

**MASTER OF BUSINESS ADMINISTRATION:
M.B.A.**

SYLLABUS STRUCTURE

WITH EFFECT FROM : ACADEMIC YEAR 2024-2025

M.B.A. – Semester I (w.e.f. – A.Y. 2024-2025)

Sr. No.	Course Category	Course Code	Course Title	L	T	P	Course Credits	EXAM SCHEME				
								ISE	MSE	ESE	INT	TOTAL
1	CC	MB24101	Indian Ethos & Management Concepts	3	-	-	3	20	20	60	-	100
2	CC	MB24102	Management Accounting	3	-	-	3	20	20	60	-	100
3	CC	MB24103	Managerial Economics	3	-	-	3	20	20	60	-	100
4	CC	MB24104	Organizational Behavior	3	-	-	3	20	20	60	-	100
5	CC	MB24105	Legal Aspects of Business	3	-	-	3	20	20	60	-	100
6	SE	MB24106	Communication Skills	2	-	-	2	-	-	25	25	50
7		MB24107	It for Management	2	-	-	2	-	-	25	25	50
8	VAC	MB24108	SAP	2	-	-	2	-	-	-	50	50
9		MB24109	Soft Skills	2	-	-	2	-	-	-	50	50
10	MC	MB24110	MOOC Certification Course	3	-	-	3	-	-	-	50	50
Total				26	-	-	26	100	100	350	200	750

CC – Core Course , SE – Skill Enhancement Course , VAC – Value Added Course, ISE – In Semester Evaluation, MSE – Mid Semester Evaluation, EE – End Semester Evaluation, MC – Mandatory Course

Sr. No.	Course Category	Course Code	Course Title	L	T	P	Course Credits	EXAM SCHEME				
								ISE	MSE	ESE	INT	TOTAL
1	CC	MB24201	Marketing Management	3	-	-	3	20	20	60	-	100
2	CC	MB24202	Financial Management	3	-	-	3	20	20	60	-	100
3	CC	MB24203	Human Resource Management	3	-	-	3	20	20	60	-	100
4	CC	MB24204	Research Methodology	3	-	-	3	20	20	60	-	100
5	CC	MB24205	Operations Management	3	-	-	3	20	20	60	-	100
6	SE	MB24206	Enterprise Resource Planning	2	-	-	2	-	-	25	25	50
7		MB24207	Data Analyzing Software Tools	2	-	-	2	-	-	25	25	50
8	VAC	MB24208	Six Sigma	2	-	-	2	-	-	-	50	50
9		MB24209	Business Environment	2	-	-	2	-	-	-	50	50
10	MC	MB24210	Certification Course – 30 hrs	3	-	-	3	-	-	-	50	50
Total				26	-	-	26	100	100	350	250	750

CC – Core Course , SE – Skill Enhancement Course , VAC – Value Added Course, ISE – In Semester Evaluation, MSE – Mid Semester Evaluation, EE – End Semester Evaluation, MC – Mandatory Course

Course Title : Indian Ethos & Management Concepts	
Course Code: MB24101	Semester: I
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basics of Management Concepts
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Course Objectives:

1.	To teach basic management concepts
2.	To develop leadership and basic management skills required.
3.	To provide students with skills in managing people at work.
4	To introduce students with the current trends and Indian ethos followed and adopted in today's management techniques

Curriculum Details

Course Contents	Duration
Unit-I Introduction of Management: <ul style="list-style-type: none"> Definition – Scope of Management, Management Approaches – Classical, Neo Classical & Modern, Contribution of Henry Fayol & F W Taylor, Principles of Management, Levels of Management, Different Skill sets required by Manager, MBO, Authority & Responsibility- Delegation of authority 	15 Hrs
Unit-II Functions of Management: <ul style="list-style-type: none"> Planning – Definition, Scope, Need, Process Organising - Definition, Scope, Types of structures, Process Directing - Definition, Scope, Need, Process Staffing - Definition, Scope, Process Controlling - Definition, Steps, Need, Process 	10 Hrs
Unit-III Indian Ethos & Ethics in Management: <p>Management Lessons from Geeta, Quran and Bible, Management Lessons from Vedas, Kautilia's Arthashastra, Ethics v/s Ethos, Trusteeship Management -</p>	10 Hrs

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Course Contents	Duration
Contribution of Jeff Bezos (Amazon Chairman), Mark Zuckerberg, JRD Tata, G.D.Birla, in business management	
Unit-IV Recent Trends in Management: Total Quality Management, Global perspective on business ethics, Crisis Management, Waste Management, Risk Management, Digitalization of Management activities	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
101.1	Understand the features of Indian ethos and ethics in management
101.2	Describe the concept of management
101.3	Demonstrate the practical application of functions of management to take appropriate business or organizational decisions
101.4	Enhance the ability to communicate management decisions effectively
101.5	Critically analyse and offer insights on current influential management trends

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
101.1	2, 3	1	1	1	3	2	2	2
101.2	3	3	1	2	2	2	1	2
101.3	2, 3	2	3	3	2	2	3	2
101.4	3	1	2	2	2	3	3	2
101.5	3	2	2	2	2	1	1	2

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Essentials of Management	Koontz and Weihrich	McGraw-Hill
2	Essentials of management	Peter Drucker	S. Chand Publications, New Delhi
3	Fundamentals of Management	Robbins Stephen P. and Decenzo David-	Vidyanarhi Griha Prakashan, Pune.
4	Modern Business Administration and Management	Sherlekar S.A	Himalaya Publishing House

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Principles of Management	L.M. Prasad	India Pvt, Ltd.
2	Principles of Management	R.M. Srivastara	Tata M/c Graw-Hill Publication
3	Indian Ethos in Management	Tushar Agarwal and Nidhi Chandorkar	Himalaya Publishing House
4	Business Ethics and Value System	H.C.Mrutunjaya	PHL Learning.

