

J.S. UNIVERSITY

SHIKOHABAD, FIROZABAD
PIN-283135 (U.P.) INDIA

Website: www.jsu.ac.in, www.jsu.edu.in



जे.एस. विश्वविद्यालय

शिकोहाबाद, फिरोजाबाद
पिन- 283135 (उ.प्र.) भारत

E-mail: jsuniversityshikohabad@gmail.com

Established by the U.P. Govt. Act No. 7 of 2015
Recognized by U.G.C. under section 2(f) of Act. 1956

Ref.: JSU/2021/805/20

Date: 16/5/21

Minutes of Meeting for the meeting of the Board of Study (Faculty of Management for Master of Business Administration)

Date and Venue: 16-05-2021 at 11:00 am in the Dean Office of Faculty of Management of the university.

Attendance:

SR.NO	MEMBER	SIGN
1	Dr. Surbhi Mishra , Dean Faculty of Management,/ Convener J.S. University, Shikohabad	S. Mishra
2	Dr.Akhilesh Upadhyay, Dean Academic J.S. University, Shikohabad Member	Akhilesh
3	Dr. PRASAD BABU, Professor, Member J.S. University, Shikohabad	P. Prasad
4	Dr.Brajesh Rawat ,Professor ,Dbrau Agra, External Expert	Brajesh
5	Prof.S.K.Sharma ,Hnb Gharwal University,UK External Expert	S.K. Sharma
6	Dr.S.S.Verma Ex Dean Dbrau Agra External Expert	S.S. Verma
7	Adnan Quasim, COE, J.S. University, Shikohabad, Member	Adnan

Member **Minutes of Meeting:**

Members stressed that in accordance with the National Education Policy 2020,, the revision of curriculum was necessary. Accordingly following revision or up gradation of existing curriculum were suggested and incorporated and some topics were obsolete they were removed In addition to above following new courses were suggested and incorporated as per new education policy 2020 Faculty of Management for Master of Business Administration

SEMESTER I

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
THEORY SUBJECT										
1	MBA101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	-	3	50	100	150	3
6	MBA106	DESIGN THINKING	2	0	-	2	25	50	75	2

J.S. UNIVERSITYSHIKOHABAD, FIROZABAD
PIN-283135 (U.P.) INDIA

जे.एस. विश्वविद्यालय

शिकोहाबाद, फिरोजाबाद
पिन- 283135 (उ.प्र.) भारतEstablished by the U.P. Govt. Act No. 7 of 2015
Recognized by U.G.C. under section 2(f) of Act. 1956

Ref.: JSU/2021/BOS/20

Date: 16/5/21

LAB / PRACTICALS										
8	MBA151	IT SKILLS LAB -1	0	0	3	3	50	100	150	3
9	MBA152	MINI PROJECT -1	0	0	3	3	25	50	75	3

SEMSTER II

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
THEORY SUBJECT										
1	MBA201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	-	3	50	100	150	3
6	MBA206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	-	3	50	100	150	3
7	MBA207	DIGITAL MARKETING & E COMMERCE	4	0	-	3	50	100	150	3
8	MBA208	MANAGEMENT INFORMATION SYSTEMS	2	0	-	2	25	25	50	3
LAB / PRACTICALS										
9	MBA251	IT SKILLS LAB -2	0	0	2	1	25	25	50	3
10	MBA252	MINI PROJECT -2	0	0	3	2	25	25	50	3

SEMSTER III

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
2	MBA302	INNOVATION AND ENTREPRENEURSHIP	4	0	0	30	20	0	50	100	0	150	3

J.S. UNIVERSITY

SHIKOHABAD, FIROZABAD
PIN-283135 (U.P.) INDIA



जे.एस. विश्वविद्यालय

शिकोहाबाद, फिरोजाबाद
पिन- 283135 (उ.प्र.) भारत

Established by the U.P. Govt. Act No. 7 of 2015
Recognized by U.G.C. under section 2(f) of Act. 1956

