SNJB's
Late Sau. Kantabai Bhavarlalji Jain
College of Engineering

(An Autonomous Institute Affiliated to Savitribai Phule Pune University, Pune)

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Curriculum Structure and Evaluation Scheme
for
Master of Business Administration (M.B.A.)

To be implemented for 2024-26 Batch

(with effect from Academic Year 2025-26)

SNJB's Late Sau. K. B. Jain College of Engineering, Chandwad

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Curriculum Structure and Evaluation Scheme

To be implemented for 2024-26 Batch

Department of Master of Business Administration (M.B.A.)

Vision of the Institute:

Transform young aspirant learners towards creativity and professionalism for societal growth through quality technical education.

Mission of the Institute:

1. To transfer the suitable technology, particularly for rural development.
2. To enhance diverse career opportunities among students for building a nation.
3. To acquire the environment of learning to bridge the gap between industry and academics.
4. To share values, ideas, beliefs by encouraging faculties and students for welfare of society.

The Vision of M.B.A. Department:

- Cultivate and empower emerging business leaders, guiding them towards creativity, professionalism, and societal impact through the delivery of quality management education.

Mission of the M.B.A. Department:

1. To empower students through contemporary knowledge and research skills.
2. To drive rural development through accessible and inclusive management education.
3. To broaden the spectrum of career opportunities for students, fostering diversity and contributing to national development.

Program Outcomes (PO):

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision-making.
3. Ability to develop Value-based Leadership ability.
4. Ability to understand, analyze, and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes (PSO):

1. Creative Changemakers for Rural Growth: Graduates leverage research and knowledge to innovate for economic progress, diversity, and sustainability.
2. Ethical Leaders with Holistic Skillset: Graduates demonstrate academic rigor, ethical conduct, and collaborative leadership, tackling complex business issues for societal growth.

Program Educational Objectives (PEO):

PEO1: To foster Holistic Leadership Development

PEO2: To inspire creative professionals to shape a better business world.

PEO3: To empower students for diverse careers, fostering inclusivity and towards national development.

Table 1 :　　　　　　　　　**ABBREVIATIONS**

Abbreviation	Meaning
CC	Core Courses
CIE	Continuous Internal Evaluation
CO	Course Outcomes
EL	Experiential Learning
GE	Generic Electives
L	Lecture
MSE	Mid Semester Examination
P	Practice/ Practical
PEO	Program Educational Objectives
PO	Program Outcomes
PSO	Program Specific Objectives
SB	Skill Based Courses
SC	Specialization Core
SCF	Specialization Core for Finance
SCH	Specialization Core for HR
SCM	Specialization Core for Marketing
SCO	Specialization Core for OSCM
SCR	Specialization Core for RABM
SE	Specialization Electives
SEE	Semester End Examination
SEF	Specialization Elective for Finance
SEH	Specialization Elective for HR
SEM	Specialization Elective for Marketing
SEO	Specialization Elective for OSCM
SER	Specialization Elective for RABM
T	Tutorial
TW	Term Work
VE	Value Education

GENERAL COURSE STRUCTURE

A. **Definition of Credit**:

Table 2 : Credits nomenclature

1 Hour Lecture (L) per week	1 Credit
2 Hour Tutorial (T) per week	1 Credit
2 Hours Practice/ Practical (P) per week	1 Credit

B. **Semester-wise Credit Distribution Structure for Two-Year M.B.A Program:**

Table 3 : Credit Distribution

Course Category	I	II	III	IV	Total Credits	Percentage
Core Courses	15	15	6	–	36	40.9
Generic Electives	4	4	–	–	8	9.1
Skill Based Course	2	2	-	-	4	4.5
Experiential Learning	2	2	3	13	20	22.7
Value Education	-	-	-	3	3	3.4
Specialization Core	–	–	9	–	9	10.2
Specialization Electives	–	–	8	–	8	9.2
Total	**23**	**23**	**26**	**16**	**88**	**100**

Semester Wise Credits Distribution
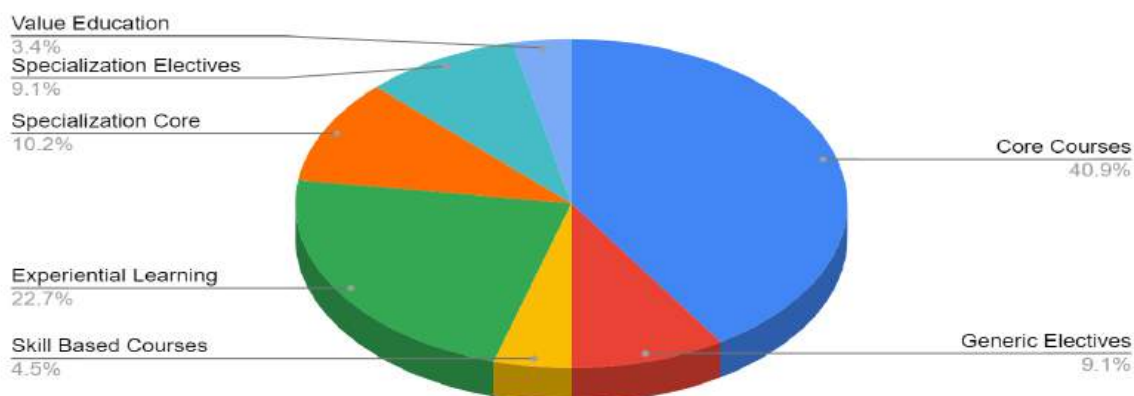
Category-wise Courses

1. Core Courses (CC):

Table 4 : Core Courses

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
01	CC	I	Principles of Marketing	3	-	-	3	3
02	CC	I	Management Accounting	3	-	-	3	3
03	CC	I	Organizational Behaviour and Principles of Management	3	-	-	3	3
04	CC	I	Business Research Methods	3	-	-	3	3
05	CC	I	Managerial Economics	3	-	-	3	3
06	CC	II	Marketing Management	3	-	-	3	3
07	CC	II	Financial Management	3	-	-	3	3
08	CC	II	Human Resource Management	3	-	-	3	3
09	CC	II	Operations and Supply Chain Management	3	-	-	3	3
10	CC	II	Rural and Agri-Business Management	3	-	-	3	3
11	CC	III	Strategic Management	3	-	-	3	3
12	CC	III	Corporate Social Responsibility and Sustainability	3	-	-	3	3

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
Total Credits								36

2. Generic Electives (GE):

Table 5 : Generic Electives

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
01	GE	I	Startup and New Venture Management	2	-	-	2	2
02	GE	I	Indian Ethos and Business Ethics	2	-	-	2	2
03	GE	I	Digital Business	2	-	-	2	2
04	GE	I	Legal Aspects of Business	2	-	-	2	2
05	GE	II	Enterprise Performance Management	2	-	-	2	2
06	GE	II	Decision Science	2	-	-	2	2
07	GE	II	Qualitative Research Methods	2	-	-	2	2
08	GE	II	International Business Environment	2	-	-	2	2
Total Credits (Any 4 courses, 2 from each semester)								8

3. Skill Based Courses (SBC):

Table 6 : Skill Based Courses

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
01	SBC	I	Business Communication-I	2	-	-	2	2
02	SBC	II	Business Communication-II	2	-	-	2	2
03	SBC	IV	Skill Development*	-	-	2	2	2*
Total Credits								4

Note:* – Credits not to be considered while Calculation of Marks for Declaration of Final Result (Pass/Fail)

4. Specialization Core (SC):

Table 7 : Specialization Core

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
Marketing Management								
01	SC	III	Consumer Behaviour	3	-	-	3	3
02	SC	III	Marketing Research	3	-	-	3	3
03	SC	III	Sales and Distribution management	3	-	-	3	3
Financial Management								
04	SC	III	Current Trends in Finance	3	-	-	3	3
05	SC	III	Financial Markets and Institutions	3	-	-	3	3
06	SC	III	International Finance	3	-	-	3	3
Human Resource Management								
07	SC	III	Recruitment and Selection	3	-	-	3	3
08	SC	III	Performance Management	3	-	-	3	3
09	SC	III	Current Trends in HRM	3	-	-	3	3
Operations and Supply Chain Management								
10	SC	III	Production Planning and Control	3	-	-	3	3
11	SC	III	Logistics and Supply Chain Management	3	-	-	3	3
12	SC	III	Service Operations Management	3	-	-	3	3
Rural and Agri-Business Management								
13	SC	III	Agriculture and Indian Economy	3	-	-	3	3
14	SC	III	Agricultural Marketing Management	3	-	-	3	3
15	SC	III	Rural Marketing	3	-	-	3	3
Total Credits (3 credits each for 3 core courses offered in respective specializations)								**9**