Useful Link /Web Resources:

1. Vikalp-IIM Ahamdabad
2. Visison-MDI, Gurgaon

Course Title : Management Accounting	
Course Code: MB 24102	Semester: I
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Management Accounting
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Course Objectives:

1.	To teach basic concepts of Management Accounting
2.	To develop costing knowledge
3.	To provide basics of Costs
4	To introduce students with the in-depth knowledge about Break Even analysis

Curriculum Details

Course Contents	Duration
Unit-I Introduction to Management Accounting: <ul style="list-style-type: none"> • Introduction, Meaning, Objectives- of Management Accounting • Scope of Management Accounting • Difference between Management Accounting and Cost Accounting • Types of Accounts • Journal Entries • Ledger Accounts • Problems 	15 Hrs
Unit-II Final Account <ul style="list-style-type: none"> • Meaning, and nature of Final account • Preparation of trail balance • Final Account nature and formation • Practical problems of Final Accounts 	10 Hrs

Course Contents	Duration
Unit-III Cost and cost concept <ul style="list-style-type: none"> Nature of cost accounting Element of costs Specimen of Cost sheet Practical problem of Cost sheet 	10 Hrs
Unit-IV : Cost Volume Profit Analysis <ul style="list-style-type: none"> Meaning Break Even analysis Marginal Cost statement Profit Volume ratio Practical problem of Break Even point 	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
202.1	Understand the basics of Management Accounting
202.2	Students will be able to understand structure of journal entries and ledger posting
202.3	Understand the Process of preparation of Final Accounts
202.4	Understand the concept of Cost and cost sheet
202.5	Understand the concept of Break Even Analysis

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	1	2	3	4	5	6	7
202.1	2	1	2	1	1	2	3
202.2	0	1	2	1	2	2	3
202.3	2	1	2	1	0	2	2

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202.4	0	2	2	1	0	0	2
202.5	2	3	3	2	1	3	2
202.6	0	2	1	2	1	0	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Management Accounting	M.G, Patakar	Phadake Prakashan.
2	Management Accounting	M. Y. Khan & Jain	(Tata McGraw Hill

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Management Accounting	M. Pandey	Tata McGraw Hill

Useful Link /Web Resources:

Course Title : Managerial Economics	
Course Code: MB103	Semester: I
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE,MS: 20/20	ESE Marks : 60

Course Objectives

1.	To introduce the students about managerial economics and its practices
2.	To learn the production function and pricing practices
3.	To aware about market structure and price determination under market situations
4.	To aware the students about concept of Demand and in relation with elasticity

Curriculum Details

Course Contents		
Unit No.	Syllabus Contents	No of Lectures
Unit1	Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomic and Macroeconomics. Meaning and Determinants of demand. Law of Demand, Elasticity of demand. Types of elasticity. Significance and uses of the elasticity.	10
	Case Study on Elasticity on demand	05
Unit2	Theory of Production–Meaning of Production function, Production function with one variable input Law of Variable Proportions–Returns to Scale	05
	Case Study on Production Function	05
Unit3	Market–Meaning & Elements, Classification of Markets–Markets based on Competition Features and Characteristics of Monopolistic Competition, Characteristics of Monopoly , Characteristics of Oligopoly	05
	Case Study on Markets Competition	05
Unit4	Pricing practices: Cost plus pricing, incremental pricing, multiple product pricing, price skimming and penetration price. Factors affecting pricing decision	05
	Case Study on Market Pricing Strategies	05

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
110.1	Measure and apply concept of elasticity of demand and demand forecasting
110.2	Apply the knowledge production cost and revenue of the business organization
110.3	Asses the product pricing system in different markets
110.4	Use analytical skills about identifying Market Conditions

Suggested Learning Resources:

Text Books:

Sr.No	Title	Edition	Author(s)	Publisher	Year
1	Managerial Economics: A Problem Solving Approach	5 th	Luke M. Froeb Brian T. McCann Michael R. Ward (Michael Shor	CENGAGE INDIA	2018
2	Managerial Economics: Theory, Applications, and Cases	8 th	W. Bruce Allen, Keith Weigelt, Neil A. Doherty ,Edwin Mansfield	W. W. Norton & Company	2012
3	Managerial Economics: Applications, Strategies and Tactics	14 th	James McGuigan ,R. Moyer ,Frederick Harris	Cengage Learning	2016

Reference Books:

Sr. No	Title	Edition	Author(s)	Publisher	Year
1	Managerial Economics –Analysis Problems & Cases –	8 th	P. I. Mehta	Sultan Chand & Sons	2013
2	Managerial Economics	2 nd	G.S. Gupta	McGraw Hill Education	2017
3	Micro Economics	20 th	Paul A Samuelson , William D Nordhaus, Anindya Sen	McGraw Hill	2021
4	Managerial Economics	7 th	D. M. Mithane	Himalaya Publication	2013

Course Title : Organization Behaviour	
Course Code: MB24101	Semester: I
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basics of Management Concepts
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Course Objectives:

1.	To develop an understanding of the individuals and groups behavior inside organizations should further enhance your skills in understanding and appreciating individuals, interpersonal, and group process for increased effectiveness both within and outside of organizations
2.	To familiarize the participants with the behavioral patterns of human beings at individual and group levels in the context of an Organization.
3.	To help students understand the conceptual framework of management and organizational behavior and correlate them to manage 21st century organizations.

Curriculum Details

Course Contents	Duration
Unit-I <ul style="list-style-type: none"> Introduction to OB : Definition, Nature, Evolution of Organizational Behaviour Approach Historical perspective – from Robert Owen(1825) to Elton Mayo(1925) Disciplines contributing to OB – Psychology, Sociology, Anthropology, Social Psychology, Economics & political Science Approaches to the study of OB -Human Resource Approach, Contingency Approach, Productivity Approach, and System Approach.	10 Hrs

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Course Contents	Duration
Unit-II Individual Behavior : <ul style="list-style-type: none"> • Personality – Types – Factors influencing personality – Theories. • Learning – Types of learners – The learning process – Learning theories. • Attitudes – Characteristics – Components – Formation – Measurement- Values. • Perceptions – Importance – Factors influencing perception – Interpersonal perception Impression Management. Emotions and Moods in workplace 	15 Hrs
Unit-III <ul style="list-style-type: none"> • Leadership – Meaning, importance, traits, styles and Theories. Leaders Vs Managers. • Motivation at work – importance, need, types and its effects on work behavior. Motivation Theories : Maslow's, Herzberg, etc. • Meaning of conflict and its types, Conflict Redressal process. • Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational Development – Characteristics & objectives 	10 Hrs
Unit-IV <ul style="list-style-type: none"> • Organizational culture and climate – Factors affecting organizational climate – Importance. <p>Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Organizational effectiveness. Benchmarking- TQM and Six Sigma</p>	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
104.1	Identify Personal Dimensions of personality, job satisfaction, motivation and learning
104.2	Understand the concept of perception and the process
104.3	Explain organization change and culture effect on working relationship workplace
104.4	Understand the concept of attitude and values. Elaborate the sources and types of values
104.5	Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
104.1	2, 3	1	2	1	-	1	2	1
104.2	3	1	-	1	-	2	1	-
104.3	2, 3	1	-	2	1	-	-	2
104.4	3	1	2	-	1	-	1	2
104.5	3	2	3	2	1	2	2	3

