



Swami Ramanand Teerth Marathwada University, Nanded

School of Commerce and Management Sciences

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

(Program Code: 137-1)

(CBCS System)

Under the Faculty of Commerce & Management

PROGRAM STRUCTURE

(With effect from Academic Year 2021-2022)

(A) PROGRAM DETAILS

Name of the Program: Master of Business Administration (MBA)

Intake: 60 (Regular intake) + 9 (EWS+TFWS)

Total credits: 112

Total Marks: 2800

Eligibility: Any Graduate along with CET of DTE, Maharashtra being cleared

Course Duration: Two years (Full Time) (Spread over 4 semesters)

Medium of Instruction: English

Methods of instruction:

1. Formal lectures, guest lecturers from eminent faculties as well as visiting speakers (Resource Persons) from universities / business and industry.
2. Seminars/ Group discussions/ tests/ tutorials / home assignments/Journals/ practicals /Lab exercises/ Surveys/ projects /Case discussions and Presentations / Role-plays/ Syndicates/ Management Games
3. Teaching aids: Use of video, audio clips, Projector, interactive online teaching with LMS like Edmodo, Google classroom & online meeting platforms like Zoom, Teams, G-Meets etc

(B) OBJECTIVES OF PROGRAM

The objectives of M.B.A. program are as under.

1. To provide basic understanding in various functional areas of management such as finance, marketing, human resources and operations.
2. To expose students to contemporary fields like Banking, Hospitality & tourism and Hospital Management.
3. To equip candidates with a high level of conceptual, analytical and descriptive abilities and decision making abilities.

4. To enable them to comprehend and understand complex environment and handle their job competitively and effectively.
5. To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industrially backward region like Marathwada.

Measuring attainment of these objectives

The Course Objectives (COs) and Program Objectives (POs) are designed as per the requirement of the syllabus and their attainments are verified using the course outcomes, ability and skill enhancement of the course and program.

(C) EXAMINATION PATTERN: (Course wise)

Internal assessment	50 marks	2 credits
University examination	50 marks	2 credits
Total	100 marks	4 credits

Internal Assessment of 2 Credits

A. Distribution of internal marks per course shown below:

Test 1	Test II	Tutorial	Seminar	Total
10	10	10	20	50

(Except for those courses carrying Computer practical examination)

Break up of seminar/field survey marks are as follows: Seminar will be assessed on the basis of communication skill, presentation style, Analytical ability, audience interaction & query handling etc)

Seminar write-up/survey report	10 marks
Seminar Presentation	10 marks

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Total	20 marks
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Course pattern of University Examination for all courses for 2 credits

No. of credits 02 , Total marks 50, Duration 3 hours

Nature of Question paper

Question No. 1 and 6 are compulsory and carrying 10 marks each.

Q1 will be short answers (8 sub questions will be given out of that any 5 have to be answered each carrying 2 marks) &

Q 6 will be based on case study or numerical problem.

All questions carry 10 marks each.

Question No. 2 to 5 will be descriptive or numerical questions. The candidate has to answer any 3 questions. All questions carry equal marks. (Paper pattern for 4 credit course will be as per CBCS pattern which does not have any sections)

Standards of passing:

The passing rules of this program shall be as per the CBCS pattern of this university applicable from time to time.

The internal and external assessment will constitute separate heads of passing and they will be shown separately in the transcripts including seminar/field survey credits.

For each course with 4 credits the ratio of marks of (internal) Continuous Assessment (CA) in relation with (external) End Semester Examination (ESE) shall be as per CBCS pattern i.e. 50:50.

Marks in Continuous Assessment should be communicated to the University before commencement of semester end examination.

The End Semester Examination shall be based on the term end written examination to be held at the end of each semester for each course.

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□ For Continuous Assessment / assessment passing will be for 25 marks out of 50 marks and also for End Semester Examination passing will be for 25 marks out of 50. Head wise passing (CA/ESE) will be for 50% of total marks. In case of fraction, next integer number will be taken for passing e.g. out of 25 marks passing will be 13 marks instead of 12.5 marks.

□ Candidate attending less than 75% of classes will not be allowed for CA/ ESE in partial or full.

□ All other rules of grades, conversion / A.T.K.T. / grace / CPI & final grade marks etc. will be given as per CBCS pattern of this University.

□ It is mandatory to pass in CA for validating the passing in End Semester Examination for example a candidate clearing End Semester Examination but failed in CA, will be required to appear again in both internal and external examination in subsequent examination.

