



**JSPM UNIVERSITY PUNE**

Recognized by UGC u/s 2 (f) of UGC Act 1956 and enacted by the  
State Government of Maharashtra - JSPM University Act, 2022 (Mah.IV of 2023)

**JSPM University Pune**  
**Faculty of Business Management and**  
**Commerce**  
**School of Business Management**



**NEP aligned Curriculum Structure**  
**for**  
**Master of Business Administration**  
**(Effective from AY: 2023-24)**



# JSPM University Pune

## COURSE STRUCTURE (NEP 2020 Aligned)

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

W. E. F

2023-2024

SCHOOL OF BUSINESS MANAGEMENT

RELEASE DATE

01/07/2023

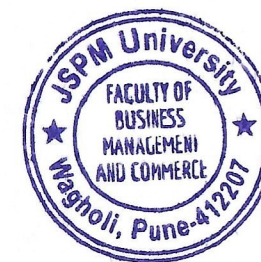
FIRST YEAR MASTER OF BUSINESS ADMINISTRATION

REVISION NO.

0.0 (NEP)

### SEMESTER I (LEVEL 6.5)

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS								TOTAL	CREDITS
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)			PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)				
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)		
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)							
PSMC	230GMAM01_01	Advanced Statistics	2	-	-	-	30	30	40	50	-	-	-	-	50	2
PCC	230VMSM01_01	Principles & Practices of Management	2	-	-	4	30	30	40	100	-	-	50	50	150	3
PCC	230VMSM02_01	Business Accounting	3	-	-	2	30	30	40	100	-	-	-	-	100	3.5
PCC	230VMSM03_01	Organizational Behavior	2	1	-	-	30	30	40	100	-	-	-	-	100	3
MMC	--	Multidisciplinary Minor Course	1	-	2	-	-	-	-	-	50	50	50	50	100	2
SEC	230GCAB02_01	C Programming	2	-	2	-	-	-	-	-	50	50	50	50	100	3
VSC	230IDCB01_01	Design Thinking and Creativity	1	-	-	2	30	30	40	-	-	-	50	50	50	1.5
AEC (HSMC)	230UENM01_01	Communicative English for Professionals	1	-	2	-	30	30	40	50	-	-	-	-	50	2
RMC	230IRMM01_01	Research Methodology	2	-	-	-	30	30	40	50	-	-	-	-	50	2
TOTAL			16	1	6	8									750	22



Multidisciplinary Minor Course (MMC)							
Sem.	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management
I	Course Code	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01
	Course Name	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science
II	Course Code	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02
	Course Name	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence



**Dr. Datta S. Taware**  
Programme Coordinator, MBA




**Dr. Anuradha S. Deshpande**  
Associate Dean (Academics)



**Dr. Prabha Singh**  
Dean, Faculty of Business Management and Commerce



**Prof. B.B. Ahuja**  
Vice Chancellor, JSPM University Pune



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## SEMESTER II (LEVEL 6.5)

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS									TOTAL	CREDITS
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)			PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)					
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PSBC	230VMSM46_02	Economics for Business	2	1	-	-	30	30	40	100	-	-	-	-	100	3	
PCC	230VMSM04_02	Marketing Management	2	-	-	4	30	30	40	100	-	-	50	50	150	3	
PCC	230VMSM05_02	Financial Management	2	1	-	-	30	30	40	100	-	-	-	-	100	3	
PCC	230VMSM06_02	Human Resource Management	3	-	-	2	30	30	40	100	-	-	50	50	150	3.5	
MMC	--	Multidisciplinary Minor Course	1	-	2	-	-	-	-	-	50	50	50	50	100	2	
VSC	230IINB01_02	Innovation	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5	
AEC (HSMC)	230UENM02_02	Business Communication	1	-	2	-	30	30	40	50	-	-	-	-	50	2	
RMC	230IRMM03_02	Research Data Analysis	2	-	-	-	30	30	40	50	-	-	-	-	50	2	
IITP/FP /CEP	230VMSM47_02	Internship/Field Project/Community Engagement Programme	4 to 6 Weeks				-	-	-	-	-	-	-	50	50	50	2
TOTAL			14	2	4	8										800	22

Note: A Post Graduate Diploma will be awarded if a student exits after the first year.

For "Exit" at the end of First Year the student must complete a total of 8 additional credits.

a) An internship / OJT of 8 - 10 weeks (4 credits) over and above semester 2 internship of minimum 4 weeks.

b) Additional one Course of 4 credits (Course offered will be Vocational Skill Course (VSC) or Skill Enhancement Course (SEC) or a mini project).



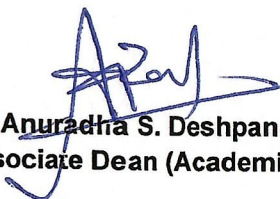
Multidisciplinary Minor (MMC)							
Sem.	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management
I	Course Code	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01
	Course Name	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science
II	Course Code	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02
	Course Name	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence



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FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