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Organizational behaviour	Robbins, Stephen P. and Timothy A. Judge.	Prentice-Hall New Delhi
2	Organisation Behaviour	Arun Kumar & N. Meenakshi	Vikas publishing House PVT Ltd
3	Behaviour in organizations	Jerald Green Berg and Robert A. Baron	PHI Learning PVT Ltd

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Essentials of Management	Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich	Tata McGraw-Hili, New Delhi
2	Business, Psychology and Organizational Behaviour	Eugene McKenna	
3	Organizational Behaviour	K. Aswathappa	8 th revised edition

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Sr. No	Title	Author(s)	Publisher
	Organizational Behavior	Steers, Richard M. and J. Stewart Black	Harper Collins College Publishers, New York
4	Principles of Management	Govindarajan & Natarajan	Prentice Hall of India Private Limited, New Delhi
5	Fundamentals Organisational Behaviour	Slocum and Hell Riegel by Cengage learning	Slocum and Hell Riegel by Cengage learning
6	Management of Organizational Behaviour	Paul Hersey Kenneth. H. Blanchard and Dewey	PHI learning PVT Ltd.

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Course Title : Legal Aspects of Business (Compulsory Core Course)	
Course Code:MB105	Semester: I
Teaching Scheme L-T-P :3-0-0	Credits :3
Evaluation Scheme ISE-I,MSE,ISE-II:20/20	ESE Marks :60

Prior Knowledge of:	Basics of Legal Aspects of Business
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Course Objectives:

1.	To Provide the information about Legal Aspects of Business with respect to Indian economy.
2.	To teach Identification about fundamental legal principles behind contractual agreements.
3.	To provide Information for Acquire problem solving techniques and to be able to present coherent, concise legal argument.
4	To knowledge about Appraise Globalization trends a, challenges and environment for foreign trade and investments.

Curriculum Details

Course Contents	Duration
Unit 01: <ul style="list-style-type: none"> Indian Contract Act, 1872 Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration. Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance Impossibility and Frustration, Breach, Damages for breach of a contract. Quasi contracts. Special Contracts Contract of Indemnity and Guarantee, Contract of Bailment and Pledge. Contract of Agency, Creation & termination of Agency Rights, Duties and Liabilities of Agent. General principles of sale of goods Act 	15 Hrs
Unit 02: <ul style="list-style-type: none"> The Companies Act, 1956: Company - Definition, Meaning, Features and Types of companies. Incorporation of a company - Memorandum of Association, Articles of Association and Prospectus. Share Capital. Companies ACT 2013 and subsequent amendments. The Indian Partnership Act, 1932: Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority. Registration of Firms, Dissolution of firms, Partnership Act 2013 (amendments). Limited liability Partnership 	10 Hrs

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Course Contents	Duration
Unit:03: <ul style="list-style-type: none"> The Negotiable Instruments Act, 1881: Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and holder in Due Course. Negotiation and Types of Endorsements, Dishonors of Negotiable Instrument - Noting and Protest, Liability of parties on Negotiable Instrument. The Consumer Protection Act, 1986- Definitions of Consumer, Complainant, Goods, Service - Meaning of Consumer Dispute. Complaint - Unfair Trade Practices - Restrictive Trade Practices, Rights of Consumers, Consumer Disputes, Redressal Agencies. 	10 Hrs
Unit:04: <ul style="list-style-type: none"> Macro and Micro Indicators of Business environment, Growth Indicators and Development Indicators. Sectors of Indian economy and Emerging sectors during last 20 years. Relative Size and growth of Public and Private Sectors Globalization trends and challenges 	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
110.1	To Understand Legal Aspects of Business with respect to Indian economy.
110.2	To Identify fundamental legal principles behind contractual agreements.
110.3	To Acquire problem solving techniques and to be able to present coherent, concise legal argument.
110.4	To Appraise Globalization trends a, challenges and environment for foreign trade and investments.

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Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
110.1		1	2	-	1	2	-	1
110.2		1	2	-	1	2	-	1
110.3		1	3	-	1	2	-	1
110.4		1	3	-	1	2	-	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Edition	Author(s)	Publisher	Year
1	Legal Aspects of Business	Tata Mcgraw-Hill Publishing Company Limited, NewDelhi,	Pathak,	Publishing Company Limited, NewDelhi	2010
2	LAWS FOR BUSINESS	Phi Learning Pvt. Ltd. Delhi	M.M. Sulphey& Az-Har Basheer	Phi Learning Pvt. Ltd. Delhi	2011
3	Mercantile Law	Himalaya Publishing House. Mumbai	Maheswari & Maheswari	Himalaya Publishing House. Mumbai	2011
4	Indian Economy	Vikas Publishing House, New Delhi.	Rudder dutt& Sundaram	Vikas Publishing House, New Delhi.	2011

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Reference Books:

Sr. No	Title	Edition	Author(s)	Publisher	Year
1	Legal Aspects of Business	Tata Mcgraw-Hill Publishing Company Limited, NewDelhi,	Pathak,	Publishing Company Limited, NewDelhi	2010
2	LAWS FOR BUSINESS	Phi Learning Pvt. Ltd. Delhi	M.M. Sulphery& Az-Har Basheer	Phi Learning Pvt. Ltd. Delhi	2011
3	Mercantile Law	Himalaya Publishing House. Mumbai	Maheswari & Maheswari	Himalaya Publishing House. Mumbai	2011
4	Indian Economy	Vikas Publishing House, New Delhi.	Rudder dutt& Sundaram	Vikas Publishing House, New Delhi.	2011

Course Title : Communication Skills	
Course Code: MB24106	Semester: I
Teaching Scheme L-T-P : 2-0-0	Credits : 2
Evaluation Scheme ISE, MSE : 25	ESE Marks : 25

Prior Knowledge of:	Basics of Communication
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Course Objectives:

1.	To teach basic Communication techniques
2.	To develop oral and written and analyzing skills required to take necessary decisions
3.	To provide students with skills required in communicating with respect to maintain the industrial relations
4	To understand and apply the digital communication techniques

Curriculum Details

Course Contents	Duration
Unit-I Introduction to communication: <ul style="list-style-type: none"> Definition – Scope of communication, Objectives, Scope, Process of communication, Importance of business communication, forms and channels of communication, principles of effective communication, Barriers of communication Types of communication – written, oral, verbal, non-verbal communication. Types of letters & applications, Report writing. 	15 Hrs
Unit-II Oral & Digital Communication: <ul style="list-style-type: none"> Oral Communication – Listening & Speaking skills, Group discussion and interview skills, Public speaking, Speeches. Nonverbal expressions – Kinetics, Proxemics, Haptic, Artefacts, Paralanguage Digital Communication – Ethics in business communication, Telecommunication, Different digital platform for communication, Barriers for digital communication, Limitations of digital communication 	15 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
106.1	Understand the business communication process
106.2	Describe the oral and written ways of effective communication
106.3	Use the digital communication mode for enlarging the business
106.4	Enhance the ability to communicate management decisions effectively

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
106.1	2, 3	1	1	3	2	2	3	2
106.2	3	0	1	3	2	1	3	2
106.3	2, 3	1	0	2	3	3	3	0
106.4	3	1	0	0	1	3	1	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Basic Business Communication	Robert MaArcher	McGraw-Hill
2	Effective Business Communication	Murphy	McGraw-Hill
3	Handbook of Business Correspondence	Frailey	Englewood Cliffs, N.J., Prentice-Hall.