Project report & Viva-Voce:

* Project report will carry 50 Marks (2 credits).

* Viva-voce on project will carry 50 Marks (2 credits).

Total 100 Marks (4 credits) for Project report & Viva-Voce.

Project reports and pre project submission seminar will be evaluated by internal teacher for 50 marks (2 credits) and Via-voce will be conducted by a committee consisting of project guide, HOD, and one Expert from School and one Expert from department of other university. Grades, conversion of marks & CPI & final grade etc will be as per CBCS pattern of this University.

Important Instructions and Key Points

1. A.T.K.T. & grace marks will be given as per university rules from time to time.
2. The questions to be asked in the class tests / tutorials / home assignments / seminar presentation will be prepared by the concerned subject teachers and communicated to the candidates at appropriate time.

3. The Semester end examination (external assessment) carries total marks 50 per course. The duration of the examination for all courses is three hours for university examinations. It is the responsibility of subject teacher to set and assess the question paper in the time framework as per university rules.

4. The candidates selecting open electives shall be abided by the following rules:

a. The open elective will consist of external examination only.

b. The options should be communicated in writing before the commencement of first semester for semester I & II; and before the commencement of third semester for semester III & IV.

c. Options once communicated to the School Director cannot be changed.

d. In case the candidate fails to communicate the option in due time, the head of the department will allot an appropriate option for that candidate and communicate accordingly to the concern candidate and the Director of the School.

e. The examination form of the candidate should reflect the same options which were communicated by the candidates in writing to the School Director.

f. Students need to submit observation report based on in plant training before the commencement of third semester examination however certificate of in plant training is mandatory for admission to second year.

5. In case of any grievance to the candidates he/ she may approach subject teacher with proper justification and references from reputed books. If the grievance continues faculty may submit his/ her report of evaluation to the concerned head of Department. Director of the school may appoint 'Three members' committee with prior approval of Hon'ble Vice Chancellor for the constitution of committee if required. The committee will be made up of three members. Director of the school will be chairman of the committee, one external subject expert will be member and one internal school faculty will be member. They will investigate and submit report to the chairman and corrective actions could be taken by the approval of Vice-Chancellor and final report will be submitted to examination section of this University for further necessary action.

7. Major and Minor Elective (specialization)

The school offers following choices of Electives (specialization)

- a. Marketing Management.
- b. Financial Management.
- c. Human Resource Management.
- d. Banking and Insurance
- e. Hospital Management
- f. Tourism and Hospitality Management
- g. Operations Management

A candidate shall have the choice of selecting major and minor specialization. Third semester is dedicated for major specialization whereas student can opt 2 courses as major and 2 courses as minor specialization of their choice in the IV semester. Minor specialization courses from IV semester shall be last two courses of each specialization in the IV semester. The decision of Director will be final and binding regarding running of specializations based on the expression of interest by students and available faculty resources. The student may select major and minor courses from same or different specialization, for example: student with major specialization as marketing may opt for marketing or any other specialization.

A candidate can choose one Elective (specialization) as Major Elective from the above group of the Electives as per his/her choice. As far as electives are concerned, candidate can opt Elective (specialization) as Major (Marketing, Finance, HRM or etc.) + Minor (Marketing, Finance, HRM or etc.) in the same or different Elective (specialization). In the transcript issued to the candidate and on the degree certificate the same will be reflected. A basic competency test may be conducted for finalization of Elective (specialization) subjects if situation arises for balancing the workload, decision shall be finalized by the Director of the School.

Tally course from M.Com third semester to M. B. A third semester is considered as credit transfer from M. Com. offered by this school as a part of intraschool credit transfer.

PROGRAM STRUCTURE AND WORKLOAD
MBA Syllabus w. e. f. JUNE 2021-22 (CBCS)
SCHOOL OF COMMERCE & MANAGEMENT SCIENCES
Name of the Class: M.B.A. (First Year: I Semester)

Course Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
I/137-1/C1	Management Accounting	4	4	50	50	100
I/137-1/C2	Organizational Behavior	4	4	50	50	100
I/137-1/C3	Quantitative Techniques	4	4	50	50	100
I/137-1/C4	Legal Aspects of Business	4	4	50	50	100
I/137-1/C5	Managerial Economics	4	4	50	50	100
I/137-1/SEC-1A	Elective I 1. Computer Application in Management 2. Knowledge Management 3. E-Commerce 4. Rural Development	4	4	50	50	100
I/137-1/SEC-1B						
I/137-1/SEC-1C						
I/137-1/SEC-1D						
I/137-1/GE-1A	Perspectives of Management OR	4	4	50	50	100
I/137-1/GE-1B1 and I/137-1/GE-1B2	Open Elective (Interschool) / (External) and Environmental Management (Internal)					
TOTAL		28	28	350	350	700

