

PROPOSED STRUCTURE OF MASTER IN BUSINESS ADMINISTRATION (M.B.A.)

Semester-I and II w.e.f. July 2014			
Paper	Semester-I	Paper	Semester-II
101	Management Science	201	Business Research Methods
102	Corporate Communication Skills	202	Information Technology For Managers
103	Managerial Economics	203	Global Economics Scenario
104	Human Resource Management	204	Marketing Management
105	Business Accounting	205	Management Accounting
106	Organizational Behavior –I	206	Organizational Behavior– II
107	Corporate Social Responsibility	207	Financial Management
108	Quantitative Techniques	208	Operations Management

Paper	Semester-III	Paper	Semester-IV
301	Strategic Management	401	Current Business Scenario
302	Management Information System & ERP	402	e-Commerce & Excellence Management
303	Legal Aspects Of Business	403	Indian Commercial Laws
304	Specialization-I	404	Entrepreneurship & Project Management
305	Specialization-II	405	Specialization-V
306	Specialization-III	406	Specialization-VI
307	Specialization-IV	407	Specialization-VII
308	Field Work/ Survey Report	408	Project Report & Viva-Voce

<u>A</u>	Financial Management
<u>B</u>	Marketing Management
<u>C</u>	Human Resource Management
<u>D</u>	Operations & Materials Management
<u>E</u>	International Business Management
<u>F</u>	Agro Business Management
<u>G</u>	Information Management & System Management
<u>I</u>	Retail Management
<u>J</u>	Hospitality Management

STRUCTURE OF MASTER IN BUSINESS ADMINISTRATION (M.B.A.)

Semester-I and II									
Paper	Semester-I	Maximum marks			Paper	Semester-II	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
101	Management Science	40	60	100	201	Business Research Methods	40	60	100
102	Corporate Communication Skills	40	60	100	202	Information Technology For Managers	40	60	100
103	Managerial Economics	40	60	100	203	Global Economics Scenario	40	60	100
104	Human Resource Management	40	60	100	204	Marketing Management	40	60	100
105	Business Accounting	40	60	100	205	Management Accounting	40	60	100
106	Organizational Behavior -I	40	60	100	206	Organizational Behavior – II	40	60	100
107	Corporate Social Responsibility	40	60	100	207	Financial Management	40	60	100
108	Quantitative Techniques	40	60	100	208	Operations Management	40	60	100
Total Maximum Marks		320	480	800	Total Maximum Marks		320	480	800

Semester-III and IV									
Paper	Semester-III	Maximum marks			Paper	Semester-IV	Maximum marks		
		Int.	Ext.	Total			Int.	Ext.	Total
301	Strategic Management	40	60	100	401	Current Business Scenario	40	60	100
302	Management Information System & ERP	40	60	100	402	e-Commerce & Excellence Management	40	60	100
303	Legal Aspects Of Business	40	60	100	403	Indian Commercial Laws	40	60	100
304	Specialization-I	40	60	100	404	Entrepreneurship & Project Management	40	60	100
305	Specialization-II	40	60	100	405	Specialization-V	40	60	100
306	Specialization-III	40	60	100	406	Specialization-VI	40	60	100
307	Specialization-IV	40	60	100	407	Specialization-VII	40	60	100
308	Field Work/ Survey Report	40	60	100	408	Project Report & Viva-Voce	40	60	100
Total Maximum Marks		320	480	800	Total Maximum Marks		320	480	800

STRUCTURE OF MASTER IN BUSINESS ADMINISTRATION (M.B.A.)

W. E. FROM JULY 2014

1. TITLE OF THE DEGREE

This degree shall be titled as Master in Business Administration (MBA) with the mention of Specialization in the bracket as “MBA (Specialization)”. This new curricula shall be effective from July 2014.

2. DURATION

The regular Full Time Course shall be of 2 Years duration; comprising of 4 Semesters through Theory papers, Practical, Project report, Field work, Viva-voce, and such other Continuous Evaluation Systems as may be prescribed, in this respect, from time to time.

3. ELIGIBILITY FOR ADMISSION

As per admission rule framed by the Directorate of Technical Education, Government of Maharashtra.

4. PATTERN

- 3.1. The suggested curriculum comprises 32 papers. Similarly, the student has to opt for one specialization as specialization comprising 8 papers, of which for 1 paper the student has to undergo Summer Internship Project for minimum period of 7 weeks.
- 3.2. Each semester will have 8 papers of 100 marks each, thus comprising 3200 marks for the Degree.
- 3.3. The external assessment shall be based on external written examination to be conducted by the university at the end of the each semester.
- 3.4. The student shall not be allowed to appear for the semester examination unless the Head/Director of the Department/Institution certifies completion of internal work, regularity, practical etc. The institution / Department shall submit alongwith this certificate Internal marks to the COE of the University.
- 3.5. CGPA system as devised by the University shall be applicable.
- 3.6. Continuous evaluation of the students shall comprise the 60+40 pattern; where every paper of 100 marks, shall be divided as External evaluation of 60 marks and Internal continuous assessment of 40 marks.