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Business Communication	Pradhan & Thakur	Himalaya PublishingHouse
2	Effective Business Communication	Dr.M .V.Rodriques	Concept Publishing Co

Useful Link /Web Resources:

1. A Beginner's Guide to Effective Email: Kaitlin Duck Sherwood
<http://www.webfoot.com/advice/email.top.php>
2. Oral Presentation Skills: A Practical Guide: Institut national de télécommunications, Evry France
http://people.engr.ncsu.edu/txie/publications/oral_presentation_skills.pdf
3. Some Advice on Writing a Technical Report: Ian T. Sherman,
http://www.csee.umbc.edu/%7Esherman/Courses/documents/TR_how_to.html

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Course Title : IT for Management	
Course Code:MB24107	Semester: I
Teaching Scheme L-T-P :2-0-0	Credits :2
Evaluation Scheme ISE-I,MSE,ISE-II: 25	ESE Marks :25

Prior Knowledge of:	Basics of Computer & IT
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Course Objectives:

1.	To Demonstrate a good understanding of the basics of IT for Management
3.	To understand the E-commerce & E-banking working

Curriculum Details

Course Contents	Duration
Unit 01: Introduction to IT & E-Commerce <ul style="list-style-type: none"> Introduction to IT: Concept, Role of IT in management, types of networks, Topology E-Commerce: Defining Commerce; Benefits of ECommerce; Components of E-Commerce, Types of E-commerce, Role of Internet and Web in E-Commerce; Technologies Used; Pre-requisites of E-Commerce; Scope of E-Commerce; Mobile Commerce: Overview of M-Commerce – Introduction to Protocol, Components of Mobile Commerce, E-SCM 	15 Hrs
Unit 02: E-Banking <ul style="list-style-type: none"> Electronic Banking: Introduction, Traditional Banking v/s E-Banking; Models for E-banking- Core Banking Solution (CBS), Features and subsystems of CBS; Advantages of E-Banking; Delivery channels, Limitations of E-Banking; Electronic Payment Systems: Prepaid and Postpaid Payment Systems (RTGS/NEFT/BHIM/E-cash),; National Payments Corporation of India; Services of NPCI. 	15 Hrs

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Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
107.1	Understand modules and subsystems of IT for Management
107.2	Analyze E-commerce & E-banking

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
107.1		-	3	3	-	2	-	1
107.2		-	3	-	-	2	-	1

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Suggested Learning Resources:

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	E-Commerce	Murthy	Espresso Tutorials GmbH
2	Management Information System	Dr. V. D. Nandavadekar	Success Publication, Pune
3	e Commerce and e Business	Zorayda Ruth B. Andam	Peter Moxon
4.	E-Commerce Fundamentals and Applications	Henry Chan, Raymond Lee,	McGraw Hill Education India

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Course Title : SAP (Value Added Course)	
Course Code:MB24108	Semester: I
Teaching Scheme L-T-P :2-0-0	Credits :2
Evaluation Scheme ISE-I,MSE,ISE-II:	ESE Marks :50

Prior Knowledge of:	Basics of ERP Functioning
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Course Objectives:

1.	To Demonstrate a good understanding of the basics of SAP in ERP systems.
3.	To understand the SAP ERP module implementation strategies.

Curriculum Details

Course Contents	Duration
Unit 01: <ul style="list-style-type: none"> • Introduction to SAP ERP, Need and importance of SAP. • History of SAP, SAP versions, Modules of SAP – HR, Production, Materials Management, Financial management, sales and distribution • Advantages and limitations of SAP. 	10 Hrs
Unit 02: <ul style="list-style-type: none"> • Implementation Process of SAP, Implementation team structure. • Implementation challenges. • SAP consultant – Role and responsibilities, Career opportunities in SAP • Market dynamics of SAP, Future trends in SAP. 	10 Hrs
Unit: 03: <ul style="list-style-type: none"> • A study of Industrial SAP implementation process in a business organization 	10 Hrs

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Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
108.1	Understand modules and subsystems of SAP
108.2	Analyze SAP implementation methodology

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
108.1		-	3	3	-	2	-	1
108.2		-	3	-	-	2	-	1

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Suggested Learning Resources:

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	First step in SAP: A beginner's guide to SAP	Martin Munzel, Sydney McConnell, Jorg Siebert	Espresso Tutorials GmbH
2	The Ultimate SAP Users Guide: The essential SAP training handbook for consultants and project teams	Rehan Zaidi (Author), Jon Reed (Editor)	eCruiting Alternatives
3	BEGINNER'S GUIDE TO SAP: An Introduction to the Basics of Using SAP	Peter Moxon	Peter Moxon
4.	SAP Materials Management	Shukla Mukesh	McGraw Hill Education India

Course Title : Soft Skills (Value Added Course)	
Course Code : MB24109	Semester : I
Teaching Scheme L-T-P :2-0-0	Credits :2
Evaluation Scheme ISE, MSE : 25	ESE Marks :25

Prior Knowledge of:	Basics of soft skills and interpersonal skills
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Course Objectives:

1.	To understand the Soft Skills required for the businessmen and managers
2.	To develop professional etiquettes and manners
3.	To understand and apply EQ intelligently in business interactions/deals
4.	To develop analyzing skills required to solve problem and to take necessary decisions

Curriculum Details

Course Contents	Duration
Unit I : Introduction to Soft Skills <ul style="list-style-type: none"> Soft skills : Meaning, definition, scope, objectives, importance Leadership, team work, understanding oneself, stress management, interacting with emotional intelligence Effective sitting and standing postures, Effective listening, speaking and presenting Activities : Role play activities, Team work activities, One minute speech, Poetry presentation, Seminar presentation 	15Hrs
Unit II : Critical thinking and Problem management skills <ul style="list-style-type: none"> Critical thinking skills : Introduction, importance, Critical thinking process- identifying objective, research, identifying biases, inferences, significance; Curiosity, Critical thinking versus Innovative thinking Problem management : meaning of Problem and problem management, Problem management process- identify, define, classify, analyse, interpret, findings, problem resolution, Techniques- Reactive problem management , 	15Hrs