SECOND YEAR MASTER OF BUSINESS ADMINISTRATION

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### SEMESTER III

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS								TOTAL	CREDITS
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)			PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)				
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 marks)	CONTINUOUS INSEMESTER EVALUATION (50marks)	END SEMESTER EXAMINATION (50 marks)	CONTINUOUS INSEMESTER EVALUATION (50marks)	END SEMESTER EXAMINATION (50 marks)		
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)							
PCC	230VMSM07_03	Strategic Management	2	-	-	-	30	30	40	100	-	-	-	-	100	2
IOC	230IESB04_03	Entrepreneurship and Start up Management	2	-	-	-	30	30	40	100	-	-	-	-	100	2
IOC	230UPYB67_03	Business Ethics and sustainability	2	-	-	-	30	30	40	100	-	-	-	-	100	2
PEC1		Program Elective Course -01	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PEC2		Program Elective Course -02	3	-	-	-	30	30	40	100	-	-	-	-	100	3
VEC	230USYB01_03	Behavioral Science and Ethics	2	-	-	-	30	30	40	50	-	-	-	-	50	2
IITP/FP/CEP	230VMSM48_03	Internship/ Field Project/ Community Engagement Programme	-	-	12	-	-	-	-	-	-	-	100	100	100	6
<b>TOTAL</b>			<b>13</b>	<b>-</b>	<b>12</b>	<b>-</b>									<b>650</b>	<b>20</b>



Sem.	Programme Elective Course (PEC)						
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management
III	Course Code	230VMBM10_03	230VFMM13_03	230VHRM22_03	230VBAM16_03	230VOSM25_03	230VGBM52_03
	Course Name	Service Marketing	Financial Markets and Services	Learning and Development	Data Analytics	Production and Operation Management	Global Business Environment
III	Course Code	230VMBM11_03	230VFMM14_03	230VHRM23_03	230VBAM17_03	230VOSM26_03	230VGBM53_03
	Course Name	Brand Management	Strategic Cost Management	Performance Management Systems	Business Intelligence	Project Management	Cross Cultural Management
III	Course Code	230VMBM12_03	230VFMM15_03	230VHRM24_03	230VBAM18_03	230VOSM27_03	230VGBM54_03
	Course Name	Consumer Behavior	Personal Financial Planning	Conflict & Negotiation Management	Basics Business Analytics Using R	Inventory and Store Management	International Trade Operations and Foreign Trade Policy
IV	Course Code	230VMBM28_04	230VFMM31_04	230VHRM40_04	230VBAM34_04	230VOSM43_04	230VGBM55_04
	Course Name	Digital Marketing	Digital Banking	Talent Management	Econometrics	Logistics and Distribution Management	Export and Import Procedures and Documentation
IV	Course Code	230VMBM29_04	230VFMM32_04	230VHRM41_04	230VBAM35_04	230VOSM44_04	230VGBM56_04
	Course Name	Marketing Analytics	Security Analysis and Portfolio Management	Organizational Interventions	Enterprise Resource Planning	Total Quality Management	Management of International Business
IV	Course Code	230VMBM30_04	230VFMM33_04	230VHRM42_04	230VBAM36_04	230VOSM45_04	230VGBM57_04
	Course Name	Customer Relationship Management	Financial Modeling	HR Analytics	Artificial Intelligence in Business Applications	Six Sigma for Operations	Overseas Project Management

*[Signature]*

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*[Signature]*

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*[Signature]*

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### SEMESTER IV (LEVEL 7)

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS										
TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)		TOTAL	CREDITS	
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PEC	--	Programme Elective Course-III	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
PEC	--	Programme Elective Course-IV	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
PROJ	230VMSM49_04	Project / Internship with Project	-	-	12	24	-	-	-	-	-	-	-	100	100	200	12
<b>TOTAL</b>			<b>6</b>	<b>-</b>	<b>12</b>	<b>24</b>										<b>400</b>	<b>18</b>
MLC#	--	Audit Course -I	1	-	-	-	-	-	-	50	-	-	-	-	-	50	1



Sem.	Programme Elective Course (PEC)						
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management
III	Course Code	230VMBM10_03	230VFMM13_03	230VHRM22_03	230VBAM16_03	230VOSM25_03	230VGBM52_03
	Course Name	Service Management and Marketing	Financial Markets and Services	Learning and Development	Data Analytics	Production and Operation Management	Global Business Environment
III	Course Code	230VMBM11_03	230VFMM14_03	230VHRM23_03	230VBAM17_03	230VOSM26_03	230VGBM53_03
	Course Name	Brand Management	Strategic Cost Management	Performance Management Systems	Business Intelligence	Project Management	Global Cultural Management
III	Course Code	230VMBM12_03	230VFMM15_03	230VHRM24_03	230VBAM18_03	230VOSM27_03	230VGBM54_03
	Course Name	Consumer Behavior Concepts and Applications	Personal Financial Planning	Conflict & Negotiation Management	Basic Business Analytics Using R	Inventory and Store Management	International Trade Operations and Foreign Trade Policy
IV	Course Code	230VMBM28_04	230VFMM31_04	230VHRM40_04	230VBAM34_04	230VOSM43_04	230VGBM55_04
	Course Name	Digital Marketing	Digital Banking	Talent Acquisition and Management	Econometrics	Logistics and Distribution Management	Export and Import Procedures and Documentation
IV	Course Code	230VMBM29_04	230VFMM32_04	230VHRM41_04	230VBAM35_04	230VOSM44_04	230VGBM56_04
	Course Name	Marketing Analytics	Security Analysis and Portfolio Management	Organizational Development	Enterprise Resource Planning	Total Quality Management	Management of International Business
IV	Course Code	230VMBM30_04	230VFMM33_04	230VHRM42_04	230VBAM36_04	230VOSM45_04	230VGBM57_04
	Course Name	Customer Relationship Management	Financial Modeling	HR Analytics	Artificial Intelligence in Business Applications	Six Sigma for Operations	Overseas Project Management

Mandatory Learning Course (MLC*) – Audit Course SEM IV	
Course Code	Course Name
230UPOB02_04	Introduction to Indian Constitution

  
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