3.7. Continuous Internal assessment may comprises-

3.5.1. Two Class tests of 10 Marks each – Total 20 Marks

3.5.2. 20 Marks for Classroom Paper Presentation, Research Paper Presentations at State Seminars, Research Paper Presentations at National Seminars, Publications in Journals, Practical (Computer related courses), Presentations of Case Study, Group Discussions, Book Review, Survey, Active participation in Event Management, Industrial Visit, Placement Activities, Institutional Branding Activities, Visit to National/International Business Exhibition etc. in related subjects (at least Two activity have to be completed by the student per semester per paper to be supervised and guided by the concerned subject teacher).

5. PASSING STANDARDS

5.1. In order to pass the examination the candidate has to obtain 50% marks in aggregate & at least 40% marks for each head separately, that is 24 marks out of 60 (External) & 16 marks out of 40 marks (Internal) for all courses.

5.2. The student shall be allowed to keep the terms of the next year as per the University rules.

6. GUIDELINES FOR TEACHING

6.1. There shall be atleast 50 lecture hours per semester per course. The duration of the lectures shall be 60 minutes each. There shall be atleast 14-16 weeks of teaching before commencement of examination of respective semester.

6.2. There shall be 4 lectures / week / paper.

6.3. The semester workload is balanced with 8 full papers of 100 marks each / semester. Thus 400 lectures hours are considered for teaching sessions and 48 lecture / sessions shall be used for continuous assessment.

6.4. Self study shall be natural requirement beside the time table. The Faculty will have to exert a little extra for cultivating reading habits amongst the students.

6.5. The teaching method shall comprise a mix of Lectures, Seminars, Group discussions, Brain storming, Game playing, Interactions with Executives etc. so as to prepare the students to face the global challenges as business executive for this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.

6.6. Case study method preferably shall be used wherever possible for the better understanding of the students.

6.7. Each institute shall issue annual souvenir as well as a placement brochure separately to each student and a copy of the same shall be submitted to the university before the end of the year.

7. GUIDELINES FOR FIELD WORK/ SURVEY REPORT

- 7.1. Each student shall have to undergo a field work/ Survey Assignment while 3rd Semester.
- 7.2. In the Third semester examination student were to do “field work/ Survey Assignment” individually; compulsorily based on social problems as mentioned in clause 8.5 below. No group work is allowed in this. The topic should be decided with consultation and guidance of internal teacher of the Institute. The field work should be necessarily Research oriented, Innovative and Problem solving.
- 7.3. The field work/ Survey Assignment should be related (Not restricted) to social problems,
- 7.4. The departments / institute shall submit the detailed list of candidate with field work/ Survey Assignment Titles, name of the organization, internal guide on or before 31st October of the second year.
- 7.5. The themes for field work should be related (Not Restricted) to Social issues such as - Education, Sanitation, Health, Village/cottage industry, watershed management, problems of slum area, Tribal upliftment, Rehabilitation, Andhashraddha etc...
- 7.6. The student has to write a report based on the actual Field work, get it certified by the concerned Guide/teacher (With Minimum 2 years of teaching Experience) that the field work/ Survey Assignment has been satisfactorily completed and submit one typed copies of the same to the Head / Director of the institute.
- 7.7. Field work/ Survey Assignment shall be strictly based on primary data. The Sample Size shall be minimum 50.
- 7.8. Student is expected to use SPSS/PASW or similar software for data analysis and Hypothesis Testing.
- 7.9. field work/ Survey Assignment details should be displayed on institutes websites
- 7.10. field work/ Survey Assignment viva shall be conducted at the end of Semester III
- 7.11. Viva Voce for one student shall be of minimum 15 minutes. The Student has to prepare PowerPoint presentation based on field work/ Survey Assignment to be presented at the time of Viva voce.
- 7.12. The field work/ Survey Assignment will carry maximum 100 marks, of which internal teacher shall award marks out of maximum 40 marks on the basis of work done by the student. Remaining marks shall be awarded out of maximum 60 marks by examining the student during Viva-voce, by the panel of the examiners comprises one internal & one External examiner to be appointed by the University.
- 7.13. No students will be permitted to appear for Viva-voce and Semester III examinations, unless and until (s) he submits the field work/ Survey Assignment before the stipulated time.