Course Contents	Duration
proactive problem management • Activities : Jigsaw activity, developing community and disseminating knowledge, Problem management exercise	

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
109.1	Understand the required soft skills in keeping formal and cordial business and professional interactions
109.2	Use the professional etiquettes and manners effectively
109.3	Apply emotions intelligently in business interactions
109.4	Analyze and solve the problem and take necessary decisions

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
109.1	2, 3	1	1	3	2	2	3	2
109.2	3	0	1	3	2	1	3	2
109.3	2, 3	1	0	2	3	3	3	0
109.4	3	1	0	0	1	3	1	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Communication Skills and Soft Skills	Avani Sharma	Yking Books
2	Business Communication	Pradhan & Thakur	Himalaya Publishing House

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Sr. No	Title	Author(s)	Publisher
3	Effective Business Communication	Murphy	McGraw-Hill

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Business Communication	Urmila Rai, S. M. Rai	Himalaya Publishing House
2	Effective Business Communication	Dr.M .V.Rodrigues	Concept Publishing Co

Useful Link /Web Resources:

2. Journal of Personality and Individual Differences
<https://www.journals.elsevier.com/personality-and-individual-differences>
4. Journal of Personality Assessment
<http://www.personality.org/publications/journal-of-personality-assessment/>
5. Journal of Management Development
<https://www.emeraldinsight.com/loi/jmd>

Course Title : Marketing Management	
Course Code: MB24201	Semester: II
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Fundamental marketing concepts
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Course Objectives:

1.	To familiarize with the basic concepts, and techniques of marketing management
2.	To understand the behaviour of consumers
3.	To create awareness of marketing mix elements

Curriculum Details

Course Contents	Duration
Unit-I Basics of Marketing: Introduction, Nature & scope of marketing, the core concepts of marketing, marketing in 21st century, marketing environment: Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing. Functions of Marketing Manager. Linkage of Marketing Function with All Functions in the Organization.	10 Hrs
Unit-II <ul style="list-style-type: none"> • Market segmentation-Meaning and concept, benefits of segmentation, Bases for market segmentation consumer goods market segmentation; industrial goods market segmentation • Market targeting- Selection of segments, Product positioning. • Positioning - Concept of Differentiation & Positioning, Value Proposition & Unique Selling Proposition. • Consumer Behavior: Meaning & Importance of Consumer Behavior, Comparison between Organizational Buying Behavior and Consumer Buying Behavior, Buying Roles, Five-Stage Model of Buying Decision Process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase Behavior. 	15 Hrs
Unit-III <ul style="list-style-type: none"> • Product Decisions - concept of a Product - Product mix decisions - Brand Decision – New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle. 	10 Hrs

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Course Contents	Duration
<ul style="list-style-type: none"> Price mix: Meaning, elements, importance of price mix, Factors influencing pricing, pricing methods and recent trends, price determination policies. 	
Unit-IV <ul style="list-style-type: none"> Marketing Mix: Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical Evidence. Place mix: meaning and concept of channel of distribution. Types of channel of distribution or intermediaries, factors influencing selection of channels. Promotion mix: meaning, elements of promotion mix, Advertising: definition, importance, limitations, types of media, 5 M's of advertising. Distinction between advertising and publicity. 	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
201.1	Understand fundamental marketing concepts for satisfying customer needs and wants.
202.2	Apply the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behavior.
203.3	Develop Marketing Strategies based on Marketing Mix (Product, Price, Place & Promotion).

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
201.1		2	-	-	1	2	2	2
202.2		1	2	1	-	1	2	2
203.3		2	-	1	1	2	2	3

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Marketing Management	Marketing Management	Prentice Hall, New Delhi
2	Marketing management	K.S. Chandrasekar	Tata McGraw-Hill Publication, New Delhi.2010
3	Principles of Marketing	Kurtz, David L. and Boone, Louis E	Thomson South-Western, 12th edition

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Marketing management: a south asian perspective	Kotler P., Keller K.,Koshy A., Jha M	Prentice Hall
2	Marketing management concepts, cases, challenges and trends	Govindarajan	Prentice Hall of India, New Delhi. 2009
3	Marketing management-analysis planning and control	Philip Kotler	Prentice Hall of India, New Delhi
	Marketing management-planning implementation and control	Ramaswamy. V S & Namakumari. S	Macmillan Business Books, New Delhi, 2002,
4	Marketing management	Rajan Saxena	Tata McGraw-Hill
5	Marketing Management: Text and Cases	Tapan Panda	Excel Books
6	Marketing	Etzel, Walker B., Stanton W., Pandit A	Tata McGraw-Hill
7	Basic marketing	McCarthy, E.J	Irwin, New York

Course Title : Financial Management	
Course Code: MB 24202	Semester: II
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basic knowledge of Financial Management.
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Course Objectives:

1.	To teach basic concepts of Financial Management
2.	To develop finance and cost accounting knowledge.
3.	To provide basics of time value of money.
4	To introduce students with the in-depth knowledge about financial management and capital market mechanism.

Curriculum Details

Course Contents	Duration
Unit-I Financial Management: <ul style="list-style-type: none"> Introduction, Meaning, Objectives- Profit Maximization and Wealth Maximization approach, Scope of financial management, Functions of Financial Management, Structure of Finance Department, Financial Planning and Strategy, Strategic Decision Making and Planning, Strategic Financial Planning-Steps in Financial Planning, Financial Planning Models– Components and Constructing of Financial Planning Models. 	15 Hrs
Unit-II Capital Budgeting: <ul style="list-style-type: none"> Meaning, Significance and Process of Capital Budgeting, Capital project classification, Estimation of Cash flows: Project Evaluation Techniques – Pay-back period method, Average rate of return, Net present value, Internal rate of return, Profitability index, and Modified internal rate of return. Use of AI in capital budgeting. 	10 Hrs

Course Contents	Duration
Unit-III Cost of Capital (K_e) <ul style="list-style-type: none"> Cost of Capital, Significance of Cost of Capital, Determining of Component of Cost of Capital, Cost of Debt, Cost of Preference Capital, Cost of Preference Capital, Cost of Equity Capital, Cost of Equity and the Capital Asset Pricing Model (CAPM), Weighted Average Cost of Capital. Capital Structure-Relevance of Capital Structure-Net Income and Traditional Views, Irrelevance of Capital Structure, Relevance of Capital Structure 	10 Hrs
Unit-IV : Introduction to capital markets in India <ul style="list-style-type: none"> Primary Market:- Meaning of Primary Market Secondary Market:- Meaning and Functions of Secondary market Stock exchanges;- BSE, NSE 	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
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202.1	Understand the basics of Financial Management
202.2	Students will be able to understand structure of financial department
202.3	Understand the Process of Capital Budgeting.
202.4	Describe the Cost of Equity and the Capital Asset Pricing Model (CAPM)
202.5	Primary and Secondary market
202.6	Understand Stock market.