5. Specialization Electives (SE):

Table 8 : Specialization Electives

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
Marketing Management								
01	SE	III	Integrated Marketing Communications	2	-	-	2	2
02	SE	III	Services Marketing	2	-	-	2	2
03	SE	III	Digital Marketing	2	-	-	2	2
04	SE	III	Retail Management	2	-	-	2	2
05	SE	III	International Marketing	2	-	-	2	2
06	SE	III	Marketing 4.0	2	-	-	2	2
Financial Management								
07	SE	III	Digital Banking	2	-	-	2	2
08	SE	III	Taxation	2	-	-	2	2
09	SE	III	Principles of Insurance	2	-	-	2	2
10	SE	III	Financial Laws	2	-	-	2	2
11	SE	III	Strategic Cost Management	2	-	-	2	2
12	SE	III	Strategic Financial Management	2	-	-	2	2
Human Resource Management								
13	SE	III	Strategic HRM	2	-	-	2	2
14	SE	III	Organizational Development	2	-	-	2	2
15	SE	III	Labour Laws	2	-	-	2	2
16	SE	III	Training and Development	2	-	-	2	2
17	SE	III	Leadership and Change Management	2	-	-	2	2
18	SE	III	Cross Cultural and Global HRM	2	-	-	2	2
Operations and Supply Chain Management								
19	SE	III	World Class Manufacturing	2	-	-	2	2
20	SE	III	Toyota Management Systems	2	-	-	2	2
21	SE	III	Lean Manufacturing Systems	2	-	-	2	2
22	SE	III	Project Management	2	-	-	2	2

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
23	SE	III	Industry 5.0	2	-	-	2	2
24	SE	III	Business Process Reengineering	2	-	-	2	2
Rural and Agri-Business Management								
25	SE	III	Agricultural Insurance	2	-	-	2	2
26	SE	III	Agri-supply Chain management	2	-	-	2	2
27	SE	III	Rural Banking and Microfinance	2	-	-	2	2
28	SE	III	Rural Tourism Marketing	2	-	-	2	2
29	SE	III	ICT for Agriculture Management	2	-	-	2	2
30	SE	III	Agri- Entrepreneurship	2	-	-	2	2
Total Credits (2 credits from 4 elective courses offered in respective specializations)								**08**

6. Experiential Learning (EL):

Table 9 : Experiential Learning

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
01	EL	I	Enterprise Analysis and Desk Research	2	-	-	2	2
02	EL	II	Industry Analysis and Desk Research	2	-	-	2	2
03	EL	III	Dissertation	-	-	6	6	3
04	EL	IV	Internship Project	-	-	20	20	10
05	EL	IV	MOOC's	3	-	-	3	3
Total Credits								**20**

7. Value Education (VE):

Table 10 : Value Education

(An Autonomous Institute Affiliated to Savitribai Phule Pune University, Pune)
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To be implemented for 2024-26 Batch
Department of Master of Business Administration (M.B.A.)

Sr. No	Category	Semester	Course Name	Teaching Scheme				Credits
				Hours				
				L	T	P	Total Hours	
01	VE	II	Introduction to Human Rights and Duties	1	-	-	1	1*
02	VE	II	Human rights of vulnerable and disadvantaged groups	1	-	-	1	1*
03	VE	III	Introduction to Cyber Security	3	–	2	5	4*
04	VE	IV	Universal Human Values - II	3	-	-	3	3
Total Credits								**3**

Note:* – Credits not to be considered while Calculation of Marks for Declaration of Final Result (Pass/Fail)

8. Courses that are offered as Core Course and Specialization Core:

- A student has to undertake all the core courses and specialization core courses that are offered in the M.B.A. program.
- All core courses and specialization core courses are COMPULSORY for students.
- The core courses are spread across the first three semesters.
- The specialization core courses are offered in the third semester only.
- The core courses and specialization core courses are of 3 credits each.

9. Entry and Exit Rule:

- Students will have the flexibility to enter the program in odd semesters and exit a program after the successful completion of even semesters as per their future career needs.
- There shall only be one exit point for those who join the MBA program.
- Students who exit at the end of 1st year shall be awarded a Postgraduate Diploma in Business Management.
- The PG Diploma may be awarded to a student provided they have earned the requisite credits in one year including on-the-job training/ field project of 04 credits during summer break, after completion of the second semester of the first year.

10. Specializations offered

- A Student has to choose only one specialization out of five specializations that are offered by the institute.
- The specializations that are offered by the institute are as follows -

- ○ Marketing Management
- ○ Financial Management
- ○ Human Resource Management
- ○ Operations and Supply Chain Management
- ○ Rural and Agri-Business Management

- The Institute will NOT offer a specialization if a minimum of 20% of students are not registered for that specialization.

11. Courses that are offered as Generic Electives

- A Student can opt for any two courses out of the available four courses defined in the above-mentioned list as Generic Electives.
- Two generic elective courses are of 2 credits each.
- The Institute will NOT offer an elective course if a minimum of 20% of students are not registered for that elective course.

12. Courses that are offered as Specialization Electives

- A student can opt for any four courses out of the available six courses defined in the above-mentioned list as Specialization Electives.
- The four specialization elective courses that are offered, consist of 2 credits each.

13. Courses that are offered as Skill-Based Courses

- A student has to compulsorily undertake and complete 2 skill-based courses that are spread across 2 semesters of the First Year of M.B.A.
- This skill-based course will help the students to improve their communication skills and will also increase their employability.

14. Experiential Learning Courses

- A student has to compulsorily undertake and complete 4 Experiential learning courses that are spread across all 4 semesters of M.B.A.
- These skill-based courses will help students develop their analytical skills and also help them improve their employability.

15. Internship Project

- A student has to compulsorily undergo an Internship in an Industry and submit a Project Report.

16. On the Job Training(OJT)/ Field Project

- On-the-job training/ Field Projects offer students the chance to develop essential skills that

employers highly value.

- The OJT/ Field Projects work conducted in direct connection with industry should be a minimum of 60-80 hours during the Summerr break.
- The OJT/ project evaluation will be done as per the guidelines keeping the ratio of Internal and External Viva Examination and presentation in ratio of 50:50

TEACHING AND EVALUATION SCHEME FOR FIRST YEAR

Table 11 :   **Semester – I**

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme						
				Hours				Cre dit s	Theory Course						Total Mark s
				L	T	P	Total Hour s		CIE	MS E	SEE	TW	Oral	TH Mark s	
1	Core Courses	24-CC-MBA-1-01	Principles of Marketing	3	-	-	3	3	20	20	60	-	-	100	100
2		24-CC-MBA-1-02	Management Accounting	3	-	-	3	3	20	20	60	-	-	100	100
3		24-CC-MBA-1-03	Organizational Behaviour and Principles of Management	3	-	-	3	3	20	20	60	-	-	100	100
4		24-CC-MBA-1-04	Business Research Methods	3	-	-	3	3	20	20	60	-	-	100	100
5		24-CC-MBA-1-05	Managerial Economics	3	-	-	3	3	20	20	60	-	-	100	100
6	Generic Electives	24-GE-MBA-1-01	Startup and New Venture Management	2	-	-	2	2	20	-	30	-	-	50	50
7		24-GE-MBA-1-02	Indian Ethos and Business Ethics	2	-	-	2	2	20	-	30	-	-	50	50
8		24-GE-MBA-1-	Digital Business	2	-	-	2	2	20	-	30	-	-	50	50

		03												
9		24-GE-MBA-1-04	Legal Aspects of Business	2	-	-	2	2	20	-	30	-	-	50	50
10	Skill Based Courses	24-SB-MBA-1-01	Business Communication-I	2	-	-	2	2	50	-	-	-	-	50	50
11	Experiential Learning	24-EL-MBA-1-01	Enterprise Analysis and Desk Research	2	-	-	2	2	50	-	-	-	-	50	50
Total								23	240	100	360	-	-	700	700