8. GUIDELINES FOR PRACTICAL TRAINING AND SUMMER INTERNSHIP PROJECT

- 7.1. Each student shall have to undergo a practical training for a period of not less than 7 weeks during vacation falling after the end of either IInd Semester.
- 7.2. In the Fourth semester examination student were to do "Project Work" individually on the basis of Specialization. No group work is allowed in this. The topic should be decided with consultation and guidance of internal teacher of the Institute at the end of the first year, so that the student can take up the training during the vacations. The Project should be necessarily Research oriented, Innovative and Problem solving.
- 7.3. The departments / institute shall submit the detailed list of candidate with Project Titles, name of the organization, internal guide & functional elective to the university on or before 31st January of the second year.
- 7.4. No teacher shall be entrusted with more than 15 students for guidance and supervision.
- 7.5. The student has to write a report based on the actual training undergone during the vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and submit Two typed copies of the same to the Head / Director of the institute.
- 7.6. It is responsibility of concerned Institute to check the authenticity of Project.
- 7.7. Student may use SPSS software if required.
- 7.8. One of the reports submitted by the student shall be forwarded to the University by the Institute before 1st March.
- 7.9. The student shall submit Synopsis of Project duly signed by Project guide to concerned head. The Head has to forward the Synopsis by e-mail only to external supervisor appointed by University.
- 7.10. Project details should be displayed on institutes websites
- 7.11. Project viva shall be conducted at the end of Semester IV
- 7.12. Viva Voce for one student shall be of minimum 15 minutes. The Student has to prepare PowerPoint presentation based on Project work to be presented at the time of Viva voce.
- 7.13. 10 % of the projects May be given by institute to the students for summer training as basic research projects.
- 7.14. The project work will carry maximum 100 marks, of which internal teacher shall award marks out of maximum 40 marks on the basis of project work done by the student as a continuous assessment. Remaining marks shall be awarded out of maximum 60 marks by examining the student during Viva-voce, by the panel of the external examiners to be appointed by the University.

7.15. No students will be permitted to appear for Viva-voce and Semester IV examinations, unless and until (s) he submits the project report before the stipulated time.

9. ADDITIONAL MAJOR SPECIALIZATION

8.1. The student who has passed MBA of this University with a specific specialization may be allowed to appear for MBA examination again, with other specialization by keeping term for the IIIrd and IVth semester for the so opted 8 papers of additional specialization. He has to appear for 8 papers including Project report of the additional specialization so opted.

8.2. He shall be given exemption for all other papers.

8.3. The student has to pay only Tuition fees for one year as may be prescribed from time to time for this purpose.

8.4. The student is not entitled to receive separate Degree Certificate or Class for this additional specialization.

10. STRUCTURE OF THE QUESTION PAPER

9.1. Each question paper shall be of 60 marks and of 3 hours duration.

9.2. **For Theory papers** there will be 2 Sections. In section I a candidate shall be required to answer 3 questions out of 5 questions & in section II (s)he shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.

9.3. **For Composite papers (theory and practical / problems)** there will be 2 sections. In section I (practical/problem) a student shall be required to answer 3 questions out of 5 questions & in section II (Theory) (s)he shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.

9.4. **For papers including case studies(101, 106, 206, 301, 303 & 403)** there shall be 2 Sections. In Section I (Theory) a student shall be required to answer 3 questions out of 5 questions & in Section II (Case studies) 2 case Studies out of 3 case studies to be attempted by the students. All questions shall carry equal marks i.e. 12 marks each.

9.5. **For case studies (Specialization Paper - 406)** out of 5 cases 3 cases should be attempted by the student. Each case shall carry 20 marks.

11. ELIGIBILITY OF THE FACULTY

Strictly As per norms fixed by AICTE / UGC and North Maharashtra University (www.nmu.ac.in)

12. JOB OPPORTUNITIES

In India, a Masters in Business Administration is considered as an attractive career option as after pursuing this degree, the demand of a student in the industry goes up. It is such a degree which makes students ready for a Managerial level role in the chosen field.

