DIRECTION

No.: 92 /2023 Date : 20/12/2023

Subject : Examinations Leading to the Degree of Master of Business Administration (M.B.A.) (व्यवसाय प्रशासन पारंगत) (Two Years -Four Semesters CGS Pattern Degree Course).

Whereas, the Ordinance No.12/1985 and Direction No. 65/2023 Dtd. 17.10.2023 relating to the examinations leading to the Degree of Master of Business Administration **(व्यवसाय प्रशासन पारंगत)** (Two Years – Four Semesters – CGS pattern)are in existencein the Universityfor conventional M.B.A. Course,

AND

Whereas, the Govt. of Maharashtra vide its Letter क्र. मान्यता-२०२३/प्र.क्र.६३/तांशि-४, दिनांक 30.06.2023 has sanctioned Master of Business Administration (M.B.A.) course to Sushila Suryavanshi Management Institute of Technology Advancement, Rahatgaon, Amravati from the Academic Session 2023-2024,

AND

Whereas, the University has given First Affiliation to the above Course of Master of Business Administration vide Notification No. 90/2023 dtd. 05.07.2023 published in Gazette Part-Two,

AND

Whereas, Hon'ble Pro-Vice Chancellor has constituted a sub-committee for the preparation of Draft Syllabi and Draft provisions of Ordinance/Direction of the said programme,

AND

Whereas, the recommendations of the above said Sub Committee has been accepted by the Board of Studies in Business Management in its meeting held on 30/10/2023 vide Item No. 29 and recommended the said syllabi and Scheme of Teaching, Learning, Examination and Evaluation of Semester I to IV of Master of Business Administration (M.B.A.) to the Faculty of Commerce and Management,

AND

Whereas, the Faculty of Commerce & Management in its meeting held on 02/11/2023 vide Item No. 04 has accepted and recommended the above recommendation to the Academic Council,

AND

Whereas. the above recommendations are accepted and approved by the Hon'ble Vice-Chancellor under the provision of sub section (7) of Section 12 of Maharashtra Public Universities Act, 2016 on behalf of the Academic Council on 21/11/2023,

AND

Whereas. theconventional M.B.A. Course has specialization from Semester-III onwards viz-a-viz this course sanctioned to Sushila Suryavanshi M.B.A. College, Amravati has specialization from Semester-II onwards,

AND

Whereas. it is necessary to issue a new direction to differentiate these two coursesof M.B.A. on legitimate ground,

AND

Whereas, the syllabi and the Scheme of Teaching, Learning, Examinations and Evaluation,of Semester I to IV are to be implemented from the Academic Session 2023-2024 onwards and the same are to be made available from the Academic Session 2023-2024,

AND

Whereas, the scheme of teaching, learning, examination and evaluation of Semester I to IV of Master of Business Administration (MBA) is required to be regulated by framing new Ordinance/Regulation,

AND

Whereas, making an Ordinance / Regulation is a time consuming process.

Now, therefore, I, Dr. Pramod G. Yeole, In-charge Vice-Chancellor, Sant Gadge Baba Amravati University, in exercise of powers conferred upon me, under sub section (8) of Section (12) of Maharashtra Public University Act, 2016, do hereby direct as under :-

1. This Directionmay be called, "Examinations Leading to the Degree of Master of Business Administration **(व्यवसाय प्रशासन पारंगत)** Two Years -Four Semesters CGS Pattern Degree Course), Direction, 2023".
2. The Degree of Master of Business Administration **(व्यवसाय प्रशासन पारंगत)** belong to the Faculty of Commerce and Management.
3. This direction shall come into force from the Academic Session as follows :
   i) the Academic Session 2023-2024 for Semesters I & II of M.B.A.Part- I, and
   ii) the Academic Session 2024-2025 for Semesters III & IV of M.B.A.Part-II.

4. The Scheme of Teaching, Learning, Examinations and Evaluation,relating to the examinations leading to the Degree of of Master of Business Administration Semester I to IV is attached herewith as **Appendix-A.**

5. Eligibility Criteria for admission, Provisions of Ordinance and other details shall be as per Direction No. 65 of 2023 dtd. 17.10.2023.

