# Jankidevi Bajaj Institute of Management Studies
# SNDT Women's University, Mumbai
# Revised Syllabus (Effective from AY 2018-19)

Name of the Course : **Master of Management Studies (MMS)**
Duration : **2 years**
Number of Semesters : **4**
Credit per paper : **4**
Total Number of Papers in 4 Semesters : **31**
Total Credits : **120**
Proposed Structure : **As given below**

## SCHEME: Semester I

| | CODE | Subject |
|---|---|---|
| 1 | 1001 | Managerial Economics |
| 2. | 1002 | Business Communication |
| 3. | 1003 | Financial Reporting, Statements and Analysis |
| 4. | 1004 | Marketing Management |
| 5. | 1005 | Computer Applications for Business |
| 6. | 1006 | Managerial Skills for Effectiveness |
| 7. | 1007 | Organizational Behavior |
| 8. | 1008 | Business Statistics and Analytics for Decision Making |
| | | |

## SCHEME: Semester II

| | CODE | Subject | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2001 | Indian Economy and Policy | | | | | | | | |
| 2. | 2002 | Legal and Business Environment | | | | | | | | |
| 3. | 2003 | Corporate Finance | | | | | | | | |
| 4. | 2004 | Business Research Methodology | | | | | | | | |
| 5. | 2005 | Operations Management | | | | | | | | |
| 6. | 2006 | Project Management | | | | | | | | |
| 7. | 2007 | Human Resource Management | | | | | | | | |
| 8. | 2008 | Quantitative Techniques | | | | | | | | |

## SCHEME: Semester III

## Core Papers

| | CODE | Subject |
|---|---|---|
| 1 | **3001** | Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability |
| 2. | **3002** | Entrepreneurship and Sectoral Specialisation |
| 3. | **3003** | Summer Internship |
| | | |

## Specialization Papers

### (A) Finance

| | CODE | Subject |
|---|---|---|
| 1 | 3104 | Cost and Management Accounting |
| 2. | 3105 | Financial Markets and Services |
| 3. | 3106 | Managing Banks and Financial Institutions |
| 4. | 3107 | Project Appraisal and Finance |
| 5. | 3108 | Investment Analysis and Portfolio Management |
| | | |

### (B) HR

| | CODE | Subject |
|---|---|---|
| 1 | 3204 | Organization Design |
| 2. | 3205 | Human Resource Development |
| 3. | 3206 | Employee Relations |
| 4. | 3207 | Human Resource Metrics and Analytics |
| 5. | 3208 | Compensation and Benefits Management and Performance Management Systems |
| | | |

### (C) Marketing

| | CODE | Subject |
|---|---|---|
| 1 | 3304 | Integrated Marketing Communication |
| 2. | 3305 | Product and Brand Management |
| 3. | 3306 | Services Marketing |
| 4. | 3307 | Retail Management |
| 5. | 3308 | Digital and Social Media Marketing |

**(D) Operations**

| | CODE | Subject |
|---|---|---|
| 1 | 3404 | Supply Chain and Logistics Management |
| 2. | 3405 | Quality Toolkit for Managers |
| 3. | 3406 | Pricing and Revenue Management |
| 4. | 3407 | Operations Strategy |
| 5. | 3408 | Sales and Operations Planning |
| | | **Total** |

**(E) Systems**

| | CODE | Subject |
|---|---|---|
| 1 | 3504 | Database Management System and Data warehouse |
| 2. | 3505 | Managing Software Project and Information System Security, Enterprise Risk and Cyber Laws |
| 3. | 3506 | Enterprise Management Systems |
| 4. | 3507 | E-Commerce and Digital Markets |
| 5. | 3508 | Technology Forecasting |
| | | **Total** |

# Sectoral Specialization (Code - 3002)

## Semester – III

## * A student can choose any one of the following:

| | Subject |
|---|---|
| 1. | Agency and Broking |
| 2. | Any other sector of Interest to the students with specific approval of the Institute |
| 3. | BPO and KPO |
| 4. | Digital Marketing |
| 5. | Education Management |
| 6. | Food Processing |
| 7. | Health and Wellness Management |
| 8. | Horticulture |
| 9. | Hospitality Management |
| 10. | Insurance |
| 11. | Investment Banking |
| 12. | Logistics and Supply Chain Management |
| 13. | Management of Family Business |
| 14. | Mutual Funds |
| 15. | Pharma Management |

| | |
|---|---|
| 16. | Retail and Shopping Mall Management |
| 17. | Technology Management |

## SCHEME: Semester IV

## Core Papers

| | CODE | Subject |
|---|---|---|
| 1 | 4001 | Corporate Strategy |
| | | |

## Specialization Papers

### (A) Finance

| | CODE | Subject |
|---|---|---|
| 1 | 4102 | Mergers, Acquisitions ,Corporate Restructuring and Valuation |
| 2. | 4103 | Financial Derivatives |
| 3. | 4104 | International Finance |
| 4. | 4105 | Taxation |
| 5. | 4106 | Behavioral Finance |
| 6. | 4107 | Research Project (Year Long Project)# |
| | | |

### (B) HR

| | CODE | Subject |
|---|---|---|
| 1 | 4202 | Organization Change and Development |
| 2. | 4203 | Team Dynamics and Behavioral Dynamics |
| 3. | 4204 | Strategic HRM |
| 4. | 4205 | International HRM |
| 5. | 4206 | Talent Management |
| 6. | 4207 | Research Project (Year Long Project) # |
| | | |

### (C) Marketing

| | CODE | Subject |
|---|---|---|
| 1 | 4302 | Sales and Distribution Management |
| 2. | 4303 | Consumer Behaviour & Advanced Marketing Research |
| 3. | 4304 | B2B Marketing |
| 4. | 4305 | International Marketing |
| 5. | 4306 | Marketing to base of Pyramid consumers |
| 6. | 4307 | Research Project (Year Long Project) # |
| | | |

## (D) Operations Management

| | CODE | Subject |
|---|---|---|
| 1 | 4402 | Behavioral Operations Management |
| 2. | 4403 | Operations Research Applications |
| 3. | 4404 | Sourcing Management: |
| 4. | 4405 | Supply Chain Analytics |
| 5. | 4406 | Management of Manufacturing Systems |
| 6. | 4407 | Research Project (Year Long Project) # |
| | | |

## (E) Systems

| | CODE | Subject |
|---|---|---|
| 1 | 4502 | Big Data and Data Mining |
| 2. | 4503 | IT Consulting |
| 3. | 4504 | Strategic Information Technology Management |
| 4. | 4505 | Artificial Intelligence for Business and Data Science using R |
| 5. | 4506 | Managing Digital Platforms and IT Resource Management |
| 6. | 4507 | Research Project (Year Long Project) # |
| | | |

**#** Research Project can be of Interdisciplinary nature also.