	<b>MISPL-12</b>	<b>INSURANCE</b>
<b>S. No.</b>	<b>Course Code</b>	<b>Course Name</b>
1	20M12BIN11	Principles and Practices of General Insurance
2	20M12BIN12	Principles and Practices of Life Insurance
3	20M12BIN13	Group Insurance and Retirement Benefit Schemes
4	20M12BIN14	Health Insurance
5	20M12BIN15	Motor Insurance
6	20M12BIN17	Marine Insurance
7	20M12BIN18	Fire & Consequential Loss Insurance