Sd/-
Date : 20/12/2023. (Dr. Pramod G. Yeole)
In-charge Vice Chancellor,
Sant Gadge Baba Amravati University

APPENDIX-'A'
Master of Business Administration

Semester I (Discipline Specific Core(DSC), Discipline Specific Elective(DSE)

Sr. No.	Subject Code	Name of Subject	Hrs/Week	CourseType	Credit	Examination Scheme						
						Duration ofExam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA 101	Managerial Economics	4	DSC	4	3	70	35	30	15	100	30
2	MBA 102	Financial Reporting, Statements and Analysis	4	DSC	4	3	70	35	30	15	100	
3	MBA 103	Organizational Behaviour	4	DSC	4	3	70	35	30	15	100	
4	MBA 104	Management Practices	4	DSC	4	3	70	35	30	15	100	
5	MBA 105	Research Methodology and Intellectual Property Rights	4	DSC	4	3	70	35	30	15	100	
6	MBA 106 / MBA 107	Indian Ethos and Business Ethics / Legal and Business Environment	4	DSE	4	3	70	35	30	15	100	
7	MBA 108	Computer Application for Business	4	DSC	4	Internal Assessment Paper					Grade	
		Total	**28**		**28**						**600**	**300**

Course Name: MBA in Business Analytics

Semester II (Subject Core)

(Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training (OJT) ,Field Projects (FP)

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/201/BA	Quantitative Business Analysis	4	DSC	4	3	70	35	30	15	100	300
2	MBA/202/BA	Data Mining For Business Intellegence	4	DSC	4	3	70	35	30	15	100	
3	MBA/203/BA	Machine Learning Application For Business	4	DSC	4	3	70	35	30	15	100	
4	MBA/204/BA MBA/205/BA	Data Visualization / Web Analytics	4	DSE	4	3	70	35	30	15	100	
5	MBA/206/BA	BA & Tools Of BA - R, Python, SPSS	4	DSC	4	3	70	35	30	15	100	
6	MBA/207/BA	Business Communication	4	DSE	4	2	50	25	50	25	100	
7	MBA/208/BAC	Entrpreneurship	4	DSE	4	Internal Assessment						
		Total	**28**		**28**						**600**	**300**

Semester III (Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Project(FP))

Course Name: MBA in Business Analytics												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/301/BA	Pricing Analytics	4	DSC	4	3	70	35	30	15	100	300
2	MBA/302/BA	Business Econometrics	4	DSC	4	3	70	35	30	15	100	
3	MBA/303/BA	Applied Data Analytics	4	DSC	4	3	70	35	30	15	100	
4	MBA/304/BA	Big Data Analytics	4	DSC	4	3	70	35	30	15	100	
5	MBA/305/BA MBA/306/BA	Supply chain analytics/E-Commerce Analytics	2	DSE	2	3	70	35	30	15	100	
6	MBA/307/BAFP	OJT/FP	15	OJT/FP	4	---	---	---	Internal Assessment		100	
Total			**33**		**22**						**600**	**300**

Course Name: MBA in Business Analytics Semester 4												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/401/BA	Research Project	8	RP	8	---	---	---	Internal Assessment		200	300
2	MBA/402/BA	Internship Project	16	Internship	8	---	---	---	Internal Assessment		200	
3	MBA/403/BA	Case Study Preparation and Presentation	8	Case Study	8	---	---	---	Internal Assessment		200	
Total			**32**		**24**						**600**	**300**

Course Name: MBA in Information Technology and System Administration

Semester II (Subject Core)

(Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Projects (FP)

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/201/ITS	Introduction to Information Technology	4	DSC	4	3	70	35	30	15	100	300
2	MBA/202/ITS	Information Systems Analysis and Design	4	DSC	4	3	70	35	30	15	100	
3	MBA/203/ITS	Data Analytics and Business Intelligence	4	DSC	4	3	70	35	30	15	100	
4	MBA/204/ITS MBA/205/ITS	Information Security and Cyber security / Emerging Technologies in IT	4	DSE	4	3	70	35	30	15	100	
5	MBA/206/ITS	Introduction to Programming	4	DSC	4	3	70	35	30	15	100	
6	MBA/207/ITS	Business Communication	4	DSC	4	2	50	25	50	25	100	
7	MBA/208/ITSC	Entrepreneurship	4	DSC	4	Internal Assessment						
		Total	**28**		**28**						**600**	**300**

Semester III (Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Project(FP))