- Finance forms a major part of the operations of any company and there are great opportunities lying ahead for students of MBA finance, The prime areas where opportunities occur are Commercial Banking, Corporate Finance, Apart from these there are openings as financial planner, credit manager, investor relations officer, insurance advisor, risk management, money management, real estate planner and investment banking.
- Marketing is another common career path for MBA grads. Most large businesses, and many small businesses, utilize marketing professionals. Career options exist in areas of branding, advertising, promotions, and public relations. Some of the job titles include marketing manager, branding specialist, advertising executive, public relations specialist, and marketing analyst.
- HR is another field which is in demand in both public and private sector organizations. One can seek employment in public and private sector industries, banking and financial institutions, corporate houses, and multinational companies.
- Operations and Materials management specialization offers a very good scope to graduate engineers and can seek jobs in areas such as Material controls specialist, Inventory control specialists, Material planner, Loss control specialist, Production departments and quality assessment department.
- The Information Technology field also needs MBA grads to oversee projects, supervise people, and manage information systems. Career options are bright for IT and Systems mgt specialization. Many MBA grads are chosen to work as project managers, information technology managers, and information systems managers.
- Agriculture is the backbone to the Indian economy. This sector occupies 17.5% rate in the national GDP. Every company that is doing business transactions with farmers come under the agribusiness sector. Therefore opportunities for Agro business management students are tremendous; students can join in the warehousing, retail, seeds companies, fertilizers and pesticides companies, banks and insurance sectors. They can join management experts in the agriculture related industries, policy makers in financial industries. A career in agriculture consultancy, journalism, agri banking, hi-tech farming and agriculture engineering sectors also is a possibility.
- Apart from all these fields, there exists an opportunities in the export field with specialization as International Business Management. This field has got vast scope in the wake of globalization. The world became small as far as business and technology is concerned, this poses lot of challenges for international business opportunities.
- Retail Industry is one of the fastest changing and vibrant industries in the world, and has contributed to the economic growth of many countries. Indian retail sector has been rated as the fifth most attractive, emerging retail market in the world. Retail industry is expected to grow at a compound rate of 30 per cent over the next five years. Some of the

opportunities available for students after specializing in retail are Customer Sales Associate, Department Manager, Floor Manager, Category Manager, Store Manager, Retail Operation Manager, Visual Merchandisers Manager, Back-end Operations Logistics, Warehouse Managers, Retail Communication Manager and Retail Marketing Executives.

- Hospitality management specialization students can find work in catering, conference and events management, the entertainment and leisure sector, facilities management, food service management as well as Hospital Management and Tourism industry. Self-employment is an option with experience, business sense and a sound plan.

Finally merely a buzz word, MBA, produces lot of opportunities; it is the responsibility of the student to capture the hand on knowledge to understand the changing needs of the corporate world. One has to make sure that this conceptual knowledge opens up the doors to enter into the “Corporate world” which is normally our aim. This means one can become a successful entrepreneur or a manager depends upon how he/she shapes up with the knowledge...MBA degree is a GATEWAY.

EQUIVALENCE OF OLD AND NEW COURSES FOR MASTER IN BUSINESS ADMINISTRATION (M.B.A.)

Old Paper	Old courses (w.e.f.- July 2011)	New Paper	New courses (w.e.f.- July 2014)
Semester-I			
101	Management Science	101	Management Science
102	Accounting for Managers	105	Business Accounting
103	Managerial Economics	103	Managerial Economics
104	Information Technology for Managers	202	Information Technology For Managers
105	Introduction To Operations Management	208	Operations Management
106	Organizational Behavior	106	Organizational Behavior - I
107	Corporate Social Responsibility	107	Corporate Social Responsibility
108	Corporate Communication Skills	102	Corporate Communication Skills
Semester - II			
201	Management Practices	206	Organizational Behavior – II
202	Business Research Methods	201	Business Research Methods
203	Global Economic Scenario	203	Global Economics Scenario
204	Management Information System and ERP	302	Management Information System & ERP
205	Financial Management	207	Financial Management
206	Human Resource Management	104	Human Resource Management
207	Marketing Management	204	Marketing Management
208	Quantitative Techniques	108	Quantitative Techniques
Semester - III			
301	Strategic Management	301	Strategic Management
302	e-Commerce & Excellence Management	402	e-Commerce & Excellence Management
303	Legal Aspects of Business	303	Legal Aspects Of Business
304	Specialization-I (Major)*	304	Specialization-I
305	Specialization-II (Major)*	305	Specialization-II
306	Specialization-III (Major)*	306	Specialization-III
307	Specialization-IV (Major)*	307	Specialization-IV
308	Specialization (Minor-I)**		Three chances to be given of the same paper (308 minor-I)
Semester - IV			
401	Family Business Management	401	Current Business Scenario
402	Entrepreneurship & Project Management	404	Entrepreneurship & Project Management
403	Indian Commercial Laws	403	Indian Commercial Laws
404	Specialization-V (Major)*	405	Specialization-V
405	Specialization-VI (Major)*	406	Specialization-VI
406	Specialization-VII (Major)*	407	Specialization-VII
407	Project Report & Viva-Voce*	408	Project Report & Viva-Voce

408 | Specialization (Minor-II)**

Three chances to be given of the same paper
(408 minor-II)