ACADEMIC (1-BOARD OF STUDIES) SECTION

वाणिज्य व व्यवस्थापन अभ्यास विद्याशाखेतील विविध पदवी व पदव्युत्तर विषयांचे सी.बी.सी.एस. पॅटर्नचे अभ्यासक्रम शैक्षणिक वर्ष २०१९–२० पासून लागू करण्याबाबत. .

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ०८ जून २०१९ रोजी संपन्न झालेल्या ४४ व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र. १५/४४–२०१९ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या **संलग्नित महाविद्यालयांतील** वाणिज्य व व्यवस्थापन **विद्याशाखेतील पदवी व पदव्युत्तर स्तरावरील** खालील विषयांचे **C.B.C.S. (Choice Based Credit System) Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१९–२० पासून लागू करण्यात येत आहेत.

1) M.Com. (Affiliated College) I year (I&II Sem.)
2) M.Com. (External Mode) Syllabus.
3) M.Com. I year Syllabus (School of Commerce and Management Sciences. S.R.T.M.U.N. Campus Syllabus.
4) M.Com. (Banking & Insurance) I year I & II Sem. Syllabus for Bhokar and Sengaon College.
5) M.Com. I year Syllabus (New Model College, Hingoli)
6) B.B.A. I year Syllabus (New Model College, Hingoli)
7) M.B.A. I year (School of Commerce & Management Science, S.R.T.M.U. Compus) Syllabus.
8) M.B.A. I year (Sub-Centre Latur).
9) B.Com. I year (Banking & Insurance) I year Syllabus.
10) D.D.M. Syllabus. (Sub-Centre, Latur)
11) M.Com. I year Syllabus. (Sub-Centre, Latur)
12) B.Com.- I,II,III year Syllabus. (New Model Degree College, Hingoli)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या **www.srtmun.ac.in** या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड – ४३१ ६०६.

जा.क्र.: शैक्षणिक–०१/परिपत्रक/पदवी व पदव्युत्तर–सीबीसीएस अभ्यासक्रम/२०१९–२०/८९

दिनांक : २०.०६.२०१९.

स्वाक्षरित/–
उपकुलसचिव
शैक्षणिक (१–अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

१) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
२) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

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 Science

<u>PROGRAM STRUCTURE</u>

(Revised with effect from June 2019)

<center>**(A) PROGRAM DETAILS**</center>

<center>**Name of the Program: Master of Business Administration (MBA)**</center>

Intake: 60 + 09 (NRI and PIO Quota)

Total credits: 132

Total Marks: 3300

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 instructions:

1. Formal lectures as well as visiting speakers (Resource Persons) from universities / business and industry

2. Seminar/ Group discussion/ 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 etc will be made teaching- learning more effective

(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, operations etc.

2. To equip the candidates with a high level of conceptual, analytical and descriptive abilities.

3. To enable them to comprehend and understand complex environment and handle their job competitively and effectively.

4. To strengthen decision-making skills.

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.

B1) Measuring the attainment of these objectives

(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 as 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
Total	20 marks

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 continuous internal assessment (CA) in relation with external university examination (UA) shall be as per CBCS pattern i.e. 50:50.

□ Marks in CA should be communicated to the University before commencement of semester end examination.

□ The UA shall be based on the term end written examination to be held at the end of each semester for each course.

□ For CA / assessment passing will be for 25 marks out of 50 marks and also for UA passing will be for 25 marks out of 50. Head wise passing (CA/UA) 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/ UA 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 UA for example a candidate clearing UA 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 50 Marks 2 credits

Total 100 Marks 4 credits

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

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 teachers and communicated to the candidates at appropriate time.

3. At the Semester end examination (external assessment) 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 by opting for the open electives will 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.

5. For computer-based courses, (Computer applications in Management, e-Business and MIS)

University examination is of 50 marks (2 credits), if applicable and Practical examination is of 25 marks and will be conducted by the concerned teacher through a duly constituted committee approved by the Director of the School consisting of the subject teacher, Head of the Department and an Expert from outside. It is the responsibility of concern teacher to arrange this practical examination as per the rules. The averaging of the marks of committee members given individually will constitute the final marks. For remaining 25 internal marks, candidates will be required to submit a journal with details of lab exercises performed throughout the term, to the subject teacher.

6. In case of any grievance to the candidates about internal marks given by the teachers, following procedure will be adopted. Director of the school will appoint 'Three members committee with prior approval of Hon'ble Vice Chancellor for the constitution of committee. 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.

