



**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**

MASTER OF BUSINESS ADMINISTRATION (MBA)

SYLLABUS

For

Ist Year

(According TO NEP2020)

(Applicable from 2024)

Programme Outcomes:

On completing the program successfully, the student will be able to:

PO1: Demonstrate and apply the knowledge of Management science: Ability to express, demonstrate, analyze, create and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.

PO2: Think critically to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.

PO3: Enhance verbal, written, and interpersonal communication skills, as well as negotiation techniques, to effectively engage with stakeholders.

PO4: Utilize relevant IT tools for business analysis and decision-making..

PO5: Apply quantitative and qualitative analytical techniques to make data-driven decisions for improving organizational performance.

PO6: Apply leadership skills to work effectively in a team and function effectively as an individual, as a member or leader in diverse teams in multidisciplinary business settings.

PO7: Social Awareness and Moral & Values - Apply and display ethical principles and commit to professional ethics and responsibilities and act with integrity.

PO8: Engage in independent and life-long learning and take up challenging assignments for self development.

PO9: Identify new business opportunities and innovate at the workplace.

PO10: Cultivate a mindset for continuous learning and professional growth, adapting to changing business environments and emerging trends.

PO11: Inculcating human values to foster respect, empathy, integrity, and social responsibility to contribute positively to society and promote fairness in business practices.

PO12: Evaluate the ethical implications of business decisions and practices.

SEMESTER- I



TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT

Name Of The Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Organisational Behaviour & Principles of Management	
CATEGORY	Mandatory	
COURSE CODE	MBA24-101	
PAPER NO	1	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

COURSE OBJECTIVES:

1. To provide adequate basic understanding about the managerial functions like planning, organizing, staffing, leading and controlling to the students.
2. To provide a basis of understanding to the students with reference to working of business organization through the process of management.

COURSE OUTCOME:

By the end of the course, students will be able to understand:

1. Fundamental concepts and principles of management including roles, skills and functions of management.
2. Concepts and approaches to decision making, leadership, motivation, management control, quality management.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Organisational Behaviour : Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models, Organizational culture and climate – Factors affecting organizational climate.	8	8	NA	6	9
2	Management- Meaning, Definition, Nature & Significance of Management, Evolution of Management, Management as a combination of Art & Science, Management Vs Administration.	8	8	NA	7	11
3	Features and Functions of Management: Planning, Organizing, Staffing, Directing, Controlling, Levels of Management, Manager- Roles and Responsibilities of Manager, Skills required by manager, Manager Vs Administrator	8	8	NA	8	10
4	Perception and Motivation: Meaning, Importance of Perception, Factors influencing perception , Process of Perception; Meaning, Importance of Motivation, Theories of Motivation: Maslow's Hierarchy of Needs, Herzberg Two factor Theory, McGregor's X and Y Theories, Vroom's Expectancy Theory.	8	12	NA	8	10
5	Group Dynamics: Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.	8	8	NA	8	10

6	Theories of Management: Classical, Neoclassical, Modern Theories of Management.	5	5	NA	8	10
Total		45	45	-----	40	60

List of Reference Books:

Title	Author	Publisher
Human Behaviour at work	Davis & Newstrom	McGraw-Hill Education
Organizational Behavior	Uma Sekaran	McGraw-Hill Education
Principles and Practices of Management	Dr. P.C. Shejwalkar & Dr. Anjali Ghanekar	Everest Publishing House
Principles of management	Rudani, Ramesh	McGraw Hill Education (India) Private Limited
Principles of management	Ganguly, Atreyee	Cengage Learning India Pvt. Ltd
Essentials of Management	Koontz	McGraw Hill Education
Principles of management.	Ramasamy, T.	Himalaya Publishing House

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DEPARTMENT OF MANAGEMENT



Name Of The Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Economics for Management	
CATEGORY	Mandatory	
COURSE CODE	MBA24-102	
PAPER NO	2	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

INTRODUCTION:

This course is designed to impart knowledge of the concepts and principles of Economics, which govern the functioning of a firm/organization under different market conditions. It further aims at enhancing the understanding capabilities of students about macro-economic principles and decision making by business and government.

COURSE OBJECTIVES:

- To make the students aware of the various economic theories and principles
- To equip them with the required tools and techniques for improving their decision-making skills.

COURSE OUTCOMES:

- The student must have micro and macro-economic perspective to understand the under pinning of management.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Market Equilibrium: Demand, Supply and Market equilibrium: Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity of demand and supply; Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply	9	9	NA	6	9
2	Theory of consumer behavior: Cardinal utility theory; ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods); Derivation of indifference curves using revealed preference theory. Consumption function and characteristics	9	9	NA	7	11
3	The Production Function – Classical and modern theories of production, The Iso-cost curves and concepts; Law of diminishing returns , returns to scale, The cost theory – cost concepts with using diagram and case studies.	9	9	NA	8	10
4	Theory of Firm and Market organization- Perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes), Monopoly (basic features,	9	9	NA	8	10

	short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes) Oligopoly (kinked demand curve, Cournot , Bertrand, Stackelberg theory), The case studies regarding price decision making under various market structure					
5	International economics – Tariffs , quotas and protective measures ; Exchange rate systems – types of exchange rates ; Terms of trade and its types	9	9	NA	8	10
Total		45	45	9	40	60

List of Reference Books:

Title	Author	Publisher
Managerial economics	Mote, V. L.	Tata McGraw Hill Education Private Limited
Managerial Economics	Gupta, G.S.	Tata McGraw Hill Education Private Limited.
Study of managerial economics	Gopalakrishna, D.	Himalaya Publishing House
Economics for business	Appannaiah, H.R.	Himalaya Publishing House

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Name of the Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Introduction to Management Accounting	
CATEGORY	Mandatory	
COURSE CODE	MBA24-103	
PAPER NO	3	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

INTRODUCTION:

Management accounting has undergone many changes in response to developments in the business environment and in business methods. In this introductory course, we examine the role of management accounting within a business. To understand the context for management accounting we begin by considering the nature and purpose of a business. Thus, we first consider what businesses seek to achieve, how they are organized and how they are managed. Having done this, we go on to explore how management accounting information can be used within a business to improve the quality of managers' decisions. We also identify the characteristics that management accounting information must possess to fulfill its role.