M.B.A. (First Year: II Semester)

Course Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
II/137-1/C6	Marketing Management	4	4	50	50	100
II/137-1/C7	Financial Management	4	4	50	50	100
II/137-1/C8	Human Resource Management	4	4	50	50	100
II/137-1/C9	Production Management	4	4	50	50	100
II/137-1/C10	Research Methodology	4	4	50	50	100
II/137-1/SEC-2/A	Elective I 1. Management of Creativity and Innovation	4	4	50	50	100
II/137-1/SEC-2/B	2. E-Business					
II/137-1/GE-2/A	Business Environment or	2	2	00	50	50
II/137-1/GE-2/B	Stress Management or					
II/137-1/GE-2/C	MOOC/ Open Elective (Interschool) / NPTEL					
	TOTAL	26	26	300	350	650

M.B.A. (Second Year: III Semester)

Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/SEC-3/A	Business Policy and Strategic Management OR	4	4	50	50	100
III/137-1/SEC-3/B	Productivity and Quality Management					
III/137-1/AECC-1	Entrepreneurship Development	4	4	50	50	100
III/137-1/SEC-4/A	International Business Management OR	4	4	50	50	100
III/137-1/SEC-4/B	Management Information System					
III/137-1/SEC-5/A	Operations Research OR	4	4	50	50	100
III/137-1/SEC-5/B	Project Management					
III/137-1/SEC-6/A	Digital Marketing OR	2	2	00	50	50
III/137-1/GE-3/B	Personality Development OR					
III/137-1/GE-3/C	MOOC/ Open Elective (Interschool) / NPTEL OR					
III/137-1/SEC-6/D	Tally (Intra-school credit transfer with M.Com. III Sem)					
	Electives Total	18	18	200	250	450

FUNCTIONAL ELECTIVES I (Marketing) Group A						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/A1	Consumer Behavior and Marketing Research	4	4	50	50	100
III/137-1/DSE/A2	Integrated Marketing Communication	4	4	50	50	100
III/137-1/DSE/A3	Rural Marketing	4	4	50	50	100
	Electives Total	12	12	150	150	300

FUNCTIONAL ELECTIVES II (Finance) Group B						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/B1	Investment Management	4	4	50	50	100
III/137-1/DSE/B2	Strategic Financial Management	4	4	50	50	100
III/137-1/DSE/B3	International Financial Management	4	4	50	50	100
	Electives Total	12	12	150	150	300

FUNCTIONAL ELECTIVES III (HRM) Group C						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/C1	Training and Development	4	4	50	50	100
III/137-1/DSE/C2	Leadership Skills and Change Management	4	4	50	50	100

III/137-1/DSE/C3	Employment Laws	4	4	50	50	100
	Electives Total	12	12	150	150	300

FUNCTIONAL ELECTIVES IV (Banking and Insurance) Group D						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/D1	Banking Reforms	4	4	50	50	100
III/137-1/DSE/D2	Legal Framework of Banking	4	4	50	50	100
III/137-1/DSE/D3	Banking Operations	4	4	50	50	100
	Electives Total	12	12	150	150	300

FUNCTIONAL ELECTIVES V (Hospital Management) Group E						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/E1	Management of Quality in Hospitals	4	4	50	50	100
III/137-1/DSE/E2	Human Resource Management in Hospitals	4	4	50	50	100
III/137-1/DSE/E3	Customer Relationship Management	4	4	50	50	100
	Electives Total	12	12	150	150	300

FUNCTIONAL ELECTIVES VI (Tourism and Hospitality Management) Group F						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/F1	Tourism Marketing	4	4	50	50	100

III/137-1/DSE/F2	Tourism: Planning and Development	4	4	50	50	100
III/137-1/DSE/F3	Hospitality Management	4	4	50	50	100
	Electives Total	12	12	150	150	300

FUNCTIONAL ELECTIVES VII (Operations Management) Group G						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
III/137-1/DSE/G1	Management of Manufacturing Systems	4	4	50	50	100
III/137-1/DSE/G2	Stores and Inventory Management	4	4	50	50	100
III/137-1/DSE/G3	Supply Chain Management	4	4	50	50	100
	Electives Total	12	12	150	150	300
	GRAND TOTAL	68	32	400	400	800