COURSE STRUCTURE AND WORKLOAD
MBA Syllabus JUNE w. e. f. 2019-20 (CBCS)
SCHOOL OF COMMERCE & MANAGEMENT SCIENCES
Name of the Class: M.B.A. (First Year: I Semester)

Program Code	Course Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	I/137-1/C1	Principles & Practice of Management	4	4	50	50	100
SCM-C-MBA-PG	I/137-1/C2	Accounting for Managers	4	4	50	50	100
SCM-C-MBA-PG	I/137-1/C3	Managerial Economics	4	4	50	50	100
SCM-C-MBA-PG	I/137-1/C4	Legal aspects of Business	4	4	50	50	100
SCM-C-MBA-PG	I/137-1/C5/A	Quantitative Techniques & Business Mathematics **OR**	4	4	50	50	100
SCM-C-MBA-PG	I/137-1/C6/B	Computer Applications in Management (including 2 credits for practical exam conducted by internal examiner only at end of the semester)	4	4	50	50	100
SCM-C-MBA-PG	I/137-1/C7	Organizational Behavior	4	4	50	50	100
Total			**24**	**24**	**300**	**300**	**600**

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

Program Code	Course Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	II/137-1/C8	Marketing Management	4	4	50	50	100
SCM-C-MBA-PG	II/137-1/C9	Financial Management	4	4	50	50	100
SCM-C-MBA-PG	II/137-1/C10	Production & Operations Management	4	4	50	50	100
SCM-C-MBA-PG	II/137-1/C11	Human Resource Management	4	4	50	50	100
SCM-C-MBA-PG	II/137-1/OE 1	*Open Elective OR*	4	4	50	50	100
SCM-C-MBA-PG	II/137/SEC1	E- Business	4	4	50	50	
SCM-C-MBA-PG	II/137-1/C 12	Business Environment	4	4	50	50	100
SCM-C-MBA-PG	II/137-1/SEC2/A	Management of Creativity and Innovations **OR**	4	4	50	50	
SCM-C-MBA-PG	II/137-1/SEC3/B	Principles of Banking **And**	2	2	0	50	100
SCM-C-MBA-PG	III/137-1/GE1/B	Tally (Practical) $	2	2	50	0	
Total			**28**	**28**	**350**	**350**	**700**

Open Electives (OE) for Inter Credit Transfer: Research methodology (4 credits)/Online course from NPTEL or MOOC / SWAYAM of 4 credits

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

Program Code	Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	III/137-1/C13/A	Business Policy & Strategic Management **OR**	4	4	50	50	
SCM-C-MBA-PG	III/137-1/SEC4/B	Foreign Language : Spanish/ French **AND**	2	2	0	50	100
SCM-C-MBA-PG	III/137-1/SEC5/B	Productivity and Quality Management	2	2	50	0	
SCM-C-MBA-PG	III/137-1/SEC5	Entrepreneurship Development	4	4	0	50	100
SCM-C-MBA-PG	III/137-1/C14	International Business Management	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/C15	Managerial Communication	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/OE2	OPEN ELECTIVE **OR**	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/SEC4	E-Business					
Total			20	20	250	250	500
FUNCTIONAL ELECTIVES I (Marketing) Group A							
Program Code	**Numerical Code**	**Subject/Title of the Course**	**No. of lectures per week**	**No. of Credits per courses**	**Internal**	**University**	**Total Marks**
SCM-C-MBA-PG	III/137-1/DSE1/A	Consumer Behavior & Marketing Research	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE2/B	Advertising, Sales Promotion, Sales & Distribution Management	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE3/C	Rural and Industrial Marketing	4	4	50	50	100
Electives Total			12	12	150	150	300

FUNCIONAL ELECTIVES II (Finance) Group B							
Program Code	Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	III/137-1/DSE4/A	Security Analysis & Portfolio Management.	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE5/B	Strategic Financial Management and Financial Derivatives	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE6/C	International Financial Management	4	4	50	50	100
Electives Total			12	12	150	150	300
FUNCTIONAL ELECTIVES III (HRM) Group C							
Program Code	Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	III/137-1/DSE7/A	Leadership Skill and Change Management	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE8/B	International Human Resource Management	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE9/C	Management of Industrial relations & Employment Laws and	4	4	50	50	100
Electives Total			12	12	150	150	300
FUNCTFUNCTIONAL ELECTIVES IV (Information Systems) Group D							
Program Code	Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	III/137-1/DSE10/A	Structured System Analysis & Design	4	4	50	50	100
SCM-C-MBA-PG	III/137-1/DSE11/B	Software Engineering & Management	4	4	50	50	100

SCM-C-MBA-PG	III/137-1/DSE12/C	Database Management Systems	4	4	50	50	100
Electives Total			**12**	**12**	**150**	**150**	**300**
Total			**68**	**32**	**400**	**400**	**800**

Open Electives (OE) of 4 credits either from foreign language or any other.