COURSE OBJECTIVES:

1. Understand the fundamental concepts of management accounting
2. Analyze financial data to aid managerial decision-making
3. Apply various management accounting techniques for planning and control
4. Evaluate financial performance using management accounting tools
5. Develop effective communication skills to present management accounting reports and findings

COURSE OUT COMES:

By the end of the course the student should be able to:

- Understand Basic Concepts and Principles
- Use various management accounting tools like marginal costing, variance analysis, and budgetary control to evaluate business performance.
- Analyze Financial Statements for Decision-Making
- Evaluate Budgetary Control Systems

- Create Relevant Financial Models for Decision-Making

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	The concept of Management Accounting <ul style="list-style-type: none"> • Introduction • Definitions • The Management and Financial Accounting Differs from each other • Difference between Management Accounting and Cost Accounting • Structure and use of Management Accounting • Overview of Planning, Control and Decision – Making 	4		NA	3	5
2	Principles of Double Entry Bookkeeping and Accountancy <ul style="list-style-type: none"> • Introduction • Double Entry System of Book-keeping • Classification of Accounts 	6			6	9
3	Journal and Subsidiary Book, Ledger <ul style="list-style-type: none"> • Journal • Purchase Book, Sales Book, Purchase Returns Book, Sales Returns Book • Ledger 	10			10	15
4	Cash Book <ul style="list-style-type: none"> • Introduction • Meaning of Cash Book and its advantages • Bank Transactions in a Cash Book • Honour and Dishonour of a Cheque • Cash Book with two columns- Cash and Bank • Cash Book with three Columns • Cash Book with Bank column only 	5			6	9
5	Trial Balance	6			3	5
6	Preparation of Final Accounting	10			10	15
7	Fixed Assets and Depreciations <ul style="list-style-type: none"> • Depreciation 	4			2	2

	<ul style="list-style-type: none"> Auditor's Duty as regards Depreciation 					
Total		45	45	NA	40	60

List of Reference Books:

Title	Author	Publisher
Double Entry Book Keeping	T.S. Grewal	Sultan Chand & Sons
Principles of Management Accounting	Manmohan & Goyal	Sahitya Bhawan
Introduction to Management Accounting	Harngren and Sundlem	Pearson Education
Management Accounting	Dr. Mahesh Kulkarni	Nirali Prakashan

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Program Code: 072

Year of Introduction: 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Marketing Management	
CATEGORY	Mandatory	
COURSE CODE	MBA24-104	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

INTRODUCTION:

Marketing Management is a discipline focused on the application of marketing techniques and the management of marketing resources and activities. It is important to gain insights into the dynamic nature of the markets and the ways and means to manage them, using theoretical knowledge and its applicability on the field.

COURSE OBJECTIVES:

- Understand the Concept and Scope of Marketing
- Analyze Product Decisions in Marketing
- Understand Market Segmentation and Targeting
- Identify and assess various pricing strategies

COURSE OUTCOME:

At the end of the course, students will be able to:

1. Understand the concept, nature, scope, and importance of marketing
2. Analyze product decisions encompassing product concepts, classifications, product mix, product line strategies, product life cycle, and new product development.
3. Assess pricing decisions by examining pricing objectives, factors influencing price determination,

pricing policies, methods, strategies, and responses to price changes.

4. Examine distribution channels and physical distribution decisions
5. Explore promotion decisions through an understanding of the promotion mix in detail.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Concept, Nature, Scope and Importance of Marketing; <ul style="list-style-type: none"> Marketing Concept and its Evolution; Marketing Mix; Marketing Environment – Macro and Micro Components and their Impact on Marketing Decisions. 	8	8	NA	6	10
2	Product Decisions: <ul style="list-style-type: none"> Concept of a Product; Classification of Products; Product Mix, Product Line; Product Life Cycle, New Product Development. 	8	8	NA	8	10
3	Market: <ul style="list-style-type: none"> Types of Markets, Targeting, Segmentation and Positioning. 	8	8	NA	6	10
4	Pricing Decisions: <ul style="list-style-type: none"> Pricing Objectives, Factors Affecting Price Determination; Pricing Policies Methods and Strategies, Initiating and Responding to Price Change. 	8	8	NA	6	10

5	Distribution Channels and Physical Distribution Decisions: <ul style="list-style-type: none"> • Nature, Functions, and Types of Distribution Channels; • Distribution Channel Intermediaries; • Channel Management Decisions; • Retailing and Wholesaling. 	8	8	NA	8	10
6	Promotion Decisions: Promotion Mix – Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations.	5	5	NA	6	10
Total		45	45	NA	40	60

List of Reference Books:

Title	Author	Publisher
Marketing Management	Ramaswami & Namakumari	Macmillan(India) Limited ,New Delhi
Marketing Strategies	Rajan Saxena	Tata McGraw-Hill Publishing Co. Ltd
Strategic Marketing Management	Khurana & Ravihandran	Global Business Press ,New Delhi

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NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Business Research methodology	
CATEGORY	Mandatory	
COURSE CODE	MBA24-105	
PAPER NO	5	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 4 Passing: 40%
	Theory : Yes	Practical : NA
TEACHING HOURS	Theory: 60	Practical: NA

INTRODUCTION:

Business research is a systematic inquiry whose objective is to provide information to solve managerial problems. This course is an introduction on how to do business research with an emphasis on applied problem solving. It has a major focus on problem identification and analysis, problem solving strategies and communication skills.

COURSE OBJECTIVES:

- 1) To understand the concept of research and the research process in Business environment.
- 2) To provide an exposure to the students about Business research which they are expected to possess when they enter the industry as Entrepreneurs.
- 3) To know the use of Statistical tools and Techniques for exploratory, conclusive and casual research.
- 4) To understand the concept of measurements in empirical system.
- 5) Use Statistical Techniques for analysis of research data.

COURSE OUTCOME:

- 1) Clearly identify and analyze business environment problems.
- 2) Find out appropriate effective ways to answer those identified problems.
- 3) Understand and apply the major types of research designs .
- 4) Formulate clearly defined research questions and analyze and summaries key issues and themes from existing literature.

- 5) To evaluate and conduct research and understand the ethical issues associated with the conduct of research.
- 6) Students will be able to know the skill of writing a research report.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Business Research Meaning ,Types Process, Features of Good Research, Research Applications in Business Decisions ,Formulation of Research proposal, Research Proposal Elements of a Research Proposal, Drafting a Research Proposal,	8	8	0	4	8
2	Research Design: good research design . Concept, Features of a good research design, applications of a Qualitative research and Quantitative research approaches, Comparison of both. Types of research -Exploratory , Descriptive , Depth Interview, Experience Survey, Focus Groups, Observation.	8	8	0	5	8
3	Hypothesis Meaning & Definition Sources of Hypothesis Types of Hypothesis Hypothesis: Types of Hypothesis , Null and Alternative Hypothesis Qualities of Hypothesis Difficulties in formulation of Hypothesis Concept of Hypothesis Testing – TESTS	8	8	0	6	8

4	Data types and Data Collection methods Types of Data – Primary Data: Definition, collection methods . Secondary data, Definition, collection methods Questionnaire Method: Questionnaire Construction – Personal Interviews, Telephonic survey, Interviewing, Email/Internet survey, online survey sites, their utility, constraints.	8	8	0	4	8
5	Sampling Basic Concepts: Introduction of Defining the Universe Concepts of Statistical Population, Sample, Characteristics of a good sample. Need and Importance of sampling Types of Sampling , Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random , Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size,(sample size determination formulae and numerical not expected)	8	8	0	6	8
6	Scaling & Measurements & processing of data How to measure? Levels of Measurement Scales – Likert Scale ,Graphic Rating scale ,Employee satisfaction scale Coding of data Tabulation of data	6	8	0	5	6
7	Processing & Data Analysis Editing, Coding, Tabulation ,Hypothesis Testing –Uni variate, Bivariate ,Multivariate	8	8	0	5	8