Course Name: MBA in Information Technology System's Management

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/301/ITS	Big Data Analytics and Management	4	DSC	4	3	70	35	30	15	100	300
2	MBA/302/ITS	Software Testing	4	DSC	4	3	70	35	30	15	100	
3	MBA/303/ITS	Information Security and Audit	4	DSC	4	3	70	35	30	15	100	
4	MBA/304/ITS	Data Warehouse and Data Mining	4	DSC	4	3	70	35	30	15	100	
5	MBA/305/ITSMBA/306/ITS	Software Marketing / Role of IT inEcommerce and Retailing	2	DSE	2	3	70	35	30	15	100	
6	MBA/307/ITSFP	OJT/FP	15	OJT/FP	4	---	---	---	Internal Assessment		100	
		Total	**33**		**22**						**600**	**300**

Course Name: MBA in Information Technology System's Management Semester 4												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/401/ITS	Research Project	8	RP	8	---	---	---	Internal Assessment		200	300
2	MBA/402/ITS	Internship Project	16	Internship	8	---	---	---	Internal Assessment		200	
3	MBA/403/ITS	Case Study Preparation and Presentation	8	Case Study	8	---	---	---	Internal Assessment		200	
Total			**32**		**24**						**600**	**300**

Course Name : MBA in Marketing Mangement
Semester II (Subject Core)

(Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Projects(FP)												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/201/MAR	Marketing Management Concepts	4	DSC	4	3	70	35	30	15	100	**300**
2	MBA/202/MAR	Integrated Marketing Communications	4	DSC	4	3	70	35	30	15	100	
3	MBA/203/MAR	Consumer Behaviour	4	DSC	4	3	70	35	30	15	100	
4	MBA/204/MAR/ MBA/205/MAR	Business Marketing Operations/ Marketing Research	4	DSE	4	3	70	35	30	15	100	
5	MBA/206/MAR	Retail Marketing and Distribution Management	4	DSC	4	3	70	35	30	15	100	
6	MBA/207/MAR	Business Communication	4	DSC	4	2	50	25	50	25	100	
7	MBA/208/MAC	Entrepreneurship	4	DSC	4	Internal Assessment						
Total			**28**		**28**						**600**	**600**

Semester III (Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Project(FP))

Course Name: MBA in Marketing Management												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/301/MAR	Brand Management	4	DSC	4	3	70	35	30	15	100	300
2	MBA/302/MAR	Service Marketing	4	DSC	4	3	70	35	30	15	100	
3	MBA/303/MAR	International Marketing	4	DSC	4	3	70	35	30	15	100	
4	MBA/304/MAR	Marketing Analytics	4	DSC	4	3	70	35	30	15	100	
5	MBA/305/MARMBA/306/MAR	Advertising and Media Planning / Digital Marketing	2	DSE	2	3	70	35	30	15	100	
6	MBA/307/MARFP	OJT/FP	15	OJT/FP	4	---	---	---	Internal Assessment		100	
		Total	**33**		**22**						**600**	**300**

Course Name: MBA in Marketing Management Semester 4												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/401/MAR	Research Project	8	RP	8	---	---	---	Internal Assessment		200	300
2	MBA/402/MAR	Internship Project	16	Internship	8	---	---	---	Internal Assessment		200	
3	MBA/403/MAR	Case Study Preparation and Presentation	8	Case Study	8	---	---	---	Internal Assessment		200	
		Total	**32**		**24**						**600**	**300**

Course Name: MBA in Finance

Semester II (Subject Core)

(Discipline Specific Core(DSC), Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Projects (FP)

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/201/F	Financial Management	4	DSC	4	3	70	35	30	15	100	300
2	MBA/202/F	Capital, Money & Commodity Market	4	DSC	4	3	70	35	30	15	100	
3	MBA/203/F	Financial Derivatives	4	DSC	4	3	70	35	30	15	100	
4	MBA/204/F MBA/205/F	Personal Finance and Wealth Management / Investment Science	4	DSE	4	3	70	35	30	15	100	
5	MBA/206/F	Accounting Software and ERP System	4	DSC	4	3	70	35	30	15	100	
6	MBA/207/F	Business Communication	4	DSE	4	2	50	20	50	25	100	
7	MBA/208/FC	Entrepreneurship	4	DSE	4	Internal Assessment						
		Total	**28**		**28**						**600**	**300**