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	1	2	3	4	5	6	7
202.1	2	1	2	1	1	2	3
202.2	0	1	2	1	2	2	3
202.3	2	1	2	1	0	2	2
202.4	0	2	2	1	0	0	2
202.5	2	3	3	2	1	3	2
202.6	0	2	1	2	1	0	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Essentials of Financial Management	Pandey, I M	Vikas Publishing House Pvt. Ltd. Noida.
2	Financial Management	Prasanna Chandra	(Tata McGraw Hill)

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Financial Management and Policy	VanHorne, James C.	Prentice Hall
2	R P Rustagi	Financial Management	Galgotia

Useful Link /Web Resources:

1. www.nseindia.com
2. www.bseindia.com
3. www.sebi.com

Course Title : Human Resource Management	
Course Code: MB24203	Semester: II
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basic knowledge of Handling the Human Resources.
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Course Objectives:

1.	To teach basic concepts of human resource management
2.	To develop training and development knowledge.
3.	To provide basics of performance appraisal system.
4	To introduce students with the overall HRM practices and procedures within the organisation

Curriculum Details

Course Contents	Duration
Unit-I Basics of Human Resource Management: <ul style="list-style-type: none"> Definition – Objectives, Scope, Importance, Challenges of HRM, HRM Policies and Practices, Process of HRM, SHRM – Definition, Scope, Process and Importance, Difference between HRM and SHRM Functions of HRM – Human Resource Planning, Definition, Scope, Importance, Process, Job specification, Job analysis, Job Description, Career Planning, Recruitment & Selection – Definition, Scope, Importance and Process. Sources of recruitment. 	15 Hrs
Unit-II Human Resource Development: <ul style="list-style-type: none"> HRD – Definition, Scope, Importance Training & Development - Objectives, Importance, Process, Need – Types of training, Methods of training, Training need analysis, Evaluation of training, E learning Performance Appraisal – Definition, Scope, Importance, Process and methods of performance appraisal 	10 Hrs

Course Contents	Duration
Unit-III Compensation Management <ul style="list-style-type: none"> Compensation Management - Definition, Scope, Importance, Process. Wages & Salary Management - Concept of wages and Salary, Factors affecting wages and salary, Components of salary, Bonus, Incentives, Fringe benefits, Employee separation process, Retirement, Termination, Suspension. Laws related to compensation management 	10 Hrs
Unit-IV Recent Trends in HRM: <ul style="list-style-type: none"> HR Analytics, HR Audit, HRIS, HR Accounting, Equal Employment Opportunity, Employee Welfare Facilities, HR in virtual organisation, Green HRM, Cross culture, International HRM, Employee Engagement and Employee Branding, Talent Management, HR Metrics 	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
203.1	Understand the features Human Resource Management
203.2	Describe the functions of human resource management and elaborate the practical use of those functions
203.3	Demonstrate the practical application of modern techniques of HRM
203.4	Describe the compensation management of individual working in the organisation
203.5	Differentiate the training and development methods
203.6	Critically analyse the laws related to the HRM

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	1	2	3	4	5	6	7
203.1	2	1	2	1	1	2	3
203.2	0	1	2	1	2	2	3
203.3	2	1	2	1	0	2	2
203.4	0	2	2	1	0	0	2
203.5	2	3	3	2	1	3	2
203.6	0	2	1	2	1	0	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Human Resource Management	P.Subba Rao	Himalaya Publishing House
2	Personnel & Human Resource Management	P.Subba Rao	Himalaya Publishing House

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Human Resource Management – Text & Cases	K. Ashwatthappa	Himalaya Publishing House
2	Personnel Management	Edwin Flippo	Tata M/c Graw-Hill Publication

Useful Link /Web Resources:

1. ICFAI – HRM Review

Course Title : Research Methodology	
Course Code: MB24204	Semester: II
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basic knowledge of Research Methodology .
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Course Objectives:

1.	To learn basic concepts of research and familiarize with the process of research.
2.	To formulate research problems and outline research designs
3.	To Formulate representative sampling methods to investigate the research problem for better decision making
4	To Generate effective research reports to fulfill the need of research

Curriculum Details

Course Contents	Duration
UNIT I Introduction to Research Method in Management : Introduction to Research Method in Management: - Nature, Scope, Problem Formulation, Statements of Research Objectives. Research Process in Management. Motivation in research, characteristics of good researcher.	10 Hrs
Unit-II Research Design Methods of Data Collection, Research Design-Importance of good Research Design, Questionnaire Design, Research Proposals, Qualitative and Quantitative Research, Measurement: Concept, Measurement & Scaling techniques, Problems in measurement in research – Validity and Reliability, Levels of measurement – Nominal, Ordinal, Interval, Ratio.	15 Hrs
UNIT III- Sampling Designing Sample Design: Concepts of Sampling Design, Sample size, Sampling Frame, Sampling Error, Characteristics of a good sample. Sampling Methods. Hypothesis testing – concept, sources and types. Statistical Population.	10 Hrs
Unit-IV Research Report Structure and Components of Research Report – Types of Report, Characteristics of Good Research Report, Pictures and Graphs, Introduction to SPSS.	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
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204.1	Understand the Nature of Research Methodology
204.2	Understand the Methods of Data Collection
204.3	Describe the Research Process in Management.
204.4	Describe the Concepts of Sampling Design
204.5	Understand the Preparation of Research Reports
204.6	Describe Characteristics of Good Research Report

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	1	2	3	4	5	6	7
204.1	1	2	2	1	1	2	3
204.2	0	1	2	1	2	2	3
204.3	2	1	2	1	0	2	2
204.4	0	2	2	1	0	0	2
204.5	2	3	3	2	1	3	2
204.6	0	2	1	2	1	0	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	RESEARCH METHODOLOGY	Panneerselvam	Prentice hall of India, New Delhi
2	RESEARCH METHODOLOGY-METHODS AND TECHNIQUES	Kothari CR	New Wiley Eastern ltd., Delhi