	Analysis ,T-Test .One –way, Two-way ,ANOVA , Non – Parametric –Chi-square test					
8	Report Writing Techniques of Interpretation with the help of Statistical Tools . Different Steps Layout Mechanics of Writing Report	6	6	0	5	6
Total Hours		60	60	NA	40	60

List of Reference Books:

Title	Author	Publisher
Research Methodology in Management	Michael, V. P.	Himalaya Publishing House
Business Research Methods	Cooper, Donald R.	Tata McGraw -hill publishing company ltd
Research Methodology	Kothari, C.R.	New Age International (P) Ltd
Business Research Methodology	Sachdeva, J. K.	Himalaya Publishing House

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NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072		
YEAR	1st year		
SEMESTER	I		
NAME OF COURSE	Basics of Computers and Information Technology		
CATEGORY	Mandatory		
COURSE CODE	MBA24-106		
PAPER NO	6		
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50	
CREDITS – MARKS	Total: 50	Credits: 2	Passing: 40%
	Theory : Yes	Practical : No	
TEACHING HOURS	Theory: 30	Practical: No	

COURSE OBJECTIVES:

1. Develop proficiency in Microsoft Word for creating and formatting business documents, reports, and letters.
2. Acquire practical skills in Microsoft Excel for data management, analysis, and basic financial modeling.
3. Master Microsoft PowerPoint for creating engaging and impactful presentations to convey business ideas effectively.
4. Apply the knowledge gained to enhance productivity, communication, and problem-solving in various business scenarios.

COURSE OUTCOMES:

After completion of the course, students will be able to:

1. Gain proficiency in creating, editing, and formatting documents efficiently.
2. Gain competency in managing data through filtering, validation, and data protection.
3. Create, edit and formatting spreadsheets with formulas and functions.
4. Design presentations through PowerPoint tools and deliver them confidently and professionally.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to computer system. Definition of computer, Basic building blocks, I/O units, CPU and ALU Generations of computers, classification of computers Characteristics of computer.	5	5	0	10	0
2	Hardware and Software Definition of Hardware, input devices, output devices, memory devices. Definition of Software, system software Definition of operating systems, Functions of operating system, Types of operating system, introduction to Dos , Windows , some examples of other computer and mobile operating systems, Application software, files and multimedia.	8	8	0	10	0
3	MS Word, MS Excel and MS PowerPoint Features of Microsoft Word Features of Microsoft Excel Features of Microsoft PowerPoint	7	7	0	10	0
4	Computer communication and networking Types of communication, communication media, Types of networks, goals of computer networks, Networks topologies, Communication process and some communication protocols. Downloading and Sharing Data, E-mail, Blogs and examples of Android Apps.	7	3	0	10	0
5	Virus and Antivirus Software Definition of viruses types of viruses Anti-virus software.	3	3	0	10	
Total		30	30	0	40	60

List of Reference Books:

Title	Author	Publisher
Mastering MS Office	Bittu Kumar	V&S Publishers
MS-Office 2010 Training Guide	Jain Sathish	BPB Publications

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NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Ancient Indian Management	
CATEGORY	Elective	
COURSE CODE	MBA24-E-107(1)	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 30	Practical: No

COURSE OBJECTIVES:

1. Understand the core principles of management embedded in ancient Indian texts and practices.
2. Explore the relevance of ancient Indian management philosophies in contemporary organizational practices.
3. Analyze case studies and teachings from ancient Indian scriptures for leadership, strategy, ethics, and governance.
4. Foster a holistic approach to decision-making by integrating ethical and sustainable practices.

COURSE OUTCOMES:

By the end of this course, students will:

1. Gain knowledge of ancient Indian management principles and their theoretical foundations.
2. Apply lessons from ancient Indian texts to contemporary management challenges.
3. Develop ethical and sustainable approaches to leadership and decision-making.
4. Cultivate a holistic perspective on organizational behavior and governance.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per	Theory	Practical	Marks Weightage	
					INT (continuous)	EXT

		unit			evaluation)	(end-sem)
1	Unit 1: Introduction to Ancient Indian Management: 1.1 Meaning and Significance of Ancient Indian Management 1.2 Introduction of Vedas and Upanishads, Puranas (Bhagvatgeeta and Ramayana) 1.4 Ethics in Management: Insights from the Bhagavad Gita and Ramayana	6	6	0	10	0
2	Unit 2: Leadership and Strategy 2.1 Leadership Lessons from the Bhagavad Gita: Vision, Duty, and Emotional Intelligence. 2.2 Leadership in medieval period of Indian History: Emperor Ashoka, Chhatrapati Shivaji Maharaj, Shrimant Bajirao Peshwa-I, Raja Chola-I, Rani Laxmibai, Ahilyabai Holkar, Tara Rani.	6	6	0	10	0
3	Unit 3: Organizational Behavior and Team Management 3.1 The Gurukul System: Knowledge Management and Mentorship 3.2 Concept of Yajna (Sacrifice) and its Relevance to Teamwork	6	6	0	10	0
4	Economic and Resource Management 4.1 Principles of Wealth Creation in Arthashastra 4.2 Trade and Commerce in Ancient India: Domestic and International (Indus Civilisation)	6	6	0	10	0
5	Unit 5: Practical Applications and Case Studies 5.1 Case Study: Chanakya's Strategic Alliances and Diplomacy 5.2 Sustainability Practices in Ancient Indian Traditions 5.3 Group Activity: Comparing Ancient and Modern Management Practices	6	6	0	10	0
Total		30	30	0	50	-----

List of Reference Books:

Title	Author	Publisher
Chanakya Niti	Radhakrishnan Pillai	JAICO Books
Bhagavad Gita: A Management Perspective	B Madhavan	Shroff Publishers and Distributors Pvt. Ltd.

Leadership Lessons from Indian Epics	Devdutt Pattanaik	Penguin India.
Indian Philosophy of Management	Ankur Joshi	Penguin India.

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DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Time Management (Online Course)	
CATEGORY	Elective	
COURSE CODE	MBA24-E-107(1)	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 30	Practical: No

INTRODUCTION:

In today's fast-paced world, time is one of the most valuable resources. Managing time effectively can lead to improved productivity, reduced stress, and a better quality of life. This 2-credit online course on Time Management introduces students to essential concepts, tools, and strategies for managing time efficiently. The course will explore key principles of time management, techniques to prioritize tasks, and ways to overcome procrastination. By the end of the course, students will be equipped with practical tools to manage their time effectively, both in academic and personal contexts.

COURSE OBJECTIVES:

- Understand why time management is important in daily life and work.
- Learn and use basic time management methods.
- Set goals, prioritize tasks, and avoid distractions.
- Create a personal plan to manage time better and balance work and life.

COURSE OUTCOMES:

Upon successful completion of the course, students will:

CO1. Demonstrate an understanding of key time management concepts, including time audit, prioritization, and goal setting.

CO2. Apply effective time management strategies in daily life to increase productivity and efficiency.

CO3. Create a personalized time management system using tools like calendars, to-do lists, and time tracking apps.

CO4. Identify and address personal time-wasters and learn strategies to overcome procrastination.