Table 12 : Student Induction Program

Induction Program (Mandatory)	3 Weeks Duration
The induction program (as per AICTE guidelines) is to be completed at the start of the first year.	- SIP Module 1: UHV 1 - SIP Module 2: Physical Health and Related Activities - SIP Module 3: Familiarization of Department/ Branch and Innovation - SIP Module 4: Visit to a Local Area - SIP Module 5: Lectures by Eminent People - SIP Module 6: Proficiency Modules - SIP Module 7: Literature / Literary Activities - SIP Module 8: Creative Practices - SIP Module 9: Extra Curricular Activities

Table 13 :   **Semester – II**

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme						
				Hours			Total Hours	Credits	Theory Course					TH Marks	Total Marks
				L	T	P			CIE	MSE	SEE	TW	Oral		
1	Core Courses	24-CC-MBA-1-06	Marketing Management	3	-	-	3	3	20	20	60	-	-	100	100

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2		24-CC-MBA-1-07	Financial Management	3	-	-	3	3	20	20	60	-	-	100	100
3		24-CC-MBA-1-08	Human Resource Management	3	-	-	3	3	20	20	60	-	-	100	100
4		24-CC-MBA-1-09	Operations and Supply Chain Management	3	-	-	3	3	20	20	60	-	-	100	100
5		24-CC-MBA-1-10	Rural and Agri-Business Management	3	-	-	3	3	20	20	60	-	-	100	100
6	Generic Electives	24-GE-MBA-1-05	Enterprise Performance Management	2	-	-	2	2	20	-	30	-	-	50	50
7		24-GE-MBA-1-06	Decision Science	2	-	-	2	2	20	-	30	-	-	50	50
8		24-GE-MBA-1-07	Qualitative Research Methods	2	-	-	2	2	20	-	30	-	-	50	50
9		24-GE-MBA-1-08	International Business Environment	2	-	-	2	2	20	-	30	-	-	50	50
10	Skill Based Courses	24-SB-MBA-1-02	Business Communication-II	2	-	-	2	2	50	-	-	-	-	50	50
11	Experiential Learning	24-EL-MBA-1-02	Industry Analysis and Desk Research	2	-	-	2	2	50	-	-	-	-	50	50
12	Value** Education	24-VE-MBA-1-01	Introduction to Human Rights and Duties	1	-	-	1	1**		-	-	25**	-		25**
13	Value** Education	24-VE-MBA-1-02	Human rights of vulnerable and	1	-	-	1	1**		-	-	25**	-		25**

		disadvantaged groups												
Total				23	240	100	360	-			700	700	

Note:** – Credits are not to be considered while Calculation of Marks for Declaration of Final Result (Pass/Fail)

TEACHING AND EVALUATION SCHEME FOR SECOND-YEAR

Table 14 :   **Semester – III**

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme						
				Hours				Credits	Theory Course						Total Marks
				L	T	P	Total Hours		CIE	MSE	SEE	TW	Oral	TH Marks	
1	Core Courses	24-CC-MBA-2-01	Strategic Management	3	-	-	3	3	20	20	60	-	-	100	100
2		24-CC-MBA-2-02	Corporate Social Responsibility and Sustainability	3	-	-	3	3	20	20	60	-	-	100	100
3	Experiential Learning	24-EL-MBA-2-01	Dissertation	-	-	6	6	3	40	-	-	-	60	-	100
4	Specialization Core	24-SCM-MBA-2-01	Consumer Behaviour	3	-		3	3	20	20	60	-	-	100	100
5		24-SCM-MBA-2-02	Marketing Research	3	-	-	3	3	20	20	60	-	-	100	100
6		24-SCM-MBA-2-03	Sales and Distribution management	3	-	-	3	3	20	20	60	-	-	100	100
7	Specialization Electives	24-SEM-MBA-2-01	Integrated Marketing Communications	2	-	-	2	2	20	-	30	-	-	50	50

8		24-SEM-MBA-2-02	Services Marketing	2	-	-	2	2	20	-	30	-	-	50	50
9		24-SEM-MBA-2-03	Digital Marketing	2	-	-	2	2	20	-	30	-	-	50	50
10		24-SEM-MBA-2-04	Retail Management	2	-	-	2	2	20	-	30	-	-	50	50
11		24-SEM-MBA-2-05	International Marketing	2	-	-	2	2	20	-	30	-	-	50	50
12		24-SEM-MBA-2-06	Marketing 4.0	2	-	-	2	2	20	-	30	-	-	50	50
4		24-SCF-MBA-2-01	Current Trends in Finance	3	-	-	3	3	20	20	60	-	-	100	100
5	Specialization Core	24-SCF-MBA-2-02	Financial Markets and Institutions	3	-	-	3	3	20	20	60	-	-	100	100
6		24-SCF-MBA-2-03	International Finance	3	-	-	3	3	20	20	60	-	-	100	100
7		24-SEF-MBA-2-01	Digital Banking	2	-	-	2	2	20	-	30	-	-	50	50
8	Specialization Electives	24-SEF-MBA-2-02	Taxation	2	-	-	2	2	20	-	30	-	-	50	50
9		24-SEF-MBA-2-03	Principles of Insurance	2	-	-	2	2	20	-	30	-	-	50	50
10		24-SEF-MBA-2-0	Financial Laws	2	-	-	2	2	20	-	30	-	-	50	50

		4					17								
11		24-SEF-MBA-2-05	Strategic Cost Management	2	-	-	2	2	20	-	30	-	-	50	50
12		24-SEF-MBA-2-06	Strategic Financial Management	2	-	-	2	2	20	-	30	-	-	50	50
4	Specialization Core	24-SCH-MBA-2-01	Recruitment and Selection	3	-	-	3	3	20	20	60	-	-	100	100
5		24-SCH-MBA-2-02	Performance Management	3	-	-	3	3	20	20	60	-	-	100	100
6		24-SCH-MBA-2-03	Current Trends in HRM	3	-	-	3	3	20	20	60	-	-	100	100
7	Specialization Electives	24-SEH-MBA-2-01	Strategic HRM	2	-	-	2	2	20	-	30	-	-	50	50
8		24-SEH-MBA-2-02	Organizational Development	2	-	-	2	2	20	-	30	-	-	50	50
9		24-SEH-MBA-2-03	Labour Laws	2	-	-	2	2	20	-	30	-	-	50	50
10		24-SEH-MBA-2-04	Training and Development	2	-	-	2	2	20	-	30	-	-	50	50
11		24-SEH-MBA-2-05	Leadership and Change Management	2	-		2	2	20	-	30	-	-	50	50
12		24-SEH-MBA-2-06	Cross Cultural and Global HRM	2	-	-	2	2	20	-	30	-	-	50	50

4	Specialization Core	24-SCO-MBA-2-01	Production Planning and Control	3	-	-	3	3	20	20	60	-	-	100	100
5		24-SCO-MBA-2-02	Logistics and Supply Chain Management	3	-	-	3	3	20	20	60	-	-	100	100
6		24-SCO-MBA-2-03	Service Operations Management	3	-	-	3	3	20	20	60	-	-	100	100
7	Specialization Electives	24-SEO-MBA-2-01	World Class Manufacturing	2	-	-	2	2	20	-	30	-	-	50	50
8		24-SEO-MBA-2-02	Toyota Management Systems	2	-	-	2	2	20	-	30	-	-	50	50
9		24-SEO-MBA-2-03	Lean Manufacturing Systems	2	-	-	2	2	20	-	30	-	-	50	50
10		24-SEO-MBA-2-04	Project Management	2	-	-	2	2	20	-	30	-	-	50	50
11		24-SEO-MBA-2-05	Industry 5.0	2	-	-	2	2	20	-	30	-	-	50	50
12		24-SEO-MBA-2-06	Business Process Reengineering	2	-	-	2	2	20	-	30	-	-	50	50
4	Specialization Core	24-SCR-MBA-2-01	Agriculture and Indian Economy	3	-	-	3	3	20	20	60	-	-	100	100
5		24-SCR-MBA-2-02	Agricultural Marketing Management	3	-	-	3	3	20	20	60	-	-	100	100
6		24-SCR-MBA-2-0	Rural Marketing	3	-	-	3	3	20	20	60	-	-	100	100

