



## K.K.Wagh Institute of Engineering Education and Research, Nasik(Autonomous w.e.f. A.Y.2022-23) Details of Course Structure: MBA

### • Summary of Credits and Total Marks :

Sem.	MBA	
	Total Credits (TH+PR)	Total Marks
I	28	850
II	28	850
III	25	750
IV	20	650
<b>Total</b>	<b>101</b>	<b>3100</b>

### • Definition of Credit:

The Under Graduate (U.G.) and Post Graduate (P.G.) programmes will have credit system. The details of credit will be as follow

**1 Credit = 1 hour/week for lecture**  
**= 2hours /week for Practice**  
**= 1 hour /week for tutorial**

### • Course Nomenclature

- Each Course offered in the MBA curriculum shall be listed by using Nine/Ten Characters, the First three being letters and the remaining Six being numerals, as follows:
- The first three characters will represent the Department offering the Programme in abbreviated form, e.g., MBA for Master of Business Administration.
- The 4<sup>th</sup> and 5<sup>th</sup> digits will represent the calendar year of the curriculum revision. The 6<sup>th</sup> digit will represent programme semester such as 1 and 2.
- Last two characters will represent the Course Number allotted for the subject by the Department, i.e., 01, 02, 03..etc
- Thus, as an example, courses offered at the Department of MBA department could be listed from
- For SEM I- **MBA22 1 01, MBA22 1 02 ..... MBA22 1 12,**  
For SEM II - **MBA22 2 01..... MBA22 2 12**
- MBA 2 Year (SEM III and IV) The 7<sup>th</sup> character represents the specialization group.
- Following abbreviations will be used for Semester III and IV corresponding to **Specialization Group Nomenclature**  
'1' stands for Marketing specialization.  
'2' stands for Finance specialization.  
'3' stands for Human Resource Management specialization.  
'4' stands for Operations and Supply Chain Management specialization. For SEM III - **MBA22 3 1 06** For SEM IV - **MBA22 4 3 04**



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**Details of Course Structure: MBA**

● **Description of various Courses:**

Type of Course	Description
DCC	Department Core Course
DEC	Department Elective Course
OEC	Open Elective Courses of other technical or emerging areas /Courses designed by Industry
PSI	Project work, Seminar, Internship, PBL
LHSM	Liberal arts, Humanities, Social Sciences and Management courses
IMC	Induction and Mandatory Courses
NC	Non Credit Course
SCC	Specialization Core Course
ASM	Additional Specialized / MOOCs
SLC	Skill Based Laboratory Course

● **Abbreviations:**

FY : First Year SY : Second Year F<sub>1</sub>-F<sub>n</sub>: First Year Subjects  
S<sub>1</sub>-S<sub>n</sub> :Second Year Subjects ISE : In Sem. Exam ESE : End Sem. Exam  
TH : Theory PR : Practical/Practice/Project work/ Self Study TU : Tutorial OR : Oral CCE: Continuous Comprehensive Evaluation  
MOOCs : Massive Open Online Courses NPTEL : National Programme on Technology Enhanced Learning  
MBA : Master of Business Administration



**K.K.Wagh Institute of Engineering Education and Research, Nasik(Autonomous w.e.f. A.Y.2022-23)**

**Department of Management Studies**

**Details of Course Structure: Semester - I F.Y.MBA**

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks				Credits		
			TH	PR	In Sem.	End Sem.	CCE	Total	TH	PR	Total
MBA22 1 01	DCC	F1 Principles of Management	3	-	20	60	20	100	3	-	3
MBA22 1 02	DCC	F2 Marketing Fundamentals	3	-	20	60	20	100	3	-	3
MBA22 1 03	DCC	F3 Organizational Behaviour	3	-	20	60	20	100	3	-	3
MBA22 1 04	DCC	F4 Accounting for Managers	2	2	20	60	20	100	2	1	3
MBA22 1 05	DCC	F5 Managerial Economics	3	-	20	60	20	100	3	-	3
MBA22 1 06	DCC	F6 Business Legislation	3	-	20	60	20	100	3	-	3
MBA22 1 07	DEC	Elective –I F7 Intellectual Property Rights	2	-	20	30	-	50	2	-	2
MBA22 1 08		OR F8 Business Environment									
MBA22 1 09	SLC	F9 Business Communication-I	1	2	20	30	-	50	1	1	2
MBA22 1 10	LHSM	F10 Emotional Intelligence	1	2	20	30	-	50	1	1	2
MBA22 1 11	LHSM	F 11 Self-Expression	1	2	-	-	50	50	1	1	2
MBA22 1 12	SLC	F12 Excel Skill for Business	1	2	-	-	50	50	1	1	2
<b>Total</b>			<b>23</b>	<b>10</b>	<b>180</b>	<b>450</b>	<b>220</b>	<b>850</b>	<b>23</b>	<b>5</b>	<b>28</b>



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**Department of Management Studies**