CO5. Evaluate their progress in time management, making necessary adjustments to improve performance.

COURSE DETAILS:

This course is an online course. Students shall complete the course through the following link:
<https://www.udemy.com/course/manageyourtime>

Assessment:

The Students will produce certificate of completion against which they will be evaluated. Apart from the online course the students will also go assignments complimenting the course.

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PROGRAM CODE: 072

YEAR of Introduction : 2024

<u>Syllabus Code No.</u>	<u>072</u>	
<u>YEAR</u>	<u>1st year</u>	
<u>SEMESTER</u>	<u>I</u>	
<u>NAME OF COURSE</u>	<u>Event Management</u>	
<u>CATEGORY</u>	<u>Elective</u>	
<u>COURSE CODE</u>	<u>MBA24-E-108(1)</u>	
<u>PAPER NO</u>	<u>6</u>	
<u>MARKING SCHEME</u>	<u>End-Semester (EXT): 0</u>	<u>Continuous evaluation (INT): 50</u>
<u>CREDITS – MARKS</u>	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : No
<u>TEACHING HOURS</u>	Theory: 30	Practical: No

COURSE OBJECTIVES:

1. Introduce students to the event management industry, its scope, and the various types of events.
2. To equip students with basic knowledge and skills in event planning, organization, and execution.
3. Teach students the step-by-step process of event planning.
4. Introduce students to event logistics.
5. Educate students about identifying potential risks and challenges in events and developing contingency plans to handle emergencies effectively.
6. Develop students' ability to work in teams and coordinate various aspects of an event smoothly.

COURSE OUTCOMES:

After completion of this course, the students will be able to:

1. Understand the concept of event management, its scope, and its role in various industries.
2. Learn step-by-step event planning and execution process.
3. Develop contingency plans and crisis management strategies to handle unforeseen challenges during events.

4. Demonstrate effective communication skills in dealing with the stakeholders.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Event Management Overview of the event industry Types of events and their purposes	4	4	NA	5	NA
2	Event Planning and Coordination Event concept development Venue selection and logistics Event life cycle: Pre-event planning, execution during the event and post-event evaluation. Risk assessment and contingency planning	12	2	10	20	NA
3	Event Marketing, Sponsorship and Fundraising Event branding and promotion strategies Sponsorship proposal development Fundraising strategies and donor relations	12	2	10	20	NA
4	Legal considerations for events.	2	2	NA	5	NA
Total		30	30	0	50	0

Recommended books:

Title	Author	Publisher
Event Management and Marketing	Dr. Anukrati Sharma and Dr. Shruti Arora	Bharti Publications
Event Management: A Zero Investment Startup Business	Abhijeet Bhattacharjee	Kindle Edition
Marketing Management Essentials You Always Wanted To Know	Callie Daum	Vibrant Publications

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	I	
NAME OF COURSE	Business Communication and Soft Skills	
CATEGORY	Elective	
COURSE CODE	MBA24-E-108(2)	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 40%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 30	Practical: No

INTRODUCTION:

Effective communication is the cornerstone of every successful business and plays a crucial role in the functioning of an organization. The ability to communicate effectively and build strong interpersonal skills is essential for managers and employees alike. This course on Business Communication and Soft Skills focuses on the development of skills necessary to excel in business environments. It covers various forms of communication, listening techniques, and team-building practices, helping students gain practical knowledge that is vital for professional success.

COURSE OBJECTIVES:

1. To help students understand the different types of communication used in business and their importance.
2. To teach students how to recognize and overcome communication barriers for better interaction.
3. To improve students' ability to communicate clearly and effectively using basic communication principles.
4. To develop students' teamwork and leadership skills for successful collaboration.

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1. Understand and apply the communication process and various types of business communication.

CO2. Identify and overcome barriers in communication for effective message exchange.

CO3. Use key communication principles (ABC rule, 7 C's) in both verbal and written communication.

CO4. Work effectively in teams, applying team-building techniques and leadership skills.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Types of Business Communication: Scope of communication in organizations The manager's role in communication Communication flow in organizations	6	6	0	10	NA
2	The Communication Process: Communication process model Barriers to communication	6	6	0	10	NA
3	Principles of Communication: Communication mediums Key communication principles (ABC rule, 7 C's, language use)	6	6	0	10	NA
4	Forms of Communication: Types of communication: Oral, written, non-verbal Merits and drawbacks of different communication forms	6	6	0	10	NA
5.	Listening Skills and Team Building: Effective listening and overcoming barriers Team development and building skills	6	6	0	10	
Total		30	30	0	50	0



SEMESTER- II

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



Name Of The Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Statistical and Quantitative Methods	
CATEGORY	Mandatory	
COURSE CODE	MBA24-201	
PAPER NO	1	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

COURSE OBJECTIVES:

3. To provide adequate basic understanding about the managerial functions like planning, organizing, staffing, leading and controlling to the students.
4. To provide a basis of understanding to the students with reference to working of business organization through the process of management.

COURSE OUTCOME:

By the end of the course, students will be able to understand:

3. Fundamental concepts and principles of management including roles, skills and functions of management.
4. Concepts and approaches to decision making, leadership, motivation, management control, quality management.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Progression: Arithmetic Progression, Geometric Progression, Logarithms, Surds and Laws of Indices, Elements of Determinants, Simple and Compound Interest, Set Theory, Permutations and Combinations, Functions, limits and Continuity, Elements of Differentiation, Elements of Integration, Numerical Problems, Case studies.	9	9		6	9
2	Introduction to Statistics: Data Collection, Classification, Tabulation, Frequency Distribution, Diagrammatic and Graphical Presentation, Measures of Central tendency – A.M., G.M., Median, Mode, Partition Values – Quartiles, Deciles and Percentiles, Index Numbers, Association of Attributes, Numerical Problems, Case studies.	9	9		6	9
3	Measure of Dispersion: Range, Coefficient of Range, Inter Quartile Range, Quartile Deviation, Coefficient of Quartile Deviations,	9	9		6	9

	Mean Deviation, Standard Deviation, Variance, Coefficient of variation, Combined Variance and Standard Deviation, Skewness, Moment, Kurtosis, Simple and Multiple Correlation and Regression Analysis, Forecasting and Time Series Analysis, Numerical Problems, Case studies.					
4	Fundamentals of Probability: Introduction, Sample Spaces and Events, Types of Events, Concepts of Probability, Definition and Approaches of Probability, Types of Probability – Counting, Geometry and Algebra, Theorems on Probability, Conditional Probability, The Baye's Theorem, Probability Distributions – Binomial, Poisson, Hyper geometric, Exponential and Normal Distribution, Mean and standard deviation of a Probability Distribution, Numerical Problems, Case studies.	9	9		6	9
5	Linear Programming: Introduction, Definition, Formulation of LPP, Graphical Method, Simplex Method, Big M Method, Two – Phase Method, Duality, Interpolation and Extrapolation, Markov Chain	9	9		6	9

	Analysis, Numerical Problems, Case studies. ANALYSIS OF TIME SERIES Components of a Time Series. Determination of Secular Trend and Seasonal Variations in Business Data. Least Squares Method as a Tool for Forecasting. • Numerical Problems, Case studies.					
Total		45	45	-----	40	60

List of Reference Books:

Title	Author	Publisher
Statistical and quantitative methods	Ranjeet Chitale	Nirali Prakashan
Research methodology and statistical techniques	Santosh Gupta	Deep & Deep Publication (P) Ltd
Business Statistics	S P Gupta, M P Gupta	Sultan Chand
Linear Programming and Decision Making	A S Narang	Sultan Chand

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



Name Of The Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Corporate Policies and Strategic Management	
CATEGORY	Mandatory	
COURSE CODE	MBA24-202	
PAPER NO	2	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

INTRODUCTION:

INTRODUCTION:

Businesses need to implement sound strategies to succeed. Those strategies form part of an overall management and business policy that guides the business in connecting with customers, generating profits and managing resources. The related concepts of strategic management and business policy are keys to help small business owners manage their responsibilities and set clear objectives.