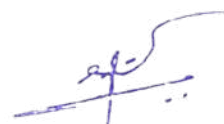|		3					19							
7	Specialization Electives	24-SER-MBA-2-01	Agricultural Insurance	2	-	-	2	2	20	-	30	-	-	50	50
8		24-SER-MBA-2-02	Agri-supply Chain management	2	-	-	2	2	20	-	30	-	-	50	50
9		24-SER-MBA-2-03	Rural Banking and Microfinance	2	-	-	2	2	20	-	30	-	-	50	50
10		24-SER-MBA-2-04	Rural Tourism Marketing	2	-	-	2	2	20	-	30	-	-	50	50
11		24-SER-MBA-2-05	ICT for Agriculture Management	2	-	-	2	2	20	-	30	-	-	50	50
12		24-SER-MBA-2-06	Agri-Entrepreneurship	2	-	-	2	2	20	-	30	-	-	50	50
13	Value** Education	24-VE-MBA-1-03	Introduction to Cyber Security	3	-	2	5	4**	50**	-	-	25**	25**		100**
Total								26	220	100	420		60	700	800

** – Credits are not to be considered while Calculation of Marks for Declaration of Final Result (Pass/Fail)

Table 15 :   **Semester – IV**

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme						
				Hours				Credits	Theory Course						Total Marks
				L	T	P	Total Hours		CIE	MSE	SEE	TW	Oral	TH Marks	
1	Experiential Learning	24-EL-MBA-2-02	Internship Project	-	-	20	20	10	80	-	-	-	120	-	200
2		24-EL-MBA-2-03	Online MOOCs Course*	3	-	-	3	3	40	-	60	-	-	100	100
3	Value Education	24-VE-MBA-2-04	Universal Human Values -II	3	-	-	3	3	40	-	-	60	-	100	100
4	Skill Based Courses	24-SB-MBA-2-01	Skill Development **	-	-	2	2	2**	-	-	-	50**	-	-	50**
Total								**16**	**160**	**-**	**60**	**60**	**120**	**200**	**400**

Note * Online MOOC's Courses will be offered as per the availability on their respective portals.

** – Credits are not to be considered while Calculation of Marks for Declaration of Final Result (Pass/Fail)

SEMESTER

III

Semester III

24-CC-MBA-2-01: Strategic Management

Teaching Scheme: Theory: 3 Hours/Week	Credit: 3	Examination Scheme: CIE: 20 Marks MSE: 20 Marks SEE: 60 Marks

Prerequisite Courses: − Principles of Marketing (24-CC-MBA-1-01)

Companion Course: – NA

Course Objectives:
- To Understand the Fundamentals of Strategy
- To Analyze the Internal and External Environments
- To Understand Competitive Strategies
- To understand the challenges of strategy implementation.
- To use appropriate tools and techniques, such as the balanced scorecard.
- To analyze and address contemporary strategic issues

Course Outcomes:
After completion of the course, learners should be able to

CO No	CO	BL
1	Comprehensive understanding of strategic management's core concepts, theories, & frameworks.	2
2	Understand effective competitive strategies	2
3	Apply strategic management concepts and tools to real-world business problems	3
4	Apply Abell's framework to define a company's business.	3
5	Analyze the barriers to strategy implementation	4
6	Analyze the triple bottom line concept and its implications for businesses.	4

Course Contents		
Unit I	Introduction to Strategic Management	7 Hours

Concept of Strategy, Levels of Strategy, Strategic Management Meaning, Characteristics,Process, Stakeholders in Business & its Roles in strategic management ,Strategic Intent Meaning, Vision & Mission.		
#Exemplar/Case Studies: Apple Inc. - Innovation Strategy		
*Mapping of Course Outcomes	CO1, CO4	
Unit II	Environmental Analysis	6 Hours
Environmental Threat and Opportunity Profile (ETOP), Porter's Five Forces Model of Competition, Entry & Exit Barriers,Internal Environment, Resource-based view, Business Portfolio Analysis ,BCG Matrix ,GE 9 Cell Model.		
#Exemplar/Case Studies: Netflix - Transition to Streaming		
*Mapping of Course Outcomes	CO2,CO3	
Unit III	Competitive Strategies	6 Hours
Generic Competitive Strategies Meaning,Low cost, Differentiation, Focus ,Grand Strategies,Stability strategies,Growth Strategies, Retrenchment,Turnaround,Divestment, Liquidation, Outsourcing Strategies.		
#Exemplar/Case Studies: IKEA - Cost Leadership Strategy		
*Mapping of Course Outcomes	CO2	
Unit IV	Strategy Implementation	6 Hours
Strategy Implementation process, Barriers to implementation of strategy ,Mintzberg's 5 Ps, Deliberate & Emergent Strategies , Mc Kinsey's 7s Framework.		
#Exemplar/Case Studies: Google - Focus on Core Competencies		
*Mapping of Course Outcomes	CO5	
Unit V	Strategy Evaluation & Control	5 Hours
Strategy Evaluation, Reengineering ,Operations Control and Strategic Control ,Concept of Balanced Scorecard for strategy evaluation.		
#Exemplar/Case Studies: Amazon - Global Expansion Strategy		
*Mapping of Course Outcomes	CO5	

Unit VI	Contemporary Strategic Management Issues	6 Hours

Business Models Meaning & components , E-Commerce Business Models and Virtual Value Chain, Strategic Management Sustainability,sustainability issues in strategic management.

#Exemplar/Case Studies: Tesla - Market Entry and Sustainability

*Mapping of Course Outcomes	CO6

Learning Resources

Text Books

T1. Strategic Management And Business Policy, by Kazmi Azhar, Tata Mcgraw Hill Education Private Limited, Delhi
T2. Strategic Management - Formulation Implementation And Control In A Dynamic Environment by Alkhafaji Abbass F, Jaico Publishing House

Reference Books :

R1. Global Strategic Management, Frynas J George Mellahi Kamal ,Oxford University Press

Additional Resources: (Books, e-Resources)
1. https://open.umn.edu/opentextbooks/textbooks/73

MOOC Courses links / other :
- https://onlinecourses.nptel.ac.in/noc24_mg112/preview

The CO-PO/PSO Mapping Matrix

CO/ PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	2	3	2	3	2
CO2	2	3	2	3	2	2	2
CO3	2	3	2	3	3	3	3
CO4	1	2	1	2	2	2	2
CO5	2	3	2	3	2	2	3
CO6	2	3	2	3	3	3	3
Average Mapping	1.8	2.8	1.8	2.8	2.3	2.5	2.5

24-CC-MBA-2-02 : Corporate Social Responsibility and Sustainability		
Teaching Scheme: Theory: 3 Hours/Week	**Credit: 3**	**Examination Scheme:** **CIE :** 20 Marks **MSE :** 20 Marks **SEE :** 60 Marks

Prerequisites Courses: – NA

Companion Course: – NA

Course Objectives:

- To Understand the Concept and Importance of CSR and Sustainability
- To Analyze the Role of CSR in Corporate Strategy.
- To Measure and Report CSR and Sustainability Performance.

Course Outcomes:

After completion of the course, learners should be able to

CO No	CO	BL
1	Understand the principles of sustainability and its global importance.	2
2	Analyze the role of stakeholders in CSR decision-making.	4
3	Understand the contemporary issues of sustainable development.	2
4	Examine how business practices affect social well-being, economic development, and environmental sustainability.	4
5	Develop strategies for implementing CSR in a business context.	3
6	Apply measurement and indicators of sustainable development	3

Course Contents		
Unit I	**Introduction to CSR**	**8 Hours**

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate Citizenship,. Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR. ,environmental aspect of CSR, models of CSR in India.

#Exemplar/Case Studies : Enhancing Education and Skill Development for Underprivileged Youth by Tata Motors.		
*Mapping of Course Outcomes	**CO1**	
Unit II	**CSR Legislation and Practices**	**6 Hours**
CSR-Legislation In India. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Human rights and labor standards, Diversity, equity, and inclusion (DEI) in the workplace.		
#Exemplar/Case Studies : Infosys – Education and Skill Development CSR Program		
*Mapping of Course Outcomes	**CO5**	
Unit III	**The Drivers of CSR in India**	**4 Hours**
The Drivers of CSR in India, Market based pressure and incentives, civil society pressure, Counter trends. Performance in major business and programs.. CSR as a competitive advantage		
#Exemplar/Case Studies : The Drivers of CSR in India - The Tata Group.		
*Mapping of Course Outcomes	**CO3**	
Unit IV	**Stakeholders of CSR**	**6 Hours**
Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self Governance in implementing CSR.		
#Exemplar/Case Studies : Key Stakeholders in CSR – Reliance Industries Limited.		
*Mapping of Course Outcomes	**CO6**	
Unit V	**Sustainability**	**6 Hours**
Concept, Meaning, and Definitions of sustainability – Importance of sustainability goals – History of sustainability – Three Pillars of Sustainability – Theories of Sustainability.		
#Exemplar/Case Studies : "ITC Limited: Pioneering CSR Initiatives for Livelihood Generation and Sustainable Development.		
*Mapping of Course Outcomes	**CO2**	
Unit VI	**Goals of Sustainable Development**	**6 Hours**
Principle of Sustainable Development , The 17 Sustainable Development Goals (SDGs), Global Agenda for Sustainable Development , Government Policies and their implications for sustainable development in India.		