M.B.A. (Second Year) IV Semester

Compulsory subjects						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/SEC-7/A	Disaster Management	4	4	50	50	100
IV/137-1/SEC-7/B	OR Corporate Governance and Business Ethics					
IV/137-1/C-11	Managerial Communication	2	2	50	00	50

IV/137-1/C-12	Project Viva –voce	4	4	50	50	100
IV/137-1/SEC-8/A	Sales Management OR	2	2	00	50	50
IV/137-1/GE-4B	Foreign Language/ MOOC/ Open Elective (Interschool) / NPTEL					
Compulsory Total		12	12	150	150	300

FUNCTIONAL ELECTIVES – I (Marketing Management) Group A						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/A4	Product and Brand Management	4	4	50	50	100
IV/137-1/DSE/A5	B2B Marketing	4	4	50	50	100
IV/137-1/DSE/A6	Services and Relationship Marketing	4	4	50	50	100
IV/137-1/DSE/A7	Retail Management	4	4	50	50	100
Electives Total		16	16	200	200	400

FUNCTIONAL ELECTIVES – II (Financial Management) Group B						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/B4	Business Taxation	4	4	50	50	100

IV/137-1/DSE/B5	Financial Services Management	4	4	50	50	100
IV/137-1/DSE/B6	Personal Financial Planning	4	4	50	50	100
IV/137-1/DSE/B7	Behavioral Finance	4	4	50	50	100
Electives Total		16	16	200	200	400

FUNCTIONAL ELECTIVES – III (Human Resource Management) Group C						
Numeric al Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/C4	Understanding Self	4	4	50	50	100
IV/137-1/DSE/C5	Managing Diversity at Workplace	4	4	50	50	100
IV/137-1/DSE/C6	Compensation Management	4	4	50	50	100
IV/137-1/DSE/C7	Strategic Human Resource Management	4	4	50	50	100
Electives Total		16	16	200	200	400

FUNCTIONAL ELECTIVES – IV (BANKING AND INSURANCE) GROUP D						
Numeric al Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/D4	Insurance and Risk Management	4	4	50	50	100
IV/137-1/DSE/D5	Human Capital in Bank Management	4	4	50	50	100
IV/137-1/DSE/D6	Bank Marketing	4	4	50	50	100

IV/137-1/DSE/D7	Recent Trends in Banking	4	4	50	50	100
Electives Total		16	16	200	200	400

FUNCTIONAL ELECTIVES – V (Hospital Management) Group E						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/E4	Financial Management for Hospitals	4	4	50	50	100
IV/137-1/DSE/E5	Marketing of Hospital Services	4	4	50	50	100
IV/137-1/DSE/E6	Organization and Management of Hospitals	4	4	50	50	100
IV/137-1/DSE/E7	Medical and Legal Terminologies	4	4	50	50	100
Electives Total		16	16	200	200	400

FUNCTIONAL ELECTIVES VI (Tourism and Hospitality Management) Group F						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/F4	Tourism Products of India	4	4	50	50	100
IV/137-1/DSE/F5	Event Management	4	4	50	50	100
IV/137-1/DSE/F6	Travel Agency and Tour Operations	4	4	50	50	100
IV/137-1/DSE/F7	Tourism Ecosystem	4	4	50	50	100
Electives Total		16	16	200	200	400

FUNCTIONAL ELECTIVES – VII (OPERATIONS) GROUP G						
Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
IV/137-1/DSE/G4	Sourcing Management	4	4	50	50	100
IV/137-1/DSE/G5	Advanced Operations Research	4	4	50	50	100
IV/137-1/DSE/G6	Total Quality Management	4	4	50	50	100
IV/137-1/DSE/G7	Recent Trends in Operations Management	4	4	50	50	100
	Electives Total	16	16	200	200	400
	GRAND TOTAL	226	112	1350	1500	2800

Summary of Credit System

Class	Total credit in the semester
M.B.A. Semester I	28
M.B.A. Semester II	26
M.B.A. Semester III	30
M.B.A. Semester IV	28
Total	112

M.B.A. Mark Distribution

Semester	Internal	University Exam	Total
M.B.A. Semester I	350	350	700
M.B.A. Semester II	300	350	650

M.B.A. Semester III	350	400	750
M.B.A. Semester IV	350	350	700
Total	1350	1450	2800

Types of courses in MBA curriculum

1	Core	12
2	Open elective/ General Electives	12
3	SEC	16
4	DSE	49
5	AECC	01
Total Courses		90