COURSE OBJECTIVES:

- To provide an understanding of the concepts and importance of strategic management and corporate policies in achieving organizational goals.
- To explore the strategic management process, including vision, mission, and goal setting, and their role in guiding business decisions.
- To analyze the external and internal business environment and its influence on strategy formulation.
- To study various strategic tools and frameworks, such as corporate portfolio analysis, competitive strategies, and grand strategies.
- To familiarize students with recent trends and developments in strategic management, including sustainability, corporate social responsibility, and innovative business models.

COURSE OUTCOMES:

Upon successful completion of this course, students will be able to:

CO1. Distinguish between business policy and strategic management and understand their role in achieving competitive advantage.

CO2. Develop strategic objectives using the components and levels of the strategic management process.

CO3. Analyze external and internal environments using tools like PESTEL, Porter's Five Forces, and value chain analysis.

CO4. Evaluate and recommend business strategies using corporate portfolio analysis tools and modern strategic frameworks.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Business Policy and strategic management: Concept of Business policy, strategic management, evolution of strategic management, importance of strategic management, difference between business policy and strategic management, competitive advantage	8	8	NA	7	10
2	Strategic management process Components of strategic management process, Levels of strategy, strategic direction, vision mission, business definition, goals and objectives	8	8	NA	7	10
3	Analyzing Company's external environment Environmental appraisal using PESTEL analysis, Michael Porter's 5 forces model of competition, environmental threat and opportunity profile (ETOP), value chain analysis	8	8	NA	7	10
4	Corporate Portfolio Analysis: Business portfolio analysis using BCG matrix, GE Nine cell model, generic competitive strategies – low cost, differentiation and focus	8	8	NA	7	10

	strategy, concept of strategic business unit					
5	Grand Strategies Concept of Grand strategy, major strategy options – Stability strategy, Growth strategy, retrenchment strategy and combination strategy.	8	8	NA	7	10
6	Recent Developments: Balance score-card, Corporate Social Responsibility, Business ethics, Red ocean and Blue ocean strategy, McKinsey 7-S Model	5	5		5	10
Total		45	45	9	40	60

List of Reference Books:

Title	Author	Publisher
Corporate management	Mittal, A.C.	Vista International Publishing House
Strategic management concepts	David, Fres R.	Pearson Education
Business policy and strategic management	Kazmi, Azhar	Tata McGraw Hill Education Private Limited.
Strategic Management and Business Policy	Thomas L. Wheelen, J. David Hunger, Krish Rangarajan	Pearson

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



Name of the Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Human Resource Management	
CATEGORY	Mandatory	
COURSE CODE	MBA24-203	
PAPER NO	3	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

INTRODUCTION:

Human Resource Management (HRM) is a strategic approach to managing people in an organization effectively to achieve organizational goals. This course provides an overview of the core functions of HRM, including recruitment, selection, training, performance management, and compensation. It also emphasizes the importance of aligning HR strategies with business objectives and addresses emerging trends in the HR domain, such as technology integration, diversity, and workforce analytics.

COURSE OBJECTIVES:

- To provide an understanding of the core principles and practices of human resource management in organizations.
- To familiarize students with key HR functions, including recruitment, training, performance management, and compensation.
- To explore the role of human resource management in fostering organizational culture, employee engagement, and workplace diversity.
- To discuss contemporary challenges in human resource management, including technological advancements and global workforce trends.

COURSE OUT COMES:

Upon successful completion of this course, students will be able to:

CO1. Demonstrate a comprehensive understanding of HRM functions and their strategic role in organizational success.

CO2. Apply HR practices such as recruitment, training, and performance evaluation to real-world business scenarios.

CO3. Analyze and address HR challenges, including employee engagement, motivation, and retention.

CO4. Assess the impact of emerging trends like HR analytics and technology on HR management.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to HRM: Definition and Scope of HRM Nature & Philosophy Need Objectives Evolution of Human Resource Management; Functions of HRM Challenges of HRM	9	9	NA	8	12
2	Human Resource Planning: HR Planning Process Forecasting HR Demand and Supply Job Analysis and Design	9	9	NA	8	12
3	Recruitment and Selection: Recruitment & Selection Processes Recruitment & Selection Methods and Techniques Interviewing and Selection Tools	9	9	NA	8	12
4	Performance Management: Performance Appraisal Systems Setting Objectives and Measuring Performance Feedback and Developmental Planning	9	9	NA	8	12
5	Employee Relations and Labor Laws: Employee Rights and Relations Labor Laws and Industrial Relations	9	9	NA	8	12
Total		45	45	NA	40	60

List of Reference Books:

Title	Author	Publisher
Human Resource Management	Entrekin, Lanny	Routledge
Human resource management	Rao, V. S. P.	Cengage Learning India Pvt. Ltd
Human resource management	Amitabha Sengupta	Sage Publication India Pvt. Ltd
Human resource management	Gary Dessler	Pearson India Education Services Pvt Ltd.

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



Name of the Program: MASTER OF BUSINESS ADMINISTRATION

Program Code: 072

Year of Introduction: 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Financial Management	
CATEGORY	Mandatory	
COURSE CODE	MBA24-204	
PAPER NO	4	
MARKING SCHEME	End-Semester (EXT): 60	Continuous evaluation (INT): 40
CREDITS – MARKS	Total: 100	Credits: 3 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 45	Practical: No

INTRODUCTION:

Financial management is a fundamental discipline that focuses on the efficient acquisition, allocation, and utilization of financial resources within an organization. It plays a vital role in decision-making, ensuring the organization's financial stability and growth. This course provides students with a strong foundation in financial principles, tools, and techniques necessary to analyze and manage financial resources effectively. By exploring key concepts such as capital budgeting, financial planning, and risk management, students will be prepared to address real-world financial challenges.

COURSE OBJECTIVES:

- Comprehend the role of financial management in guiding organizational decisions.
- Analyze financial statements to assess an organization's performance and financial health.
- Acquire knowledge of financial planning, budgeting, and forecasting processes.
- Explore strategies for capital structure, investment, and risk management.

COURSE OUTCOME:

On successful completion of the course the students will be able to:

CO1. Grasp the meaning and objectives of financial management, focusing on profit and wealth maximization.