**Details of Course Structure: Semester -II F.Y.MBA**

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks				Credits		
			TH	PR	In Sem.	End Sem.	CCE	Total	TH	PR	Total
MBA22 2 01	DCC	F13 Human Resource Management	3	-	20	60	20	100	3	-	3
MBA22 2 02	DCC	F14 Business Research Methods	2	2	20	60	20	100	2	1	3
MBA22 2 03	DCC	F15 Financial Management	2	2	20	60	20	100	2	1	3
MBA22 2 04	DCC	F16 Operations Management	3	-	20	60	20	100	3	-	3
MBA22 2 05	DCC	F17 Business Ethos and Corporate Governance	3	-	20	60	20	100	3	-	3
MBA22 2 06	DCC	F18 Advance Marketing	3	-	20	60	20	100	3	-	3
MBA22 2 07	DEC	Elective -II F19 Practical Leadership Skill OR	2	-	20	30	-	50	2	-	2
MBA22 2 08		F20 Current Business Scenario									
MBA22 2 09	SLC	F21 Data Analysis Using -R	1	2	-	-	50	50	1	1	2
MBA22 2 10	PSI	F22 Desk Research Seminar(PSI-I)	1	2	-	-	50	50	1	1	2
MBA22 2 11	LHSM	F23 Event Management	1	2	-	-	50	50	1	1	2
MBA22 2 12	SLC	F24 Business Communication- II	1	2	20	30	-	50	1	1	2
<b>Total</b>			<b>22</b>	<b>12</b>	<b>160</b>	<b>420</b>	<b>270</b>	<b>850</b>	<b>22</b>	<b>6</b>	<b>28</b>



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**Department of Management Studies**

**Details of Course Structure: Semester -III S.Y.MBA**

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks					Credits		
			TH	PR	In Sem.	End Sem.	CCE	Oral	Total	TH	PR	Total
MBA22 3 0 01	DCC	S1 Strategic Management	3	-	20	60	20	-	100	3	-	3
MBA22 3 0 02	DCC	S2 Decision Science	2	2	20	60	20	-	100	2	1	3
MBA22 3 0 03	DCC	S3 Entrepreneurship Development and Start UP	3	-	20	60	20	-	100	3	-	3
MBA22 3 0 04	PSI	S4 Mini Project- Social Issues (PSI-II)	-	4	-	-	-	50	50		2	2
MBA22 3 0 05	LHSM	S5 Introduction to Constitution	2	-	-	30	20	-	50	2	-	2
<b>1 Marketing Group (M) : SCC are compulsory and out of 5 DEC select any 3 Courses</b>												
MBA22 3 1 06	SCC	S6 -M Sales and Distribution Management	3	-	20	60	20	-	100	3	-	3
MBA22 3 1 07	SCC	S7-M Service Marketing	3	-	20	60	20	-	100	3	-	3
MBA22 3 1 08	DEC	S8-M Integrated Marketing Communication	2	-	-	30	20	-	50	2	-	2
MBA22 3 1 09	DEC	S9-M Retail Marketing	2	-	-	30	20	-	50	2	-	2
MBA22 3 1 10	DEC	S10-M International Marketing	2	-	-	30	20	-	50	2	-	2
MBA22 3 1 11	DEC	S11-M Product and Brand Management	2	-	-	30	20	-	50	2	-	2
MBA22 3 1 12	DEC	S12-M Consumer Buying Behaviour	2	-	-	30	20	-	50	2	-	2
<b>2) Finance Group (F): SCC are compulsory and out of 5 DEC select any 3 Courses</b>												
MBA22 3 2 06	SCC	S6-F Direct Taxation	3	-	20	60	20	-	100	3	-	3
MBA22 3 2 07	SCC	S7-F Merchant Banking and Financial Services	3	-	20	60	20	-	100	3	-	3
MBA22 3 2 08	DEC	S8-F Financial Statement Analysis and Reporting	2	-	-	30	20	-	50	2	-	2
MBA22 3 2 09	DEC	S9-F Corporate Finance and Valuation	2	-	-	30	20	-	50	2	-	2
MBA22 3 2 10	DEC	S10-F Derivatives Market	2	-	-	30	20	-	50	2	-	2