Semester III (Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Project(FP))

Course Name: MBA in Finance

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/301/F	Financial Derivatives -II	4	DSC	4	3	70	35	30	15	100	300
2	MBA/302/F	Mutual Fund and Portfolio Management	4	DSC	4	3	70	35	30	15	100	
3	MBA/303/F	Banking and Operations Management	4	DSC	4	3	70	35	30	15	100	
4	MBA/304/F	Corporate Finance	4	DSC	4	3	70	35	30	15	100	
5	MBA/305/FMBA/306/F	Rural and Micro Finance /Direct and Indirect Taxes	2	DSE	2	3	70	35	30	15	100	
6	MBA/307/FFP	OJT/FP	15	OJT/FP	4	---	---	---	Internal Assessment		100	
		Total	**33**		**22**						**600**	**300**

Course Name: MBA in Finance Semester 4												
Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/401/F	Research Project	8	RP	8	---	---	---	Internal Assessment		200	300
2	MBA/402/F	Internship Project	16	Internship	8	---	---	---	Internal Assessment		200	
3	MBA/403/F	Case Study Preparation and Presentation	8	Case Study	8	---	---	---	Internal Assessment		200	
		Total	**32**		**24**						**600**	**300**

Course Name: MBA in Human Resource Management

Semester II (Subject Core)

(Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Projects (FP)

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/201/HR	Introduction to Human Resource Management	4	DSC	4	3	70	35	30	15	100	300
2	MBA/202/HR	Talent Acquisition & Development	4	DSC	4	3	70	35	30	15	100	
3	MBA/203/HR	Employee Relations	4	DSC	4	3	70	35	30	15	100	
4	MBA/204/HR MBA/205/HR	Compensation & Benefit Management / Industrial Psychology & Sociology	4	DSE	4	3	70	35	30	15	100	
5	MBA/206/HR	Human Resource Information System	4	DSC	4	3	70	35	30	15	100	
6	MBA/207/HR	Business Cummunication	4	DSE	4	2	50	25	50	25	100	
7	MBA/207/HRC	Entrepreneurship	4	DSE	4	Internal Assessment						
		Total	**28**		**28**						**600**	**300**

Semester III (Discipline Specific Core(DSC) & Discipline Specific Elective(DSE),On Job Training(OJT) ,Field Project(FP))

Course Name: MBA in Human Resource Management													
Sr. No.	**Subject Code**	**Name of Subject**	**Hrs/Week**	**Course Type**	**Credit**	**Examination Scheme**							
						Duration of Exam Hours	**External**		**Internal**		**Total Max Marks**	**Min. Agg. Marks**	
							Max Marks	**Min. Pass Marks**	**Max Marks**	**Min. Pass Marks**			
1	MBA/301/HR	Legal Framework Governing Human Relations	4	DSC	4	3	70	35	30	15	100	300	
2	MBA/302/HR	Organizational Change and Intervention Strategies	4	DSC	4	3	70	35	30	15	100		
3	MBA/303/HR	Team Dynamics at Work	4	DSC	4	3	70	35	30	15	100		
4	MBA/304/HR	Performance Management System	4	DSC	4	3	70	35	30	15	100		
5	MBA/305/HRMBA/306/HR	International Human Resource Management/Global HRM	2	DSE	2	3	70	35	30	15	100		
6	MBA/307/HRFP	OJT/FP	15	OJT/FP	4	---	---	---	Internal Assessment		100		
		Total	**33**		**22**						**600**	**300**	

Course Name: MBA in Human Resource Management Semester 4													
Sr. No.	**Subject Code**	**Name of Subject**	**Hrs/Week**	**Course Type**	**Credit**	**Examination Scheme**							
						Duration of Exam Hours	**External**		**Internal**		**Total Max Marks**	**Min. Agg. Marks**	
							Max Marks	**Min. Pass Marks**	**Max Marks**	**Min. Pass Marks**			
1	MBA/401/HR	Research Project	8	RP	8	---	---	---	Internal Assessment		200	300	
2	MBA/402/HR	Internship Project	16	Internship	8	---	---	---	Internal Assessment		200		
3	MBA/403/HR	Case Study Preparation and Presentation	8	Case Study	8	---	---	---	Internal Assessment		200		
		Total	**32**		**24**						**600**	**300**	