CO2. Analyze financial statements using techniques like ratio analysis and cash flow statements.

CO3. Assess working capital components, factors, and estimation methods for requirements.

CO4. Understand capital structure, cost of capital, and WACC.

CO5. Apply capital budgeting techniques (NPV, IRR, Payback Period) to evaluate investment

projects. Capital Budgeting of the firm

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Business Finance: Meaning and Definition of Financial Management, Objectives of Financial Management-(Profit Maximization and Wealth Maximization),Modern Approach to Financial Management- (Investment Decision, Financing Decision, Dividend Policy Decision), Finance and its relation with other disciplines, Functions of Finance Manager	9	9	NA	8	12
2	Techniques of Financial Statement Analysis: Introduction, Objectives of financial statement analysis, various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement	9	9	NA	8	12
3	Working Capital Management: Meaning of Working Capital, its components& types, Operating Cycle, factors affecting working capital, Estimation of working capital requirement.(Total Cost Method & Cash Cost Method)	9	9	NA	8	12
4	Capital Structure: Meaning and Factors affecting Capital Structure, Different sources of finance. Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC),Trading on Equity, Concept of Leverages and its types.	9	9	NA	8	12

5	Capital Budgeting: Meaning, Definition of Capital Budgeting, Time value of money. Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI&IRR	9	9	NA	8	12
Total		45	45	NA	40	60

List of Reference Books:

Title	Author	Publisher
Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd. New Delhi
Financial Management	Rajiv Srivastava, Anil Misra	Oxford University Press
Financial management	Prasanna Chandra	Tata McGraw-hill Publishing Company Ltd
Advance Financial Management	N.M. Vechlekar	

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072		
YEAR	1st year		
SEMESTER	II		
NAME OF COURSE	Regulatory Framework of Business		
CATEGORY	Mandatory		
COURSE CODE	MBA24-205		
PAPER NO	5		
MARKING SCHEME	Continuous evaluation (INT): 50		
CREDITS – MARKS	Total: 50	Credits: 2	Passing: 50%
	Theory : Yes	Practical : NA	
TEACHING HOURS	Theory: 30	Practical: NA	

INTRODUCTION:

Regulatory Framework has a significant role in business. The primary goals of business laws in India are twofold: To develop an environment favourable to business growth and to ensure that business functions within the greater framework of governance in the country. A variety of laws govern business operations. These broadly cover corporate legal framework; business transactions; labour; environment; dispute settlement, and so on. This course attempts to teach students to some fundamental legal issues of business. Important case laws, in addition to the appropriate statutory requirements, would be examined in each module.

COURSE OBJECTIVES:

- To acquaint students with general business law issues to help become more informed sensitive and effective business leaders.
- To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

COURSE OUTCOMES:

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Indian Contract Act: Nature & Classification of Contract Offer, Acceptance Consideration Pre concert, valid consideration & Valid Agreement Performance & Discharge of Contract Types of Contract Contract of Guarantee	6	6	NA		
2	Sales goods Act 1930 • Meaning – Sales of goods & agreement to sale • Condition & Warranty • Transfer of property or Ownership • Performance, rights & Remedial measures relating to contract sale	4	4	NA		
3	Indian Partnership Act 1932 • Meaning • Nature of Partnership & Types • Partnership deed, Rights & Liabilities of Partner • Dissolution of Partnership	4	4	NA		
4	Negotiable Instrument Act 1881 • Meaning types & characteristics • Negotiation & types of Endorsement • Negotiable instrument – disowner	4	4	NA		
5	Companies Act, 2013: Introduction to the Companies Act, 2013. Types of companies (Private, Public, and One Person Company). Corporate governance and its importance. Board of Directors and their responsibilities. Legal framework for mergers and	4	4	NA		

	acquisitions.					
6	Consumer Protection Law: The Consumer Protection Act, 2019. Rights of consumers and grievance redressal mechanisms. Role of the Consumer Court and regulatory bodies. Case studies on consumer disputes in business.	4	4	NA		
7	Intellectual Property Rights (IPR): Introduction to Intellectual Property (IP). Types of IP: Copyright, Trademark, Patents, and Trade Secrets. Protection of IP in business. Legal procedures for registering and protecting intellectual property.	4	4	NA		
Total		30	30	NA	50	0

List of Reference Books:

Title	Author	Publisher
Business regulatory framework	Jadhav, P. P. , Ghadge, B. D. & Geet, S.D	Nirali Prakashan
legal aspects of business	Pathak, Akhileshwar	McGraw Hill Publishing Company
Legal aspects of business	Geet ,S.D.	Nirali Prakashan

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	On Job Training	
CATEGORY	Mandatory	
COURSE CODE	MBA24-206	
PAPER NO	6	
MARKING SCHEME	End-Semester (EXT): 50	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 100	Credits: 4 Passing: 50%
	Theory: 50	Practical: 50
TEACHING HOURS	Theory: 20	Practical: 100

INTRODUCTION:

With the introduction of NEP 2020, the higher education programs in India are gearing up to combine theoretical learning with practical application. On-the-job training and internships are tools that provide students with opportunities to apply theoretical knowledge in real-world settings. This hands-on experience helps bridge the gap between classroom learning and practical application. Internships and on-the-job training programs also offer students the chance to develop essential skills that employers highly value. These include communication skills, problem-solving abilities, teamwork, and adaptability. By working in a professional environment, students gain valuable experience that enhances their employability.

This exposure allows them to explore different fields, understand industry trends, and identify areas of interest. It also helps students make more informed decisions about their career paths after graduation. At the same time, students get valuable networking opportunities. They interact with professionals in their field, build relationships, and expand their professional network. These connections can benefit future job opportunities, mentorship, and career guidance.

COURSE OBJECTIVES:

An OJT programme in general sets out to achieve objectives such as

1. Bridge Classroom Learning with Workplace Applications in order to align academic knowledge with real-world job expectations through hands-on industry experience.
2. Develop student's research capabilities through enhancing Technical, Research, and Analytical Skills
3. Integrate physical and digital learning modes in industry settings, supported by expert mentorship.
4. Enhance Professional and Entrepreneurial Competencies
5. Encourage Collaboration and Industry Engagement
6. Cultivate Social Responsibility and Teamwork

COURSE OUTCOMES:

After the completion of the OJT programme, the student will be able to;

CO1. Apply concepts learned in classrooms to real-world work environments, enhancing their understanding and skills.

CO2. Show insights into the challenges, opportunities, and culture of different workplaces, preparing them for future employment.

CO3. Navigate through various learning modalities effectively through exposure to hybrid learning models.

CO4. Show evidence of research aptitude and skills of critical thinking, analytical skills, and ethical research conduct in the conduct, and communication of their work

CO5. Use and appreciate the use of emerging technologies and their applications, enhancing their technological literacy and adaptability.

CO6. Display problem-solving abilities in making informed decisions in complex scenarios through practical situations.

CO7. Work in teams and collaborate to achieve common goals in diverse work environments through collaborative projects.

CO8. Give examples and cite ways of contributing to the field of work in a manner that displays social responsibility and sustainability.