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Research Methodology in Commerce	S. Mohan, R. Elangovan,	Deep & Deep, New Delhi
2	Research Methodology Methods, Tools & Techniques	Gopal Lal Jain	Mangal Deep Pub.Jaipur

Useful Link /Web Resources:

1. National Council of Applied Economic Research (NCAER)
2. [http://www.thinktankinitiative.org/think tanks/NCAER](http://www.thinktankinitiative.org/think_tanks/NCAER)
3. IMRB - International - <http://www.imrbint.com/>
4. Google Scholar - <https://scholar.google.co.in/>

Course Title : Research Methodology	
Course Code: MB24205	Semester: II
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basic knowledge of Production and operations.
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Course Objectives:

1.	To learn basic concepts of Production and operations
2.	To understand facilities and tech management
3.	To form production plan and learn to manage materials
4	To make effective use of QMS

Curriculum Details

Course Contents	Duration
UNIT I Introduction to Operations Management: <ul style="list-style-type: none"> Introduction to the Operations management, operations functions, operations objectives, operations management decisions, significance of operations management in manufacturing & service environment, Interface of operations function with other functional areas- Productivity, factors affecting productivity, types of productivity. Future challenges in operations management. 	10 Hrs
Unit-II Facilities & Technology Management <ul style="list-style-type: none"> Facilities management (location of facilities, layout of facilities, maintenance of facilities) plant layout & materials handling - Manufacturing technology management emerging technology options- automation & flexible automation, Group Technology, Just-in-time, flexible Manufacturing system, lean manufacturing system.. 	10 Hrs
UNIT III- Production Planning and Materials Management <ul style="list-style-type: none"> Objectives of PPC, functions of PPC, aggregate planning, planning for batch production, job production, continuous production, -Introduction to materials management, objectives, scope and activities of materials management, Selective Inventory Control techniques- EOQ and ABC Analysis. Supply chain management, project scheduling- introduction to PERT/CPM. 	15 Hrs
Unit-IV Quality Management System: <ul style="list-style-type: none"> Quality concept, Introduction to Quality dimensions, Quality philosophies, 	

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Course Contents	Duration
Introduction to: Quality Assurance, Quality Control, Inspection, Quality Circle, TQM, ISO Certifications.	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
205.1	To help student learn operations management system and issues pertaining to management of productivity, manufacturing technology and facilities.

205.2	To provide students with various elements underline the basic functions of operations management.
205.3	To provide students with various elements underline the basic functions of operations management.
205.4	To familiarize the students with various techniques of inventory control.
205.5	To familiarize the students with various aspects of quality management.
205.6	Describe Characteristics of PPC

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	1	2	3	4	5	6	7
205.1	1	2	2	1	1	2	3
205.2	0	1	2	1	2	2	3
205.3	2	1	2	1	0	2	2

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205.4	0	2	2	1	0	0	2
205.5	2	3	3	2	1	3	2
205.6	0	2	1	2	1	0	1

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Production & Operations Management	Chunawala S. A., Patel D. R.	Himalaya Publishing House
2	Production & Operations management	R. Pannarselvam	Eastern Economy Edition, New Delhi.

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Production & Operations Management	K Aswathappa, K Sridhara Bhat	Himalaya Publishing House, Mumbai
2	Production and Operations Management	Cherry S. M.	Tata McGraw Hill Education Pvt. Ltd., New Delhi.

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Course Title : Enterprise Resource Planning	
Course Code:MB24206	Semester: II
Teaching Scheme L-T-P :2-0-0	Credits :2
Evaluation Scheme ISE-I,MSE,ISE-II: 25	ESE Marks :25

Prior Knowledge of:	Basics of Enterprise Resource Planning
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Course Objectives:

1.	To Demonstrate a good understanding of the enterprise resource planning
3.	To understand the ERP implementation

Curriculum Details

Course Contents	Duration
Unit 01: ERP Evolution <ul style="list-style-type: none"> Enterprise resource Planning: Evolution of ERP, MRP and MRP-II, early ERP packages, ERP products and markets, opportunities and problems in ERP selection. 	15 Hrs
Unit 02: ERP Implementation <ul style="list-style-type: none"> ERP Implementation: Identification of ERP benefits, team formation, consultant intervention, selection of ERP, process of ERP implementation, Managing changes in IT organisation, Preparing IT infrastructure, Measuring benefits of ERP, Modules in ERP. 	15 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

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CO	Statements
206.1	Understand ERP evolution and selection
206.2	Analyze the ERP implementation process and modules

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
206.1		-	3	3	-	2	-	1
206.2		-	3	-	-	2	-	1

Suggested Learning Resources:

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	ERP	Plak, Carol A, Eli Schragenheim	St. Lucie Press NY
2	Business Process Reengineering	Jayaraman M.S.	TMG

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TALSANDE , Kolhapur
(An Autonomous Institute)
Department of First Year Engineering
F. Y. M.B.A. Curriculum
w.e.f. A.Y. 2024-2025**

Course Title : DATA ANALYZING SOFTWARE TOOLS	
Course Code:MB24207	Semester: II
Teaching Scheme L-T-P :2-0-0	Credits :2
Evaluation Scheme ISE-I,MSE,ISE-II: 25	ESE Marks :25

Prior Knowledge of:	DATA ANALYZING SOFTWARE TOOLS
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Course Objectives:

1.	To provide basic knowledge of data software tools
3.	To understand the Data visualization software

Curriculum Details

Course Contents	Duration
Unit 01: Introduction to Data Analysis Software Tools <ul style="list-style-type: none"> • Spreadsheet Software: Microsoft Excel and Google Sheets offer basic data management, analysis, and visualization capabilities. • SAS and SPSS are powerful tools for performing advanced statistical analyses, data mining, and predictive modeling. • Risk assessment in banking and finance • Customer segmentation in retail 	15 Hrs
Unit 02: Data Visualization Software: <ul style="list-style-type: none"> • Power BI – Meaning of Power BI, Creation of Dash board • Collaborate and distribute report • Learn about Power Pivot, Power View, Power Map etc • Understand DAX and SSBI • Tableau - Nature and meaning • Business intelligence to enhance decision-making. • Sales and marketing performance tracking. • Supply chain, inventory, and operations management • Python- meaning and importance, 	15 Hrs

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Course Contents	Duration
<ul style="list-style-type: none"> • Web scraping and data extraction. • Predictive analytics in finance and retail. • Development of AI and machine learning models. • Practical 	