#Exemplar/Case Studies : "ITC Limited: Pioneering CSR Initiatives for Livelihood Generation and Sustainable Development.	
*Mapping of Course Outcomes	**CO4**

Learning Resources

Text Books:

T1.Corporate Social Responsibility, Madhumita Chatterjee

T2. CSR in India (Steering Business and Social Change) 1st Edition by Kshama V Kaushik, LexisNexis.

Reference Books:

R1. Six Essential Steps in Implementing CSR (2016) By V Reddappa Reddy and C Dheeraja.

R2. The Corporate Social Responsibility in India (Cases & Development after Legal Mandate) by Dr.Rene Schumpeter

Additional Resources:

https://www.youtube.com/watch?v=dy8kit9gnbM

https://www.youtube.com/watch?v=47Wtk0sGOng

https://www.youtube.com/watch?v=elPdTts3La4

The CO-PO/PSO Mapping Matrix

CO/ PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	1	3	2	2	2	-
CO2	3	3	2	3	2	3	2
CO3	3	3	2	3	3	3	3
CO4	3	3	3	3	3	3	3
CO5	-	-	2	-	2	-	-
CO6	-	2	2	2	2	-	2
Average Mapping	**2.75**	**2.40**	**2.33**	**2.60**	**2.33**	**2.75**	**2.50**

24-EL-M BA-2-01: Dissertation		
Teaching Scheme: Practical: 6 Hours/Week	**Credit:** 3	**Examination Scheme:** **Oral** : 60 Marks **CIE** : 40 Marks

Prerequisites Courses: -24-EL-M BA-1-01 Enterprise Analysis and Desk Research, 24-EL MBA-1 02 Industry Analysis and Desk Research.

Companion Course: -

Course Objectives:
- To develop practical skills by working on contemporary issues in management.
- To provide means to immerse students in actual supervised professional experiences
- To gain deeper understanding in specific areas.

Course Outcomes:
After completion of the course, learners should be able to

CONo	CO	BL
1	Students will develop practical skills by working on contemporary issues in management.	3
2	Students will gain hands-on experience under professional supervision.	3
3	Students will deepen their knowledge in specific areas of their field	4

Guidelines for Instructor's Manual

In Semester III, the student shall work under the supervision of the Faculty and carry out a dissertation and submit a structured report in TWO hard copies. In the interest of environmental considerations, students are encouraged to print their dissertation reports on both faces of the paper.

The student is required to conduct research on a topic related to one of contemporary issues related to management studies. The topic has to be chosen in consultation with the student's supervisor(guide).

The student will prepare a research proposal prior to starting the work. It is mandatory for the student to seek approval from the dissertation finalization committee about the topic before commencing the dissertation work.The committee comprises Faculty guide and Head of Department. A dissertation shall outline the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed dissertation and make a presentation of the same. Through the dissertation, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area. The completion of the dissertation / project shall be certified by the Faculty Guide & approved by the Director of the Institute.

There will be concurrent evaluation for 40 marks and external evaluation of 60 marks. The student can undergo desk research or field research and prepare their final hard copy.

Guidelines for Term Work Assessment

1]CIE (40 marks):

1. There shall be a panel of 2 examiners for the Presentation/ Viva-Voce

2. Head of Department shall nominate Examiners

3.Weightages for CIE shall be as follows

a. Research Proposal	- 10 marks
b. Progress Presentation	- 10 marks
c. Report & Viva-Voce	- 20 marks

2]Oral (60 marks):

1. There shall be a panel of 2 examiners for the Final Viva-Voce

2. Director shall nominate Internal and External Examiners

3. Presentation by each student along with a report is mandatory

4. Students will deliver a presentation on their Dissertation.

5. Weightages for Termwork(Viva) shall be as follows

a) Viva-Voce	– 40 marks
b) Report	– 20 marks

The CO-PO/PSO Mapping Matrix

CO/ PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	2	3	3
CO2	3	2	2	2	3	2	3
CO3	3	3	2	3	2	2	2
Average Mapping	3.00	2.67	2.00	2.33	2.33	2.34	2.67

24-VE-MBA-1-03: Introduction to Cyber Security		
Teaching Scheme: Theory:3 Hours/Week Practical: 2 Hours/Week	**Credit:** 4	**Examination Scheme:** **CIE** : 50 Marks **TW** : 25 Marks **OR:** 25 Marks

Prerequisites Courses: NA

Companion Course: NA

Course Objectives:
- Understand cybersecurity threats, terminologies, and the evolving cyber threat landscape.
- Analyze cybercrimes targeting computer systems, mobile devices, and individuals.
- Examine global cyber laws, IT Act 2000, amendments, and legal aspects of emerging technologies.
- Develop cybersecurity strategies, including risk assessment, crisis management, and business continuity.
- Evaluate real-world case studies on cybercrimes, cyber warfare, and cybersecurity policies.

Course Outcomes:

After completion of the course, learners should be able to

CONo	CO	BL
1.	Explain fundamental cybersecurity concepts, threats, and key terminologies.	3
2.	Identify and analyze various cybercrimes, online frauds, and social media risks.	4
3.	Interpret cyber laws, IT Act 2000, amendments, and international legal frameworks.	3
4.	Implement cybersecurity policies, risk management plans, and security controls.	3
5.	Apply cybersecurity knowledge to real-world case studies and best practices.	3

Course Contents		
Unit I	**Overview of Cyber security**	

Cyber security increasing threat landscape, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyberwarfare, Case Studies.

#Exemplar/Case Studies Viasat Cyberattack		
*Mapping of Course Outcomes	CO1	
Unit II	**Cyber crimes**	**8 Hours**

Cyber crimes targeting Computer systems and Mobiles- data diddling attacks, spyware, logic bombs, DoS, DDoS, APTs, virus, Trojans, ransomware, data breach., Online scams and frauds- email scams, Phishing, Vishing, Smishing, Online job fraud, Online sextortion, Debit/ credit card fraud, Online payment fraud, Cyberbullying, website defacement, Cybersquatting, Pharming, Cyber espionage, Cryptojacking, Darknet- illegal trades, drug trafficking, human trafficking., Social Media Scams & Frauds- impersonation, identity theft, job scams, misinformation, fake news cyber crime against persons - cyber grooming, child pornography, cyber stalking., Social Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies.

#Exemplar/Case Studies Ticketmaster Data Breach

*Mapping of Course Outcomes	CO2

Unit III	**Cyber Law**	**7 Hours**

Cyber crime and legal landscape around the world, IT Act,2000 and its amendments. Limitations of IT Act, 2000. Cyber crime and punishments, Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and Social media, Cyber Laws of other countries, Case Studies.

#Exemplar/Case Studies Maharashtra's MARVEL Program

*Mapping of Course Outcomes	CO3

Unit IV	**Cyber security Management , Compliance and Governance**	**7 Hours**

Cyber security Plan- cyber security policy, cyber crisis management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.

#Exemplar/Case Studies Equifax Breach: 147 Million People's Data Stolen

*Mapping of Course Outcomes	CO4

Unit V	**Cyber security Management , Compliance and Governance**	**7 Hours**

Cyber security Plan- cyber security policy, cyber crisis management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.

#Exemplar/Case Studies: Sony Pictures Hack

*Mapping of Course Outcomes	CO5

Laboratory Assignments

1. Platforms for reporting cyber crimes.
2. Checklist for reporting cyber crimes online
3. Setting privacy settings on social media platforms.
4. Do's and Don'ts for posting content on Social media platforms.
5. Registering complaints on a Social media platform.
6. Prepare password policy for computer and mobile devices.

7. List out security controls for computers and implement technical security controls in the personal computer.
8. List out security controls for mobile phones and implement technical security controls in the personal mobile phone.
9. Log into the computer system as an administrator and check the security policies in the system.

Learning Resources

Text Books

T1. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd.
T2. Information Warfare and Security by Dorothy F. Denning, Addison Wesley
T3. . Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform.

