

# 5. SYLLABUS CHANGE

MBA

## JANAKI DEVI BAJAJ INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

SNDT WOMEN'S UNIVERSITY, PUNE

MBA- 2019 C.B.C.S. SYLLABUS

### PREAMBLE

In the twenty-first century, we need to have a very different view point for our course. This new era is posing certain challenges to the work force especially the Women Work force. Diversity has really become the necessity and the key issue for the employability and entrepreneurship of women. This diversity may be cultural, geographical, social, product related and so on. Keeping in mind this scenario, we have specially designed a two-year, full-time MBA program and its curriculum for women.

### COURSE OUTLINE

SEMESTER	COURSE CODE	COURSE NAME	CREDITS
I	101	Principles and Practices of Management	3
	102	Accounting for Business Decisions	3
	103	Economic Aspects for Business	3
	104	Basics of Marketing	3
	105	Organizational Behaviour	3
	106	Trade & Business Related Laws	3
	107	Language & Communication Proficiency	3
	108	Number Proficiency	3

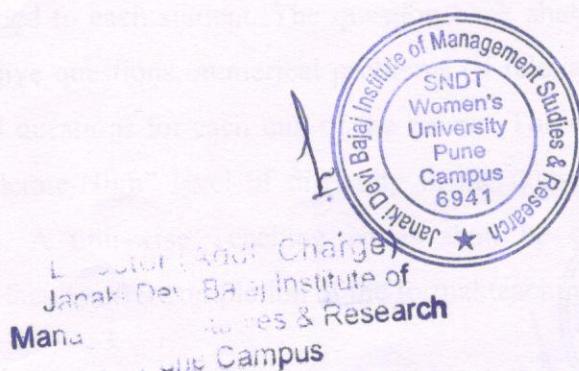


II	201	Financial Management	3
	202	Marketing Management	3
	203	Human Resource Management	3
	204	Business Research Methods	3
	205	Operations and Supply Chain Management	3
	206	Management Information Systems	3
	207	MS Excel & Advanced Excel	3
	208	Selling & Negotiation Skills	3
III	301	Strategic Management	3
	302	MOOCS	3
	304	Major Elective 1	4
	305	Major Elective 2	4
	306	Other Elective 1	4
	307	Other Elective 2	4
	308	Summer Internship Project	4
IV	401	Entrepreneurship Development	3
	402	MOOCS	3
	403	Major Elective 1	4
	403	Major Elective 2	4
	404	Other Elective 1	4
	405	Other Elective 2	4
	406	Dissertation	4
		TOTAL CREDITS	100

NOTE – 1. One Credit is equal to 15 clock hours teaching, contact and evaluation.

2. For Semester III and IV, the student shall select any of the specialization as Major Elective and then for remaining two specialization subjects, shall select any one subject each from the remaining Elective Subjects, assigned to the concerned semester III or IV respectively.

*Note:  
Syllabus has  
not changed yet.*



ELECTIVES	COURSE CODE	COURSE NAME
MARKETING	M301	CONTEMPORARY MARKETING RESEARCH
	M302	CONSUMER BEHAVIOUR
	M401	SERVICES MARKETING
	M402	INTERGRATED MARKETING COMMUNICATIONS
FINANCE	F301	ADVANCED FINANCIAL MANAGEMENT
	F302	INDIAN FINANCIAL & CAPITAL MARKETS
	F401	INTERNATIONAL FINANCE
	F402	DIRECT & INDIRECT TAXATION
HRM	H301	RECRUITMENT & SELECTION
	H302	TRAINING & DEVELOPMENT
	H401	STRATEGIC HUMAN RESOURCE MANAGEMENT
	H402	LABOUR & SOCIAL SECURITY LAWS
O&S	OS301	PLANNING & CONROL OF OPERATIONS
	OS302	E-BUSINESS & BUSINESS INTELLIGENCE
	OS401	TOTAL QUALITY MANAGEMENT
	OS402	IT MANAGEMENT & CYBER LAWS
SCM	SC301	ESSENTIALS OF SUPPLY CHAIN MANAGEMENT
	SC302	STRATEGIC SUPPLY CHAIN MANAGEMENT
	SC401	SIX SIGMA & OTHER QUALITY TECHNIQUES
	SC402	LOGISTICS MANAGEMENT

### TEACHING & LEARNING PROCESS

Each course will have syllabus, divided into FIVE units of equal importance, which is required to be covered over a time span of about 12-13 weeks of the concerned semester. At the start of the semester, a detailed session plan (in a prescribed format – see appendix A) will be prepared by the concerned course faculty in consultation with the Director, JDBIMSR, Pune and displayed for each course, comprising the details of topics, subtopics to be covered, details of text books, reference books, suggested additional readings before and after the session etc. A question bank comprising of minimum 100 questions (20 questions for each unit of the subject) shall be electronically forwarded to each student. The question bank shall contain multiple-choice questions, comprehensive questions, numerical problems (if relevant to the course), case-lets, case studies, applied questions for each unit of the course. There shall be reasonable combination of “Low-Moderate-High” level of difficulty in the question bank clearly mentioned for each question. A unit-wise Teaching Notes shall be circulated electronically by the concerned subject faculty after completion of the formal teaching of each

