



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
One Year MBA
(Effective from AY: 2025-26)



JSPM University Pune

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

ONE YEAR MASTER OF BUSINESS ADMINISTRATION PROGRAMME

COURSE STRUCTURE
(NEP 2020 Aligned)

W. E. F

2025-2026

RELEASE DATE

01/07/2025

REVISION NO.

0.0 (NEP)

SEMESTER I (LEVEL 6.5)

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)							
PSMC	231GMAM01	Advanced Statistics	2	1	-	-	30	30	40	100	-	-	-	-	100	3
PCC	231VMSM04	Marketing Management	2	-	-	4	30	30	40	100	-	-	-	-	100	3
PCC	250VMSM01	Management Accounting	2	1	-	-	30	30	40	100	-	-	-	-	100	3
PCC	250VMSM02	Organizational Behaviour and Human Resource Foundations	3	-	-	4	30	30	40	100	-	-	-	-	100	3
SEC	230GCSB22	Programming in Python	2	-	2	-	-	-	-	-	50	50	50	50	100	3
VEC	230USYB01	Behavioural Science and Ethics	2	-	-	-	30	30	40	100	-	-	-	-	50	2
AEC	232UENM02	Business Communication	2	-	-	-	30	30	40	50	-	-	-	-	50	2
TOTAL			15	2	2	8				50					600	20

Dr. Karuna Gole
Dr. Karuna Gole
Programme Coordinator, MBA

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

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

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

L-Lecture
Format No.: JSPMUni/ACAD/001

T-Tutorial
Rev. No.:0.0

P-Practical Session (Laboratory)
Rev. Date:01/07/2025

EL-Experiential Learning
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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)	Assign-ments (40 Marks)							
PCC	230VMSM07	Strategic Management	2	-	-	-	30	30	40	100	-	-	-	-	50	2
PCC - 1		PCC - 1	3	-	-	4	30	30	40	100	-	-	-	-	100	4
PCC - 2		PCC - 2	3	-	-	4	30	30	40	100	-	-	-	-	100	4
MMC	250GCSM95	Essentials of Data Science	1	-	2	-	-	-	-	-	-	-	50	50	100	2
PEC - 1		PEC - 1	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PEC - 2		PEC - 2	3	-	-	-	30	30	40	100	-	-	-	-	100	3
RMC	230IRMM01	Research Methodology	2	-	-	-	30	30	40	50	-	-	-	-	50	2
Total			17	0	2	8									600	20

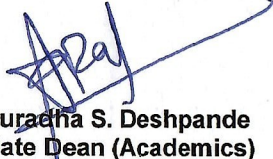


Programme Core Course (PCC)

Sem.		Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management	Entrepreneurship
II	PCC I	Course Code	231VMBM10	231VMSM05	231VHRM23	231VBAM37	231VOSM25	231VGBM52	231VPMM05	250VEIM03
		Course Name	Service Management and Marketing	Financial Management	Performance Management Systems	Data Analytics	Production and Operation Management	Global Business Environment	Community Pharmacy Management	Entrepreneurial Ecosystem
II	PCC II	Course Code	231VMBM12	231VFMM32	231VHRM24	231VBAM18	231VOSM27	231VGBM55	231VPMM08	250VEIM05
		Course Name	Consumer Behaviour, Concepts and Applications	Security Analysis and Portfolio Management	Conflict & Negotiation Management	Basics Business Analytics Using R	Inventory and Store Management	Export and Import Procedures and Documentation	Pharma Product & Brand Management	Strategies for New Business Management


Programme Elective Course (PEC)									
Sem.	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management	Entrepreneurship
II	Course Code	230VMBM28	230VFMM13	230VHRM22	230VBAM17	230VOSM26	230VGBM53	230VPMM06	250VEIM04
	Course Name	Digital Marketing	Financial Markets and Services	Learning and Development	Business Intelligence	Project Management	Global Cultural Management	Pharmaceutical Jurisprudence and Drug Laws	Social Entrepreneurship
II	Course Code	230VMBM11_02	230VFMM14	230VHRM40	230VBAM38	230VOSM43	230VGBM54	230VPMM09	250VEIM06
	Course Name	Brand Management	Strategic Cost Management	Talent Acquisition and Management	Cloud Computing and IoT in Analytics	Logistics and Distribution Management	International Trade Operations and Foreign Trade Policy	Pharmaco Vigilance Management	Family Business Management
II	Course Code	230VMBM29_02	230VFMM31	230VHRM41	230VBAM35	230VOSM46	230VGBM58	230VPMM10	250VEIM07
	Course Name	Marketing Analytics	Digital Banking	Organization Development	Enterprise Resource Planning	Technology in Supply Chain and Automation	Foreign Exchange and International Finance	Pharma Import and Export Management	Entrepreneurial Success and Failure
II	Course Code	230VMBM30_02	230VFMM33	230VHRM43	230VBAM36	230VOSM45	230VGBM57	230VPMM11	250VEIM08
	Course Name	Customer Relationship Management	Financial Modelling	HR Analytics & People Management	Artificial Intelligence in Business Applications	Six Sigma for Operations	Overseas Project Management	Pharma Quality Assurance Management	Business Modeling and Business Plan


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 Programme Coordinator, MBA


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 Associate Dean (Academics)




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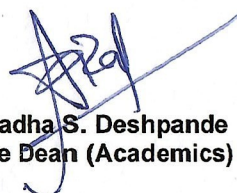
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		SCHOOL OF BUSINESS MANAGEMENT				RELEASE DATE		01/07/2025								
ONE YEAR MASTER OF BUSINESS ADMINISTRATION PROGRAMME					REVISION NO.		0.0 (NEP)									
SEMESTER III (LEVEL 6.5)																
COURSE			TEACHING SCHEME		EXAMINATION SCHEME AND 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)		T O T A L	C R E D I T S		
			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)	Assign- ments (40 Marks)							
PROJ	250VMSM03	Project/ Internship with Project	16 weeks		-	-	-	-	-	-	200	200	200	8		
Total				32									200	8		


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