Reference Books :

R1. Data Privacy Principles and Practice by Natraj Venkataramanan and Ashwin Shriram, CRC Press.
R2. Information Security Governance, Guidance for Information Security Managers by W. KragBrothy, 1st Edition, Wiley Publication.
R3. Auditing IT Infrastructures for Compliance By Martin Weiss, Michael G. Solomon, 2nd Edition, Jones Bartlett Learning.

Additional Resources: (Books, e-Resources)
https://eclm.unipune.ac.in/Search.aspx?d_id=2

MOOC Courses links :
- https://nptel.ac.in/courses/106105162
- https://elearn.nptel.ac.in/shop/iit-workshops/ongoing/open-source-tools-for-cyber-security-batch-2/?v=c86ee0d9d7ed
- https://onlinecourses.nptel.ac.in/noc24_cs85/preview
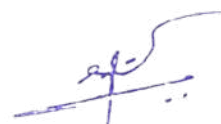
Syllabus of Specialization Courses

Sr. No	Specialization	Detailed Syllabus
1	Marketing Management (MKT)	Link
2	Financial Management (FIN)	Link
3	Human Resource Management (HRM)	Link
4	Operations & Supply Chain Management (OSCM)	Link
5	Rural Agri-Business Management (RABM)	Link

**Note :The Detail Syllabus of Specialization courses is attached in separate files. To access the respective Specialization syllabus click on the link provided.

SEMESTER
IV

24-EL-MB A-2-02: Internship Project		
Teaching Scheme: Practical: 20 Hours/Week	**Credit:** 10	**Examination Scheme:** Oral : 120 Marks CIE : 80 Marks

Prerequisites Courses: 24-EL-M BA-1-01 Enterprise Analysis and Desk Research, 24-EL MBA-1 02 Industry Analysis and Desk Research,24-EL-M BA-2-01: Dissertation

Companion Course:

Course Objectives:
- To Identify and describe the core business activities, organizational structure, and industry of the company where the internship is conducted.
- To relate and apply the theoretical concepts learned in the classroom to actual business practices observed during the internship.
- To apply relevant theoretical knowledge to real-world tasks and projects in a professional setting during the internship
- To examine and break down tasks or problems encountered during the internship and propose solutions.
- To assess the impact and effectiveness of strategies and solutions implemented during the internship, considering feedback from mentors and the organization.
- To create a comprehensive report and presentation that connects academic knowledge with practical application, integrating learning experiences, data, analysis, and outcomes.

Course Outcomes:
After completion of the course, learners should be able to

CONo	CO	BL
1	Identify and describe the fundamental aspects of the organization and industry where the Internship Project is conducted, including the company's profile, core business activities, and organizational structure	2
2	Explain the relevance and application of theoretical concepts learned in the classroom to real-world business practices observed during the Internship Project	2
3	Utilize relevant theoretical knowledge in real-world tasks and projects during the Internship Project in a professional setting	3
4	Examine and break down the problems or tasks undertaken during the Internship Project, identifying the key issues and providing possible solutions.	4
5	Assess the effectiveness of the strategies and solutions implemented during the Internship Project, from the standpoint of utility to the host organization, the feedback from the industry mentor.	5
6	Develop a comprehensive Internship Project report and presentation that integrates the learning	6

experiences, data collected, analysis, and outcomes of the project, demonstrating a clear connection between academic knowledge and practical application.	

Guidelines for Instructor's Manual

1] Nature of the Internship Project:

1. The Internship Project shall be of approximately 12 weeks (3 months) and can involve surveys, interviews, case studies or observation studies.

2. 8 weeks of training in the organization (industry/bank/NGO/Academic Institutions, etc.) with 30 hours of work per week.

3. 4 Weeks of pre and post-training work including data analysis, report preparation, etc

4. The internship project must align with the student's specialization and should involve live projects relevant to industry or organizational needs.

5. The Internship Project must be done individually. Group projects are not permitted.

6. Online Internship Project is not permitted.

7. Data collection is mandatory for the Internship Project.

8. Internship Projects can be quantitative/qualitative in nature or even use mixed approaches.

9. It is mandatory for the student to seek written approval from the faculty mentor and the Head in advance about the nature/type of work and organization before commencing the internship project.

2] Organizations where the students can secure internship:

Students have the flexibility to conduct the Internship Project with any of the following organizations:

1. Companies listed on either NSE or BSE in India.

2. Unlisted subsidiaries of Listed Companies.

3. Banks (preferably Nationalised Banks) /Non-Banking Financial Companies.

4. Government / Semi-Government Undertaking.

5. Government Offices.

6. Start-ups with an existence of minimum 5 years or more with manpower of more than 50.

7. Family-managed businesses with an existence of minimum 10 years or more with manpower of more than 50.

8. Large Cooperative Societies / NGOs with an existence of minimum 5 years or more operating in areas such as agriculture, food processing, health care, retail, banking, etc.

9. Academic Institutions with more than 100 staff.

3] Internship Project mentors:

a) Each student shall be assigned two mentors

i. a faculty mentor from the institution

ii. an industry mentor from the host organization where the student undertakes the Internship Project.

b) Industry Mentor Role: The industry mentor plays a crucial role in guiding the student during the internship. They ensure that the intern fulfills the requirements of the organization and successfully meets the demands of the assigned project. Through their expertise and experience, industry mentors provide valuable insights into real-world practices and industry expectations.

c) Faculty Mentor Role: The faculty mentor serves as the overall coordinator of the Internship Project program of the assigned/allotted students. They oversee the entire internship process and evaluate the quality in a consistent manner across all the assigned students. The faculty mentor ensures the Internship Project. aligns with the MBA program's objectives and provides valuable learning opportunities. They also facilitate communication between the institution, industry mentor, and student to ensure a fruitful Internship Project experience.

4] Submission of documentation for Internship Project :

a) Internship Project Progress Diary: Each student shall maintain an Internship Project Progress Diary detailing the work carried out and the progress achieved weekly. Weekly entry can be of 3- 4 sentences giving a very brief account of the learning/activities/tasks/interactions taken place. The faculty mentor will be monitoring the entries in the diary regularly. The student shall submit the duly signed / stamped Internship Project Progress Diary along with the Internship Project Report.

b) Formal Evaluation from the industry mentor: The faculty mentor shall seek formal feedback from the industry mentor on their assigned interns.

c) Internship Project report: A student is expected to make a report based on the Internship Project he /she has done in an organization. The student shall submit TWO hard copies(gold embossing) & soft copy of the Internship Project report to the institute. One hard copy of the Internship Project report is to be returned to the student by the Institute after the External Viva-Voce.

5] Internship Project report format:

The Internship Project report should include the following points –

1. Acknowledgement

2. Institute Certificate

3. Company Certificate

4. Student's Declaration

5. Feedback from the company guide

6. Summary

7. Objectives of the Study

8 Organization profile

9. Literature Review

10. Research methodology

11. Data Analysis and Interpretation

12. Findings, Suggestions, and Conclusion

13. Learning of the student from the project

14. Weekly Activity Report

15. Bibliography

16. Annexure

6] Interaction between mentors:

It is expected that a meeting involving the intern, industry mentor, and faculty mentor should be done as a midterm review to ensure the smooth conduct of the Internship Project.The meeting ensures the synergy between all stakeholders of the Internship Project. The faculty mentor should also interact with the industry mentor periodically in the absence of the intern.

7] Role of the faculty mentor:

Every student will be provided with a faculty member as a mentor. A faculty mentor is the overall in-charge of the Internship Project of the allocated students. He/she will have to monitor the progress of the Internship Project by regularly overseeing the diary, interacting with the industry mentor, and guiding on the report writing etc.

Guidelines for Examination

Evaluation Pattern:

Total Marks: 200

CIE: 80 Marks

Oral: 120 Marks

1]CIE (80 marks):
1. There shall be a panel of 2 examiners for the Presentation/ Viva-Voce
2. The head of the Department shall nominate Examiners.
3. Weightages for CIE shall be as follows
a. Monthly Presentation 1 and Viva   - 20 marks
b. Monthly Presentation 2 and Viva   - 20 marks
c. Final Presentation, Project Report submission(Spiral bound copy), and Internal Viva   - 40 marks

2] Oral (120 marks):
1. There shall be a panel of 2 examiners (Internal and External) for the Final Viva-Voce
2. Director shall nominate Internal and External Examiners
3. Every student will have to prepare a PowerPoint presentation and the internship project report.
4. Students will deliver a presentation on their Internship Project, which will be followed by viva voce.
5. Weightage shall be based on project report (hardbound copy only), PowerPoint presentation and Viva-Voce.