Ref.: JSU/2021/BOS/20

Date: 16/5/21

CHOOSE ANY TWO SPECIALIZATION GROUP OUT OF FOUR GROUPS													
4	MBA HR01	TALENT MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
5	MBA HR02	EMPLOYEE RELATIONS AND LABOUR LAWS	4	0	0	30	20	0	50	100	0	150	3
6	MBA MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION	4	0	0	30	20	0	50	100	0	150	3
7	MBA MK02	MARKETING ANALYTICS	4	0	0	30	20	0	50	100	0	150	3
8	MBA FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
9	MBA FM02	FINANCIAL PLANNING AND TAX MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
10	MBA IT01	DATA ANALYTICS FOR BUSINESS DECISIONS	4	0	0	30	20	0	50	100	0	150	3
11	MBA IT02	AI AND ML FOR BUSINESS	4	0	0	30	20	0	50	100	0	150	3

SEMSTER IV

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	MBA401	Emerging Technologies in Global Business Environment	4	0	0	30	20	0	50	100	0	150	3
CHOOSE ANY TWO SPECIALIZATION GROUP OUT OF FOUR GROUPS													
2	MBA HR03	HR ANALYTICS	4	0	0	30	20	0	50	100	0	150	3

J.S. UNIVERSITY

SHIKOHABAD, FIROZABAD

PIN-283135 (U.P.) INDIA

Website: www.jsu.ac.in, www.jsu.edu.in



जे.एस. विश्वविद्यालय

शिकोहाबाद, फिरोजाबाद

पिन- 283135 (उ.प्र.) भारत

E-mail: jsuuniversity-shikohabad@rediffmail.com

Established by the U.P. Govt. Act No. 7 of 2015
Recognized by U.G.C. under section 2(f) of Act. 1956

Ref.: JSU/2021/BOS/20

Date: 16/5/21

3	MBA HR04	PERFORMANCE AND REWARD MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
4	MBA HR05	INTERNATIONAL HRM	4	0	0	30	20	0	50	100	0	150	3
5	MBA MK03	B2B AND SERVICES MARKETING	4	0	0	30	20	0	50	100	0	150	3
6	MBA MK04	SALES AND RETAIL MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
7	MBA MK05	SOCIAL MEDIA AND WEB ANALYTICS	4	0	0	30	20	0	50	100	0	150	3
8	MBA FM03	FINANCIAL DERIVATIVES	4	0	0	30	20	0	50	100	0	150	3
9	MBA FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
10	MBA FM05	FINANCIAL AND CREDIT RISK ANALYTICS	4	0	0	30	20	0	50	100	0	150	3
11	MBA IT03	DATA BASE MANAGEMENT SYSTEM	4	0	0	30	20	0	50	100	0	150	3
12	MBA IT04	CLOUD COMPUTING FOR BUSINESS	4	0	0	30	20	0	50	100	0	150	3
13	MBA IT05	BUSINESS DATA WAREHOUSING & DATA MINING	4	0	0	30	20	0	50	100	0	150	3

In This Program I – IV Semester Dissertation /Project is Incorporated Training Or Survey Where Economic Activities Are Involved

J.S. UNIVERSITY

SHIKOHABAD, FIROZABAD

PIN-283135 (U.P.) INDIA

Website: www.jsu.ac.in, www.jsu.edu.in



जे.एस. विश्वविद्यालय

शिकोहाबाद, फिरोजाबाद

पिन- 283135 (उ.प्र.) भारत

E-mail: jsuuniversity@shikohabad.org

Established by the U.P. Govt. Act No. 7 of 2015
Recognized by U.G.C. under section 2(f) of Act. 1956

Ref.: JSU/2021/BO5/20

Date: 16/5/21

The meeting ended with vote of thanks.

**Dean
Faculty of Management
J.S. University, Shikohabad**

S. Mohi

Dean Faculty of Management

Attachment-

Master of Business Administration New Syllabus as per AICTE