CO9. Display integrity in their dealings with their work and the people that they interact with by upholding professional; principles and ethical standards.

Credits and Duration of On-the-Job Training (OJT):

- a. On-the-job training (OJT) will carry a weight age of Four Credits.
- b. **Each student is required to complete one hundred and twenty clock hours of On-the-Job Training (OJT).**
- c. **The OJT program is to be completed during Semester II.** According to the guidelines outlined in the National Education Policy (NEP), post graduate

students are expected to fulfill this requirement either within the second semester of their PG program or during the semester break following the second semester.

Evaluation of OJT:

Evaluation during the OJT program involves two key components:

External Evaluation: 50% and Internal Evaluation (50%).

The following is a suggested two-fold pattern of evaluation.

1. **Host Organization Evaluation:** The host organization will assess students based on criteria such as punctuality, completion of hours, and proficiency in required skill sets. They will also provide feedback on the student's overall performance.
2. **Department Mentor Evaluation:** Additionally, students will be evaluated by their department mentor based on their weekly reporting, written report, and viva voce/presentations.

In the event that a student is unable to fulfill their obligation to report to their designated organization on a particular day due to medical or other critical reasons, they are required to promptly notify both their department and the organization.

In case of the non-completion of On-the-Job Training (OJT) during the second semester, student must ensure that the backlog be completed before the conclusion of the third semester.

The suggested evaluation grid for the assessment:

External (OJT Supervisor in organisation)	Completion of Hours	Quality/Performance	Punctuality/Regularity	Total
	20	20	10	50
Department Mentor	Weekly Reporting	Written Report	Viva-Voce/Presentation	Total
	15	20	15	50
Grand Total				100

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Project Management	
CATEGORY	Elective	
COURSE CODE	MBA24-E-207A	
PAPER NO	7	
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 30	Practical: No

INTRODUCTION:

Project management is an essential subject that involves the planning, organisation, and supervision of projects to attain defined objectives within a specified timetable, budget, and scope. This course familiarises students with the essential principles of project management, addressing critical elements such as the characteristics of projects, the significance of successful management, the associated processes, and prevalent reasons for project failure. Students will learn about project lifecycle management, project stakeholders, work breakdown structure (WBS), and the responsibilities of project managers in achieving effective project outcomes. Upon completion of the course, students will possess the knowledge and skills necessary to tackle project management difficulties across diverse sectors.

COURSE OUTCOMES:

- Understand the core concepts of project management, including project attributes, lifecycle, and the importance of effective management.
- Develop skills to define projects, conduct stakeholder analysis, and create a work breakdown structure (WBS).
- Learn how to integrate WBS with the organization and build a project network for effective execution.
- Identify the role and responsibilities of a project manager, including conflict management, virtual team leadership, and cost estimation techniques.

COURSE OUTCOMES:

Upon successful completion of this course, students will be able to:

CO1. Explain core project management concepts, including project attributes, lifecycle, and the causes of project failure.

CO2. Define a project, perform stakeholder analysis, and create an effective work breakdown structure (WBS).

CO3. Integrate WBS with organizational goals and develop a project network for efficient execution.

CO4. Assume the role of a project manager, managing conflicts, virtual teams, and applying cost estimation techniques.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Project Managements: Concept of Project, Attributes of a Project, Importance of Project Management, Project Management Process, Project Lifecycle, Main Causes of Project Failure	6	6	0	10	
2	Project Organization: Project Stakeholders, Creating the Work Breakdown Structure (WBS), Integrating WBS with the Organization, Developing the Project Network	8	8	0	14	NA
3	The Project Manager: Role and Responsibilities, Skills of the Project Manager, Conflict in Projects, Sources of Conflict and Handling Conflict, Managing Virtual Project Teams	8	8	0	14	NA
4	Project Cost Estimation: Introduction, Sources of Finance, Resource Allocation	8	8	0	12	NA
Total Hours		30	30	NA	50	0

List of Reference Books:

Title	Author	Publisher
Project Management: A Systems Approach to Planning, Scheduling, and Controlling	Harold Kerzner	John Wiley & Sons
Project Management	K. Nagarajan	New Age International Publishers
Project Management	Prasanna Chandra	Tata McGraw Hill
Project management	Choudhury, S.	Tata McGraw -hill Publishing Company ltd
Project management and control	Singh, Narendra.	Himalaya Publishing House

TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	Personal Branding	
CATEGORY	Elective	
COURSE CODE	MBA24-E-207B	
PAPER NO	7	
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 30	Practical: No

INTRODUCTION:

Personal branding is a vital talent in today's competitive world because it enables individuals to differentiate themselves from others, express the value that they bring to the table, and establish a solid reputation in their professional field. The objective of this course is to assist students in recognising their own beliefs, ambitions, and talents, as well as in developing tactics that will enable them to effectively present their personal brand. Students will acquire the skills necessary to express themselves in a manner that is genuine and self-assured across a variety of platforms and environments by participating in participatory activities, case studies, and interactive discussions.

COURSE OBJECTIVES:

- Learn what personal branding is and why it is important.
- Find their unique strengths and values to build their personal brand.
- Use social media and online tools to share their personal brand.
- Plan ways to connect with others and share their brand clearly.

COURSE OUTCOMES:

Upon successful completion of the course, students will be able to:

CO1. Define and articulate their personal brand identity with clarity and authenticity.

CO2. Create a professional personal brand portfolio, including an updated resume, LinkedIn profile, and elevator pitch.

CO3. Demonstrate an understanding of social media etiquette and its role in personal branding.

CO4. Develop, execute, and continuously refine a personal branding plan tailored to their career aspirations and evolving professional goals.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Personal Branding: Definition and importance Key elements of a personal brand	6	6	NA	10	NA
2	Discovering Your Brand Identifying strengths and values Crafting a personal brand statement	6	6	NA	10	NA
3	Building Your Brand: Social media profiles and online presence Creating a resume and professional portfolio	6	6	NA	10	NA
4	Communication strategies for Personal Branding	6	6	NA	10	NA
5	Dealing with Challenges	6	6	NA	10	NA
Total		30	30	NA	50	0

List of Reference Books:

Title	Author	Publisher
Branding practices	Sangeetha, K.	The Icfai University Press
Future of branding	Srivastava, Rajendra (Ed.)	Sage Publication India Pvt. Ltd
Personal Branding, Storytelling and Beyond.	Dr. Amit Nagpal and Dr. Prakash Hindustani	Story Mirror Infotech Pvt. Ltd.
Reinventing You: Define Your Brand, Imagine Your Future	Dorie Clark	Harvard Business Review Press

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE:

YEAR of Introduction : 2024

Syllabus Code No.	072	
YEAR	1st year	
SEMESTER	II	
NAME OF COURSE	FinTech Management	
CATEGORY	Elective	
COURSE CODE	MBA24-E-207A	
PAPER NO	8	
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50
CREDITS – MARKS	Total: 50	Credits: 2 Passing: 50%
	Theory : Yes	Practical : No
TEACHING HOURS	Theory: 30	Practical: No

COURSE OBJECTIVES:

1. To provide students with a comprehensive understanding of Fin Tech's terminologies
2. To equip students with knowledge about the key technologies driving Fin Tech
3. To enable students to analyze different FinTech business models
4. To examine the regulatory landscape and ethical challenges in Fin Tech

COURSE OUTCOME:

Upon successful completion of this course, students will be able to:

1. Articulate the historical evolution, current landscape, and future potential of Fin Tech, applying this knowledge to real-world financial scenarios.
2. Demonstrate the ability to critically evaluate and apply core FinTech technologies
3. Analyze and differentiate between various FinTech business models
4. Develop a thorough understanding of the ethical and regulatory challenges in Fin Tech

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Fin Tech • Overview of Fin Tech:	4	4	-	7	NA

	<p>Meaning, definition, scope, diverse applications of FinTech across payments, insurance, investment management.</p> <ul style="list-style-type: none"> • Historical Evolution: Tracing Fin Tech's journey from early innovations like ATMs to the modern era of block chain and crypto currencies. • Key Growth Drivers: Technological advancements, consumer expectations, and regulatory changes. 					
2	<p>Core Technologies in Fin Tech</p> <ul style="list-style-type: none"> • Block chain & Crypto currencies: Decentralized finance and their revolutionary impact on transactions and transparency. • AI & Machine Learning: Applications in fraud detection, algorithmic trading, and risk management with real-life case studies. • Big Data & Analytics: Harnessing data for informed decision-making, personalized customer experiences. • Cloud Computing: Revolutionizing data storage, scalability, operational efficiency. 	4	4	-	7	NA
3	<p>FinTech Business Models</p> <ul style="list-style-type: none"> • Digital Payments & Mobile Banking: Exploring the shift towards faster, secure, and geographically inclusive transaction methods. • Peer-to-Peer Lending & Crowd funding: Access to capital and investment. • Robo-Advisors: Technological solutions for wealth management, making financial planning accessible and transparent. 	4	4	-	6	NA

	<ul style="list-style-type: none"> • Insurtech & Regtech: Enhancing insurance processes, regulatory compliance through technology. 					
4	FinTech Ecosystem and Startups <ul style="list-style-type: none"> • Key Ecosystem Players: Roles of start-ups, traditional financial institutions, tech giants, regulators, and consumers. • Startups vs. Traditional Institutions: Innovation, customer experience, regulatory adaptability. • Funding & Investments: Backing and Growth • Case Studies 	4	4	-	6	NA
5	Regulatory and Compliance Issues <ul style="list-style-type: none"> • Financial Regulations: Role of rules in maintaining stability and trust in financial systems. • Data Privacy & Security: Tackling challenges of unauthorized data access and regulatory complexities. • AML and KYC: Role in combating financial crimes and safeguarding customer trust. • Global Compliance: Navigating regulatory landscapes across regions. 	4	4	-	6	NA
6	Strategic Management in Fin Tech <ul style="list-style-type: none"> • Strategic Planning: Approaches to achieving sustainable growth. • Innovation and Disruption: Leveraging technology for transformation. • Mergers and Partnerships: Trends in collaboration for scaling operations. 	4	4	-	6	NA
7	Consumer Behaviour and FinTech Adoption <ul style="list-style-type: none"> • Understanding Consumers: Factors driving adoption of FinTech 	3	3	-	6	NA

	services. <ul style="list-style-type: none"> • User Experience Design: The art of creating intuitive and impactful digital interfaces. • Marketing Strategies: Branding and outreach tailored for the FinTech sector. 					
8	Ethical Considerations and Future Trends <ul style="list-style-type: none"> • Ethical Challenges: Addressing biases and transparency issues in AI-driven systems. • Future Trends: Emerging technologies - quantum computing • Financial Inclusion: Global economic empowerment and sustainability. 	3	3	-	6	NA
Total Hours		30			50	

List of Reference Books:

1) **Mastering Fintech**, JSR Publication, ISBN978-93-6226-211-0, [Prof. Arvind Singh Rajpurohit](#) (Author), [Prof. Neeraj S. Bakshi](#) (Author), [Dr. Manisha Raghunath Shedge](#) (Author), [Dr. Avinash Prabhakar Bhavsar](#)
<https://www.amazon.in/Mastering-Fintech-Managing-Digital-Finance/dp/B0DFPCVBKJ>

TILAK MAHARASHTRA VIDYAPEETH

DEPARTMENT OF MANAGEMENT



NAME OF THE PROGRAM: MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 072

YEAR of Introduction : 2024

Syllabus Code No.	072		
YEAR	1st year		
SEMESTER	II		
NAME OF COURSE	Entrepreneurship Development		
CATEGORY	Elective		
COURSE CODE	MBA24-E-207A		
PAPER NO	8		
MARKING SCHEME	End-Semester (EXT): 0	Continuous evaluation (INT): 50	
CREDITS – MARKS	Total: 50	Credits: 2	Passing: 50%
	Theory : Yes	Practical : No	
TEACHING HOURS	Theory: 30	Practical: No	

COURSE OBJECTIVES:

- To develop an entrepreneurial mindset and foster creativity and innovation.
- To provide an understanding of the process of starting and managing a business.
- To equip students with knowledge of business planning, market analysis, and funding options.
- To enhance skills in problem-solving, decision-making, and leadership relevant to entrepreneurship.

COURSE OUTCOME:

By the end of the course, students will be able to:

CO1. Demonstrate an understanding of entrepreneurial concepts and the startup ecosystem.

CO2. Develop a viable business plan addressing market needs and potential challenges.

CO3. Apply innovative and strategic thinking to solve business problems.

CO4. Exhibit leadership and teamwork skills essential for managing an enterprise.

COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-	Theory	Practical	Marks Weightage
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		learning hours per unit			INT (continuous evaluation)	EXT (end- sem)
1	Introduction to Entrepreneurship Definition, Concept, and Scope Characteristics of Entrepreneurs Myths about Entrepreneurship Entrepreneurial Mindset and Motivation Importance of Creativity and Innovation Case Studies of Successful Entrepreneurs	6	6	0	10	NA
2	Identifying and Evaluating Business Opportunities: Generating Business Ideas Techniques for Idea Generation Identifying Market Needs Feasibility Analysis Market, Technical, Financial, and Social Feasibility	6	6	0	10	NA
3	Business Planning and Development: Components of a Business Plan Executive Summary Marketing and Financial Plan Basics of Business Models Types of Business Models Revenue Generation Strategies	6	6	0	10	NA
4	Entrepreneurial Ecosystem: Support Systems for Entrepreneurs Incubators, Accelerators, and Funding Agencies Role of Government Policies and Schemes Social Entrepreneurship and Sustainability	6	6	0	10	NA
5	Practical Insights: Developing a Business Plan, Group Discussions, Pitching Business Ideas	6	6	0	10	NA
Total		45	45	-----	50	

List of Reference Books:

Title	Author	Publisher
Entrepreneurship development	Chaudhary, Neeraj	Wisdom Publications
Entrepreneurship development	Monica Loss	Global Academic Publishers & Distributors
Entrepreneurship development	Gordon, E.	Himalaya Publishing House