The CO-PO/PSO Mapping Matrix

CO/ PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	1	1	3	1	1	2
CO2	3	2	1	2	1	1	2
CO3	3	2	1	2	2	2	3
CO4	2	3	1	2	2	2	2
CO5	2	3	1	2	3	3	2
CO6	3	2	2	3	3	3	3
Average Mapping	2.5	2.167	1.17	2.33	2	2	2.33

24-EL-MBA-2-03: Online Mooc Course		
Teaching Scheme: Lecture: 3 Hours/Week	**Credit:** 3	**Examination Scheme:** SEE : 60 Marks CIE : 40 Marks

Prerequisites Courses:

Companion Course:

Course Objectives:
- Provide accessible and flexible learning for all.
- Develop knowledge and skills in a structured online format.
- Encourage interactive and self-paced learning.
- Support career growth through practical applications.

Course Outcomes: After completion of the course, learners should be able to

CO No	CO	BL
1	Explain key concepts and their relevance in real-world applications	2
2	Describe and interpret data, case studies, or scenarios related to the subject.	2
3	Apply learned techniques and methodologies to solve practical problems	3
4	Implement strategies or solutions based on theoretical knowledge.	3
5	Analyze various approaches and compare their effectiveness in different contexts.	4
6	Evaluate and justify decisions using logical reasoning and critical thinking.	5

General Guidelines for MOOC

1. Course Selection
- Candidates have to choose MOOCs from recognized platforms such as SWAYAM (NPTEL), etc.
- The selected course should be relevant to the MBA curriculum and approved by the department or Board of Studies (BOS).
- The course must be completed within the given semester deadlines.

2. Course Completion Requirements
- Candidates must complete all modules, quizzes, and assignments as required by the course.
- The required attendance criteria shall be considered for evaluation.

3. Additional Guidelines
- Students must register for MOOCs within the first month of the semester.
- The course should be completed within the semester before the final examination.
- Students must attend all internal assessments and SEE as scheduled by the department.

4. Faculty Approval(Module Coordinator)
- Before enrolling, students should obtain approval from the Head of the Department (HOD)
- Module Coordinator will guide students and may conduct additional support sessions if required.

5. Integration with Curriculum
- MOOCs can be considered as:
    - Elective subjects (if approved in the syllabus).
    - Skill development or value-added courses.

6. Policy & Compliance

- The institution will define a MOOC credit policy aligned with AICTE/UGC norms.
- Periodic monitoring and feedback will be collected to assess MOOC effectiveness.
- Any student who fails the MOOC course must mandatorily repeat the same or an equivalent course until they satisfy the passing criteria of MOOC Course given by the Institute.
- Students must attend the re-exam if required to complete the course successfully.
- A student who scores a minimum of 40 marks out of 100 in the re-examination will be declared pass.

Guidelines for Examination

Evaluation Pattern:

Total Marks: 100

CIE: 40 Marks

SEE: 60 Marks

The college will conduct the evaluation, and MOOC courses will be assessed as follows:

1. CIE (40 marks):

- Quiz (20 Marks): Based on MOOC course progress.
- Assignments (20 Marks): Regular coursework or practical assignments.

2. Semester End Examination (SEE) – 60 Marks

NPTEL/Written Test/Objective Based (60 Marks): The external assessment will be conducted either by NPTEL or the college, evaluating the conceptual understanding of the course.

3. Institute Examination (60/40 Pattern)

In the case of an Institute Examination, a 60/40 pattern of evaluation will be used:

- 40% of the marks will be based on internal assessment (CIE).
- 60% of the marks will be based on the external assessment, which will be conducted by the Institute.

The CO-PO/PSO Mapping Matrix

CO/ PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1	2	1	2	1
CO2	2	3	1	2	1	3	2
CO3	3	3	2	2	2	3	2
CO4	3	2	2	3	3	3	2
CO5	2	3	2	3	2	3	3
CO6	2	3	3	3	3	3	3
Average Mapping	2.5	2.7	1.8	2.5	2	2.8	2.2

24-VE-MBA-2-03: Universal Human Values - II		
Teaching Scheme: Theory: 03 Hours/Week	**Credit:** 03	**Examination Scheme:** **CIE**: 40 Marks **SEE**: 60 Marks

Prerequisites Courses: 24-GE-M BA-1-02: Indian Ethos and Business Ethics

Companion Course: NA

Course Objectives:
- Introduce students to the fundamental concepts of value education and its importance in personal and professional life.
- Foster an understanding of the role of family, society, and ethical conduct in maintaining harmony and social order.
- Equip students with the ability to apply ethical principles to real-world scenarios, promoting ethical behavior in society.
- Develop insights into professional ethics and value-based decision-making to enhance integrity in professional settings.
- Provide knowledge of Fundamental Rights and Duties, encouraging responsible citizenship and adherence to constitutional values.
- Examine the Directive Principles of State Policy to understand their role in promoting social justice, equality, and effective governance.

Course Outcomes:
After completion of the course, learners should be able to

CONo	CO	BL
1	Understand the concept, need, and guidelines of Value Education and its role in ethical decision-making.	2
2	Describe the importance of harmony in the family and differentiate between respect and competence in human relationships..	2
3	Apply the principles of harmony in nature by analyzing the interconnectedness and mutual fulfillment among the four orders of nature.	3
4	Apply the concept of harmony in society and recognize the importance of universal human order from family to global society	3
5	Analyze ethical human conduct, human rights violations, and social disparities while exploring holistic alternatives.	4
6	Evaluate the role of professional ethics in business and society, evaluating value-based decision-making and sustainable management practices	4

Course Contents		
Unit I	**Introduction to Value Education**	06 Hours

Definition, Concept, and Need of Value Education, The Content and Process of Value Education, Basic Guidelines for Value Education, Self-exploration as a means of Value Education, Happiness and Prosperity as parts of Value Education.		
#Exemplar/Case Studies:- Value Education in Business – Ethics in Corporate Decision-Making		
*Mapping of Course Outcomes	**CO2**	
Unit II	**Harmony in the Family**	**06 Hours**
Understanding harmony in the family: the basic unit of human interaction, understanding values in human, difference between respect and competence.		
#Exemplar/Case Studies: Harmony in the Family – Resolving Conflicts		
*Mapping of Course Outcomes	**CO2**	
Unit III	**Harmony in the Nature**	**05 Hours**
Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature		
#Exemplar/Case Studies: Exploring the Four Orders of Nature		
*Mapping of Course Outcomes	**CO3**	
Unit IV	**Harmony in the Society**	**05 Hours**
Understanding the harmony in the society, visualizing a universal harmonious order in society: undivided society, universal order: from family to world family.		
#Exemplar/Case Studies: Harmony in Society – Strengthening Community Bonds		
*Mapping of Course Outcomes	**CO3**	
Unit V	**Social Ethics**	**7 Hours**
The Basics for Ethical Human Conduct, Defects in Ethical Human Conduct, Holistic Alternative and Universal Order, Universal Human Order and Ethical Conduct, Human Rights violation and Social Disparities.		
#Exemplar/Case Studies: The Basics for Ethical Human Conduct		
*Mapping of Course Outcomes	**CO4**	
Unit VI	**Professional Ethics**	**06 Hours**
Value-based Life and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics – The Current Scenario, Vision for Holistic Technologies, Production System and Management Models.		
#Exemplar/Case Studies:- Value-Based Life and Profession – The Story of Narayana Health		

*Mapping of Course Outcomes	CO4

Reference Books :

R1. A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2019
R2. Human Values, A.N. Tripathi, 2004
R3. Jeevan Vidya: Ek Parichaya, A Nagaraj, 1999

Additional Resources: (Books, e-Resources)
https://www.youtube.com/c/UniversalHumanValues

MOOC Courses links :
- http://madhyasth-darshan.info/postulations/knowledge/knowledge-of-humane-conduct/
- https://www.youtube.com/channel/UCQxWr5QB_eZUnwxSwxXEkQw
- https://youtu.be/OgdNx0X923I
- https://fdp-si.aicte-india.org/UHV-II%20Practice%20Sessions.php
- https://fdp-si.aicte-india.org/download.php#1/

The CO-PO/PSO Mapping Matrix

CO/ PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	2	3	2	1	2	3
CO2	1	2	3	2	2	2	3
CO3	2	3	3	3	2	3	3
CO4	3	3	3	3	2	3	3
CO5	2	3	3	3	2	3	3
CO6	2	3	3	3	2	3	3
Average Mapping	2	2.67	3	2.67	1.83	2.67	3

24-SB-MBA-2-04: Skill Development- (Event Management)

Teaching Scheme: Theory : - Practical : 2 Hr per week	Credit: 2	Examination Scheme: TW: 50 Marks

Prerequisites Courses: Corporate Social Responsibility and Sustainability

Companion Course: NA

Course Objectives:
- Plan and manage events using project management principles.
- Conduct market research and develop event proposals.
- Handle crisis situations and secure sponsorships effectively.
- Use marketing and media tools for event promotion.

