

**CENTRE FOR MANAGEMENT STUDIES  
JIS COLLEGE OF ENGINEERING  
An Autonomous Institution**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**THE MBA PROGRAMME AT CMS, JISCE**

The Master of Business Administration (MBA) is a two-year full time programme divided into four semesters. The course structure of the programme is given here under:

**SEMESTER 1<sup>st</sup>**

Sl No	Paper Code	Title of the Paper	Credits	External Marks	Internal Assessment	Practical	Total Marks
1	MB 101	Managerial Economics	4	70	30	-	100
2	MB 102	Managerial Communication	4	70	30	-	100
3	MB 103	Principles & Practices of Management	4	70	30	-	100
4	MB 104	Quantitative Method for Managers	4	70	30	-	100
5	MB 105	Information Technology for Managers	4	70	30	-	100
6	MB 106	Accounting for Managers	4	70	30	-	100
7	MB 107	Business Ethics and Environmental Management	4	70	30	-	100
8	MB 108	Business Environment	4	70	30	-	100

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**SEMESTER 2<sup>nd</sup>**

Sl No	Paper Code	Title of the Paper	Credits	External Marks	Internal Assessment	Practical	Total Marks
1	MB 201	Production & Operation Management	4	70	30	-	100
2	MB 202	Business Law	4	70	30	-	100
3	MB 203	Organizational Behaviour	4	70	30	-	100
4	MB 204	Research Methodology	4	70	30	-	100
5	MB 205	Management Information System	4	70	30	-	100
6	MB 206	Financial Management	4	70	30	-	100
7	MB 207	Marketing Management	4	70	30	-	100
8	MB 208	Human Resource Management	4	70	30	-	100

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**SEMESTER 3<sup>rd</sup>**

Sl No	Paper Code	Title of the Paper	Credits	External Marks	Internal Assessment	Practical	Total Marks
1	MB 301	Management Accounting	4	70	30	-	100
2	MB 302	Operations Research	4	70	30	-	100
3	MB 303	Project Work & Viva Voce	8	70	30	-	100
4	Specialization	Four courses – three from one specialization and one from another specialization	16	70	30	-	100
		Total	32			-	700
<b>Specialization Subjects</b>							
Marketing Specialization papers in 3 <sup>rd</sup> Semester							
1	MM 301	Sales and Distribution Management	4	70	30	-	100
2	MM 302	Advertising and Marketing Communications	4	70	30	-	100
3	MM 303	Marketing Research	4	70	<b>30</b>	-	100
Finance Specialization papers in 3 <sup>rd</sup> Semester							
1	FM 301	Corporate Taxation & Tax Planning	4	70	30	-	100
2	FM 302	Advance Corporate Finance	4	70	30	-	100

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3	FM 303	Security Analysis & Portfolio Management	4	70	30	-	100
HR Specialization papers in 3 <sup>rd</sup> Semester							
1	HR 301	Employment & Compensation Administration	4	70	30	-	100
2	HR 302	Human Resource Planning	4	70	30	-	100
3	HR 303	Labour Laws	4	70	30	-	100
System Specialisation papers in 3 <sup>rd</sup> Semester							
1	SM 301	Database Management System	4	70	30	-	100
2	SM 302	System Analysis Design & Software Management	4	70	30	-	100
3	SM 303	Computer Aided Management	4	70	30	-	100

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**SEMESTER 4<sup>th</sup>**

Sl No	Paper Code	Title of the Paper	Credits	External Marks	Internal Assessment	Practical	Total Marks
1	MB 401	Project Management & Entrepreneurship Development	4	70	30	-	100
2	MB 402	Strategic Management	4	70	30	-	100
3	MB 403	Comprehensive Viva Voce	8	70	30	-	100
4	Specialization	Four courses – three from one specialization and one from another specialization	16	70	30	-	100
		Total	32			-	700
<b>Specialization Subjects</b>							
Marketing Specialization papers in 4 <sup>th</sup> Semester							
1	MM 404	International Marketing	4	70	30	-	100
2	MM 405	Service Marketing	4	70	30	-	100
3	MM 406	Consumer Behaviour	4	70	30	-	100
Finance Specialization papers in 4 <sup>th</sup> Semester							
1	FM 404	Financial Institutes and Markets	4	70	30	-	100
2	FM 405	International Finance	4	70	30	-	100
3	FM 406	Derivatives Risk Management	4	70	30	-	100

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HR Specialisation papers in 4 <sup>th</sup> Semester							
1	HR 404	Industrial Relations	4	70	30	-	100
2	HR 405	Organizational Development	4	70	30	-	100
3	HR 406	Human Resource Development	4	70	30	-	100
System Specialisation papers in 4 <sup>th</sup> Semester							
1	SM 404	Enterprise Resource Planning	4	70	30	-	100
2	SM 405	E-Business	4	70	30	-	100
2	SM 406	Business data & Communication	4	70	30	-	100