➤ Candidates can opt for the online NPTEL (https://onlinecourses.nptel.ac.in), SAWYAM, MOOC OR any other government recognized Management related course offered for 4 credits on his/her own, complete it successfully before admission in third semester, and submit the completion certificate to the director of the school. Through this he/she can avail the benefit of waiving the four-credit course in third semester in open elective.

M.B.A. (Second Year: IV Semester
Compulsory subjects

Program Code	Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	IV/137-1/SEC7/A	Operations Research **OR**	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/SEC8/B	Research Methodology	4	4	50	50	
SCM-C-MBA-PG	IV/137-1/GE 2/A	Corporate Governance, Business Ethics & Ethos **OR**	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/SEC8/B	Logistics & Supply chain management **OR**	4	4	50	50	
SCM-C-MBA-PG	IV/137-1/SEC9/C	Management Control System **OR**	4	4	50	50	
SCM-C-MBA-PG	IV/137-1/SEC10/D	Startup & New Venture management	4	4	50	50	
SCM-C-MBA-PG	IV/137-1/GE3/A	Management Information Systems **OR**	02+02=04	4	50	50	100
SCM-C-MBA-PG	IV/137-1/GE4/B	Disaster Management	4	4	50	50	
Compulsory Total			**12**	**12**	**150**	**150**	
FUNCTIONAL ELECTIVES – I (Marketing Management)							
Program Code	**Numerical Code**	**Subject/Title of the Course**	**No. of lectures per week**	**No. of Credits per courses**	**Internal**	**University**	**Total Marks**
SCM-C-MBA-PG	IV/137-1/DSE 13/I	Project Report and Viva Voce (on Major Elective (specialization))	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE14/I	Services & Relationship Marketing	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE15/I	Retail Management	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE16/I	Product & Brand Management	4	4	50	50	100
Electives Total			**16**	**16**	**200**	**200**	**400**

FUNCTIONAL ELECTIVES – II (Financial Management)							
Program Code	**Numerical Code**	**Subject/Title of the Course**	**No. of lectures per week**	**No. of Credits per courses**	**Internal**	**University**	**Total Marks**
SCM-C-MBA-PG	IV/137-1/DSE 17/II	Project Report and Viva Voce	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE18/II	Corporate Income Tax and Planning (Business Taxation)	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE19/II	Financial Services Management	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE20/II	Banking Services Operation	4	4	50	50	100
Electives Total			**16**	**16**	**200**	**200**	**400**
FUNCTIONAL ELECTIVES – III (Human Resource Management)							
Program Code	**Numerical Code**	**Subject/Title of the Course**	**No. of lectures per week**	**No. of Credits per courses**	**Internal**	**University**	**Total Marks**
SCM-C-MBA-PG	IV/137-1/DSE 21/III	Project Report and Viva Voce	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE22/III	Human Resource Training & Development	4	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE23/III	HRP and Strategic Human Resource Management	4	4	50	50	100
SCM-C-MBA-PG	IV/SC30/DSE24/III	Performance Management & Retention Strategies.	4	4	50	50	100
Electives total			**16**	**16**	**200**	**200**	**400**

FUNCTIONAL ELECTIVES – IV (Information Systems Group D)							
Program Code	Numerical Code	Subject/Title of the Course	No. of lectures per week	No. of Credits per courses	Internal	University	Total Marks
SCM-C-MBA-PG	IV/137-1/DSE 25/IV	Project Report and Viva Voce	3+1=04	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE26/IV	Strategic Management of Information Technology	3+1=04	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE27/IV	Information Systems Audit & Control	3+1=04	4	50	50	100
SCM-C-MBA-PG	IV/137-1/DSE28/IV	Emerging Trends in Information Technology	4	4	50	50	100
Electives Total			16	16	200	200	400
Total			66	28	350	350	700

Summary of Credit System

Class	Total credit in the semester
M.B.A. Semester I	24
M.B.A. Semester II	28
M.B.A. Semester III	32
M.B.A. Semester IV	28
Total	112

M.B.A. Mark Distribution

Semester	Internal	University Exam	Total
M.B.A. Semester I	300	300	600
M.B.A. Semester II	350	350	700
M.B.A. Semester III	400	400	800
M.B.A. Semester IV	350	350	700
Total	**1400**	**1400**	**2800**

Types of courses in MBA curriculum

1	Core	15
2	Open elective	2
3	SEC	10
4	GE	4
5	DSE	28
Total courses		**59**