Course Outcomes: After completion of the course, learners should be able to

CONo	CO	BL
1	Understand the key principles of project and event management, including planning, risk management, and delegation.	2
2	Apply knowledge to develop a structured event proposal, incorporating budgeting, sponsorship, and marketing strategies.	3
3	Analyze market research data, conduct SWOT analysis, and evaluate event feasibility.	4
4	Correlate the success of an event by analyzing ROI, media impact, and audience feedback.	4

Course Contents		
Unit I	**Principles of Project/ Event Management and Understanding the facts**	**7 Hours**
Understand project management, resources, activities, risk management , delegation , project selection, role of the event manager. Conducting market research		
#Exemplar/Case Studies : Successfully Managing a Corporate Product Launch Event		
*Mapping of Course Outcomes	CO 1	
Unit II	**Preparing a proposal ,Crisis management plan and Seeking sponsors**	**8 Hours**
Clarity , SWOT analysis, estimating attendance, media coverage, advertising- budget , special considerations, success Crisis planning, prevention, provision, action phase, handling negative publicity, structuring the plan. Different types of sponsorship- target market, budget, strategic development, implementation, evaluation		
#Exemplar/Case Studies: Organizing a Successful Music Concert – Overcoming Challenges and Ensuring Success		
*Mapping of Course Outcomes	CO2	
Unit III	**Organising the event and Marketing tools**	**7 Hours**

Purpose, Venue, timing, guest list , invitations, food & drink, room dressing, equipment, guest of honour, speakers, media, photographers , podium, exhibition. – Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging.	

#Exemplar/Case Studies: Organizing a Successful Business Conference – The Launch of InnovateTech 2024

*Mapping of Course Outcomes	CO3

Unit IV	Media tools , Promotional tools and Evaluation	8 Hours

Media invitations, photo calls, press releases, TV opportunities, radio interviews. Flyers, Posters, Invitations, Website, newsletters, ezines, blogs, tweets. Budget, cost of event, return on investment, media coverage, attendance, feedback**.**	

#Exemplar/Case Studies: The Grand Product Launch of EcoSmart Phones

*Mapping of Course Outcomes	CO4

Learning Resources

Text Books
T1. Event Management : A blooming industry and an eventful career, Har Anand Publication, Devesh Kishore & Ganga Sagar singh

Reference Books :
R1.The Art of Successful Event Management , APH Publishing Corporation, Leelamma Devasia & V.V. Devasia
R2. Start your own event planning business 3/E: Your step by step guide to success, Perseus Books Group, Cheryl Kimball, Entrepreneur Press.

Additional Resources: (Books, e-Resources)

MOOC Courses links : https://onlinecourses.swayam2.ac.in/nou20_ge01/preview

The CO-PO/PSO Mapping Matrix

CO/ PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	3	2	2
CO2	3	3	2	2	3	3	2
CO3	2	3	2	3	2	3	3
CO4	3	3	2	3	3	3	2
Average Mapping	2.75	2.75	2	2.5	2.75	2.75	2.25

Programme: MBA-I	
Class: F.Y. MBA-I	**Pattern:** 2024 (Autonomous)
Course Name:	**Course Code:**
AY:2024-2025	**Semester:** Even (II)
Time: 1hr	**Maximum Marks:** 20

Instructions to the candidates:
1. *Solve Q.1 OR Q.2, Q.3 OR Q.4, Q.5 OR Q.6*
2. *Bold-faced figures to the right indicate full marks.*
3. *Assume the suitable data if necessary*
4. *Any other instruction required for particular course may be added by subject/course chairman*

QN	Question	Mark
1a)	Q 1 can be bifurcated to maximum two sub questions	07
1b)		
	OR	
2	Q 2 can be bifurcated to maximum two sub questions	07
3	Q 3 can be bifurcated to maximum two sub questions	07
	OR	
4	Q 4 can be bifurcated to maximum two sub questions	07
5	Q 5 can be bifurcated to maximum two sub questions	06
	OR	
6	Q 6 can be bifurcated to maximum two sub questions	06

Semester End Examination (Regular) December 2024

Programme: PG MBA   Class: MBA-I

Course and Code: Semester: I (Odd)

Academic Year: 2024-2025   Pattern: 2024

Time: 1 Hr 15 Min   Examination: SEE (Dec.2024)   Max. Marks: 30

Instructions to the candidates:
1. *Solve Q.1 OR Q.2, Q.3 OR Q.4, Q.5 OR Q.6, Q.7 OR Q.8*
2. *Bold-faced figures to the right indicate full marks.*
3. *Assume the suitable data if necessary, but Justify it.*
4. *Draw the neat labelled diagrams, wherever necessary.*

QN	Question	Marks
1 a)	Unit I	4
1 b)	Unit II	3
OR		
2 a)	Unit I	4
2 b)	Unit I	3
3 a)	Unit II	4
3 b)	Unit II	3
OR		
4 a)	Unit II	4
4 b)	Unit II	3
5 a)	Unit III	4
5 b)	Unit III	4
OR		
6 a)	Unit III	4
6 b)	Unit III	4
7 a)	Unit IV	4
7 b)	Unit IV	4
OR		
8 a)	Unit IV	4
8 b)	Unit IV	4

Semester End Examination (Regular) December 2024

Programme: PG-MBA   Class: MBA-I

Course and Code: Semester: I (Odd)

Academic Year: 2024-2025   Pattern: 2024

Time: 2Hr 30 Min   Examination: SEE (Dec.2024)   Max. Marks: 60

Instructions to the candidates:
1. *Solve Q.1 OR Q.2, Q.3 OR Q.4, Q.5 OR Q.6, Q.7 OR Q.8*
2. *Bold-faced figures to the right indicate full marks.*
3. *Assume the suitable data if necessary, but Justify it.*
4. *Draw the neat labelled diagrams, wherever necessary.*

QN	Question	Marks
1 a)	Unit I	6
1 b)	Unit II	7
1 c)	Unit III	7
	OR	
2 a)	Unit I	6
2 b)	Unit II	7
2 c)	Unit III	7
3 a)	Unit IV	7
3 b)	Unit IV	7
	OR	
4 a)	Unit IV	7
4 b)	Unit IV	7
5 a)	Unit V	7
5 b)	Unit V	6
	OR	
6 a)	Unit V	7
6 b)	Unit V	6
7 a)	Unit VI	7
7 b)	Unit VI	6
	OR	
8 a)	Unit VI	7
8 b)	Unit VI	6
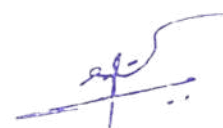
Supporting Document

Sr. No.	Syllabus Contains	Short Answer	Yes / No	Page No. (In Syllabus)
1	अभ्यासक्रम	Enclosed in Syllabus	Yes	1
2	पात्रता	(As per the Rules and Regulations mentioned in MoM)	Yes	49
3	अभ्यासक्रमाची उद्दिष्टे	Enclosed in Syllabus	Yes	2
4	विषयाचे नाव	Enclosed in Syllabus	Yes	5
5	घटकांचा तपशील	Enclosed in Syllabus	Yes	5
6	तासिका	Enclosed in Syllabus	Yes	5
7	श्रेयांक पद्धत	Enclosed in Syllabus	Yes	5
8	संदर्भ साहित्य	Enclosed in Syllabus	Yes	5
9	संदर्भ ग्रंथ	Enclosed in Syllabus	Yes	5
10	प्रश्नपत्रिकेचे स्वरूप	Enclosed in Syllabus	Yes	46
11	अंतर्गत मूल्यमापनाचे स्वरूप	Enclosed in Syllabus	Yes	5
12	सत्र परीक्षेचे स्वरूप	Enclosed in Syllabus	Yes	47
13	गुणांकन	Enclosed in Syllabus	Yes	12