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
207.1	Understand concept of Spreadsheet Software
207.2	To understand the concept of Power BI and Tableau

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
207.1		-	3	3	-	2	-	1
207.2		-	3	-	-	2	-	1

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Suggested Learning Resources:

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Database System Concept	Henry korth and A	Silberschatz
2	Database Management System	Raghu Ramkrishnan, Gehrke	McGraw Hill
3	Fundamentals of Database System	Ramez Elmasri, Shamkant B. Navathe	Pearson

Useful links/website

Office of Research Integrity, https://ori.hhs.gov/education/products/n_illinois_u/data_management/dhtopic.html

[Data Camp, https://www.datacamp.com/community/tutorials/statistical-language-wars-the-infograph#gs.9dgg7w](https://www.datacamp.com/community/tutorials/statistical-language-wars-the-infograph#gs.9dgg7w)

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Course Title : Six Sigma (Value Added Course)	
Course Code:MB24208	Semester: II
Teaching Scheme L-T-P :2-0-0	Credits :2
Evaluation Scheme ISE-I,MSE,ISE-II:	ESE Marks :50

Prior Knowledge of:	Basics of Quality Management
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Course Objectives:

1.	To Demonstrate a good understanding of the basics of Quality and Six Sigma
3.	To understand the Six Sigma procure and application in professional fields

Curriculum Details

Course Contents	Duration
Unit 01: Introduction to Six Sigma <ul style="list-style-type: none"> Concept of Quality, Basic concept of Six Sigma, History of Six Sigma, Applications of Six Sigma, Lean Concept, Case Study on Mumbai Dabawala 	10 Hrs
Unit 02: Six Sigma producer <ul style="list-style-type: none"> DMAIC, Define, Measure, Analyze, Improve, Control 	10 Hrs
Unit: 03: Six Sigma in Professional Fields <ul style="list-style-type: none"> Six Sigma in Hospitality, Finance, Human Resource, Information Technology, Food Service, Marketing & Sales, Customer Service 	10 Hrs

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Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
208.1	Understand modules and subsystems of Six Sigma
208.2	Analyze Six Sigma implementation methodology

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
208.1		-	3	3	-	2	-	1
208.2		-	3	-	-	2	-	1

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Suggested Learning Resources:

Reference Books

Sr. No	Title	Author	Publication
1.	Six Sigma a complete step-by-step guide	Authors of CSSC	Council for Six Sigma Certification
2.	Total Quality Management	K Aswathappa & Subba Rao	Tata Mc.GrawHill

Course Title : Business Environment	
Course Code: MB24205	Semester: II
Teaching Scheme L-T-P : 3-0-0	Credits : 3
Evaluation Scheme ISE, MSE : 20/20	ESE Marks : 60

Prior Knowledge of:	Basic knowledge of Business Environment and factors influencing on business organizations.
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Course Objectives:

1.	To familiarize the participants with various aspects of economic, social, political and cultural environment of India.
2.	To understanding of the environmental factors influencing Indian business organizations.
3	To enable students to discuss the contemporary issues in business

Curriculum Details

Course Contents	Duration
Unit I: An Overview of Business Environment <ul style="list-style-type: none"> Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Nature of the economy, structure of the economy, economic policies. Nature of Indian planning, Planning Commission. Achievement and failure of economic planning in India. Recent GNP trends, Major economic reforms. 	10 Hrs
Unit II : Economic Environment <ul style="list-style-type: none"> Economic Environment – Nature of the Economy – Structure of Economy – Economic Policies & Planning the Economic Condition – NITI Ayog – National Development Council – Five Year Plans. Economic Policies: Economic Reforms and New Economic Policy – New Industrial Policy – Competition Law – Fiscal Policy – Objectives and Limitations – Monetary Policy and RBI 	15 Hrs
Unit-III <ul style="list-style-type: none"> Liberalization and Globalization-background, meaning, reforms, industrial growth, impact, an assessment, issues and challenges. Privatization and 	10 Hrs

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Course Contents	Duration
<p>disinvestment of PSU's-concept meaning objectives, disinvestment strategies.</p> <ul style="list-style-type: none"> foreign investment-meaning, need, adverse implication of foreign investment, determinants of foreign investment, government policies, new policies, FDI-(assignment) Multi-national corporation-origin, meaning, definition, objectives, reasons for growth of MNC's, impact, Assessment India's import-Export policies-exim policies, India's Exim performance, export ,import, export promotion measures. special economic zones and agri export zones.-concept ,meaning, definition, benefits, features, facilities of SEZ in India Provision of SEZ rules in India, SEZ a global over view, MRTP Act, FERA, FEMA. 	
<p>Unit-IV</p> <ul style="list-style-type: none"> Women and Business: National Policy for the Empowerment of Women, 2001, Bill to make workplace safer for Indian women, Nirbhaya Act. International and Recent Issues in environment: Multinational Corporations; Foreign collaborations and Indian business; Non-resident Indians and Corporate Sector. Public sector reforms, Consortiums, BRICS and India, The New Development Bank (NDB) by BRICS and AIIB: Economic Advantages of India. 	10 Hrs

Course Outcomes (COs): After successful completion of the course, students will be able to:

CO	Statements
205.1	Recognize, distinguish, paraphrase, and explain the impact of business environment on business activities
205.2	To Explain the Indian economic planning mechanisms and also the role of public and private sector organizations in the economic development
205.3	To Appraise the role of Financial, Fiscal system in promoting business

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

POs COs	BTL	1	2	3	4	5	6	7
205.1	2, 3	2	1	2	1	-	1	2
205.2	3	1	-	2	-	2	1	2
205.3	2, 3	1	-	2	1	-	1	2

Suggested Learning Resources:

Text Books:

Sr. No	Title	Author(s)	Publisher
1	Business Environment - Text and Cases,	Cherunilam, Francis, (2007)	Himalaya Publishing House.
2	Business Environment	Francis Cherunilam	Himalaya Publishing House
3	Business Environment	Dr S Sankaran	Margham Publications

Reference Books:

Sr. No	Title	Author(s)	Publisher
1	Essentials of Business Environment	Aswathappa, K., (2000)	7th edition, Himalaya Publishing House.
2	Business Environment	Gupta C. B., (2008)	4th edition, Sultan Chand.
3	Business Environment	Bedi, Suresh, ((2004)	Excel Book
4	Business Environment	Agrawal Raj	Excel book
5	Business Environment	Shaikh, Saleem, (2010)	2nd edition, Pearson Education.
6	Business Environment	Dr V Murali Krishna	Spectrum Publications
7	Business Environment	Rosy Joshi and Sangam Kapoor	Kalyanai Publications