MBA22 3 2 11	DEC	S11-F Investment Analysis and Portfolio Management	2	-	-	30	20	-	50	2	-	2
MBA22 3 2 12	DEC	S12-F Banking and Insurance	2	-	-	30	20	-	50	2	-	2
<b>3) Human Resources Group (H): SCC are compulsory and out of 5 DEC select any 3 Courses</b>												
MBA22 3 3 06	SCC	S6-H Labour Law-I	3	-	20	60	20	-	100	3	-	3
MBA22 3 3 07	SCC	S7-H Strategic HRM	3	-	20	60	20	-	100	3	-	3
MBA22 3 3 08	DEC	S8-H Organizational Development	2	-	-	30	20	-	50	2	-	2
MBA22 3 3 09	DEC	S9-H Labour Welfare and Industrial Safety	2	-	-	30	20	-	50	2	-	2
MBA22 3 3 10	DEC	S10-H Industrial Relation	2	-	-	30	20	-	50	2	-	2
MBA22 3 3 11	DEC	S11-H Compensation Management	2	-	-	30	20	-	50	2	-	2
MBA22 3 3 12	DEC	S12-H Leadership and Change Management	2	-	-	30	20	-	50	2	-	2
<b>4) Operations and Supply Chain Group (O): SCC are compulsory and out of 5 DEC select any 3 Courses</b>												
MBA22 3 4 06	SCC	S6-O Six Sigma	3	-	20	60	20	-	100	3	-	3
MBA22 3 4 07	SCC	S7-O Toyota Production System	3	-	20	60	20	-	100	3	-	3
MBA22 3 4 08	DEC	S 8-O Services Operations Management	2	-	-	30	20	-	50	2	-	2
MBA22 3 4 09	DEC	S9-O Lean Manufacturing	2	-	-	30	20	-	50	2	-	2
MBA22 3 4 10	DEC	S10-O Productivity Management	2	-	-	30	20	-	50	2	-	2
MBA22 3 4 11	DEC	S11-O Business Process Reengineering	2	-	-	30	20	-	50	2	-	2
MBA22 3 4 12	DEC	S12-O Supply Chain Management	2	-	-	30	20	-	50	2	-	2
<b>Total</b>			<b>22</b>	<b>06</b>	<b>100</b>	<b>420</b>	<b>180</b>	<b>50</b>	<b>750</b>	<b>22</b>	<b>3</b>	<b>25</b>



**K.K.Wagh Institute of Engineering Education and Research, Nasik(Autonomous w.e.f. A.Y.2022-23)**  
**Department of Management Studies**  
**Details of Course Structure: Semester -IV S.Y.MBA**

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		In Sem.	Evaluation Scheme and Marks				Credits		
			TH	PR		End Sem.	CCE	Oral	Total	TH	PR	Total
MBA22 4 0 01	DCC	S11 Managing for Sustainability	3	-	20	60	20	-	100	3	-	3
MBA22 4 0 02	DCC	S12 Digital Technology for Business	2	2	20	60	20	-	100	2	1	3
MBA22 4 0 03	PSI	S13 Internship Project(PSI-III)	-	8	--	100	--	50	150	-	4	4
<b>1) Marketing Group (M): All Courses are compulsory from SCC and DEC</b>												
MBA22 4 1 04	SCC	S14 -M Digital Marketing	3	-	20	60	20	-	100	3	-	3
MBA22 4 1 05	SCC	S15-M Marketing Research	3	-	20	60	20	-	100	3	-	3
MBA22 4 1 06	DEC	S16-M Business CASE STUDY in Marketing	-	4	--	30	20	-	50	-	2	2
MBA22 4 1 07	ASM	S17-M Online course from MOOC*	-	4	--	30	20	-	50	-	2	2
<b>2) Finance Group (F): All Courses are compulsory from SCC and DEC</b>												
MBA22 4 2 04	SCC	S14 -F International Financial Management	3	-	20	60	20	-	100	3	-	3
MBA22 4 2 05	SCC	S15-F Indirect Taxation	3	-	20	60	20	-	100	3	-	3
MBA22 4 2 06	DEC	S16-F Business CASE STUDY in Finance	-	4	--	30	20	-	50	-	2	2
MBA22 4 2 07	ASM	S17-F Online course from MOOC*	-	4	--	30	20	-	50	-	2	2
<b>3) Human Resources Group (H): All Courses are compulsory from SCC and DEC</b>												
MBA22 4 3 04	SCC	S14 -H Labour Law-II	3	-	20	60	20	-	100	3	-	3
MBA22 4 3 05	SCC	S15-H Performance Management System	3	-	20	60	20	-	100	3	-	3
MBA22 4 3 06	DEC	S16-H Business CASE STUDY in HRM	-	4	--	30	20	-	50	-	2	2
MBA22 4 3 07	ASM	S17-H Online course from MOOC*	-	4	--	30	20	-	50	-	2	2

4) Operations and Supply Chain Group (O): All Courses are compulsory from SCC and DEC												
MBA22 4 4 04	SCC	S14 -O Project Management	3	-	20	60	20	-	100	3	-	3
MBA22 4 4 05	SCC	S15-O World class Manufacturing	3	-	20	60	20	-	100	3	-	3
MBA22 4 4 06	DEC	S16-O Business CASE STUDY in Operations Management	-	4	--	30	20	-	50	-	2	2
MBA22 4 4 07	ASM	S17-O Online course from MOOC*	-	4	--	30	20	-	50	-	2	2
<b>Total</b>			<b>11</b>	<b>18</b>	<b>80</b>	<b>400</b>	<b>120</b>	<b>50</b>	<b>650</b>	<b>11</b>	<b>9</b>	<b>20</b>

**\* Online Course from MOOC: 30 marks will be assigned on the basis of score/marks obtained by the students for the MOOC/ NPTEL Assignments/Examination. The course duration should be minimum 8 weeks.**