



K.K.Wagh Institute of Engineering Education and Research, Nashik
(Autonomous from Academic Year 2022-23)

F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 01: [DCC]Principles of Management			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :03 hrs./week	03	Continuous Comprehensive Evaluation (CCE): 20Marks In Sem. Exam: 20Marks End Sem. Exam:60Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Describe various management function and its approaches.		Remembering
CO2	Explain planning, planning premises, decision making and various decisions making conditions.		Understanding
CO3	Apply management principles for solving simple and complex task.		Applying
CO4	Analyze different types of organization structure		Analyzing
COURSE CONTENTS			
Unit I	INTRODUCTION TO MANAGEMENT	(06hrs.)	CO1, CO2
Nature, Function, Definition, Importance of Management, Scope of Management. “Is management a science or art” ,Management Functions and skills: Development of Management Thought (Contribution of Taylor, Fayol, Hawthorne experiments), Approaches to Management, Managerial Competencies.			
Unit II	PLANNING AND ORGANIZING	(09 hrs.)	CO1, CO2
Planning: Concept , Nature , Importance, Types of Planning , Strategic and Operational Plans (Policy, Procedures, Methods, Rules, Budget, Mission, Objectives), Process of Planning, Barriers to effective planning, Making Planning effective, Planning Premises (Concept and types).Organizing: Concept, Principles and Types of organization structure, Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Accountability, Authority, Basics of delegation of responsibility and authority. Centralization and decentralization of authority Span of control.			
Unit III	DECISION MAKING	(09 hrs.)	CO2, CO3
Decision Making: Concept, Types, Approaches to Decision Making, The Decision-Making Process :Identifying a Problem , Decision Criteria, Allocating Weights to the Criteria, Developing Alternatives, Analyzing Alternatives, Selecting an Alternative , Implementing the Alternative, Risk and Uncertainty, Decision Trees Evaluating Decision Effectiveness.			
Unit IV	DIRECTION	(07 hrs.)	CO3, CO4
Concept of Direction, Definition, Foundations of individual and group behavior, Motivation -motivation theories, motivational techniques, Job satisfaction, Job enrichment, Leadership: types and theories of leadership. Directing in Management, Directing Process, Effective supervision and Direction. Coordination: Importance and need for coordination, Principles of coordination, Methods of achieving effective coordination.			
Unit V	CONTROLING	(09 hrs.)	CO3, CO3, CO4
Control , Planning and Control relationship, Types of control :(a) Feed forward control ,(b)Concurrent Control ,(c) Feedback Control), Process of Control, Problems of Control Process, Requirements of			



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Effective control, Managerial Decisions in Controlling, Discussion on success story with students.
Text Books
1. Robbins, S.P. and Decenzo D.A, Fundamentals of management, Pearson Education Asia, New Delhi. 2. Koontz and Wehrich, Management, McGarw Hill 3. Satya Raju, Management - Text and Cases, PHI Learning, 2010, New Delhi.
Reference Books
1. Robbins and Coulter, Management, Prentice Hall India, New Delhi. 2. Richard L, Daft, Management, Thomson South-Western 3. Robert N. Lussier, Management Fundamentals: Concepts, Applications, and Skill Development, Springfield College, USA

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, article review etc.	10+10 = 20
2	LearnCo Quiz: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10	



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 02: [DCC] Marketing Fundamentals			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :03 hrs./week	03	Continuous Comprehensive Evaluation (CCE): 20Marks In Sem. Exam : 20Marks End Sem. Exam: 60Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Recognize the nature and scope of marketing and role of professional managers.		Remembering
CO2	Interpreting the needs of customers and methods to satisfy those needs.		Understanding
CO3	Demonstrating the marketing process used for products, services and Market segments along with its application		Applying
CO4	Illustrate the marketing communication methods and its use in digital marketing		Analyzing
CO5	Evaluate the marketing concepts with aid of study components		Evaluating
COURSE CONTENTS			
Unit I	INTRODUCTION TO MARKETING	(09hrs.)	CO1, CO2
Basics of Marketing, core concepts and characteristics of marketing Concept, Significance and nature of Business Environment; Elements of environment - internal and external; Different roles of government in relation to business. Need and scope of marketing, significance of marketing fundamentals, Principles of Marketing, Macro and Micro Marketing, Role of managers, Task of a Professional Manager, Responsibilities of a Professional Manager, Marketing environment, and SWOT analysis.			
Unit II	CUSTOMER ORIENTED MARKETING	(07hrs.)	CO2, CO3
Importance of customer, Need of customer, various aspects of customers, “Customer “as key differentiator. Customer relationship, Customer buying behavior, Life time value of customer. Customer delight, customer satisfaction, customer retention strategies, Marketing strategies for customer, Global Citizen and Global Marketing, Socio-political aspect , CSR and its importance			
Unit III	MARKETING PROCESS	(08hrs.)	CO2, CO3, CO4
Marketing process, selling versus marketing, Traditional marketing method versus new marketing methods, seven Ps of marketing. New product development strategy, Steps in new product development, Product life cycle. Product versus Service marketing, Importance of Services marketing, Extended P's of Service marketing Market segmentation, Target marketing and positioning, Basics of supply chain management. Business Model Development: Of a Service industry emphasizing Customer Oriented Approach. Depicting seven Ps of marketing process and market segmentation.			
Unit IV	MARKETING COMMUNICATION	(09hrs.)	CO4, CO5
Importance of communication in marketing, Role of Integrated marketing communications, Steps in			



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designing effective communications. Communication mix, Managing mass communications like advertising, sales promotion, events and experiences, public relations etc. Managing personal communications like direct marketing, interactive marketing, Email, SMS, Social media.

Unit V	BASICS OF DIGITAL MARKETING	(07hrs.)	CO3, CO4, CO5
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Marketing channels, e-commerce marketing, Basics of Digital Marketing, YouTube, and Facebook marketing concepts. How different digital marketing is from traditional marketing. Pros and Cons of digital marketing.

Text Books

1. Tapan K Panda , Marketing Management- Text and Cases, Excel Books.
2. Seema Gupta, Fundamentals of Digital marketing, Pearson.
3. Rajan Saxena, Marketing Management, TMGH

Reference Books

1. Ramaswamy and Namakumari, Marketing Management, Macmillan.
2. Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Principles of Marketing, Pearson.

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, article review etc. Case Study based on- 1) Application of Integrated Marketing Communication. 2) Impact of Digital Marketing on Business Communications.	10+10 = 20
2	LearnCo Quiz: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10	



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 03: [DCC] Organizational Behavior			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :03 hrs./week	03	Continuous Comprehensive Evaluation (CCE): 20Marks In Sem. Exam : 20Marks End Sem. Exam: 60Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Demonstrate knowledge and understanding of organizational behavior.		Remembering
CO2	Explain Personality, factors influencing perception, Values, attitude, emotions and motivational theories.		Understanding
CO3	Determine group dynamics and processes, norms, roles, team building, power and politics, leadership.		Applying
CO4	Estimate conflict management and Negotiation for better resolution of conflicts in organization.		Analyzing
CO5	Assess the theories of conflict management, organization change and stress management etc. to solve cases.		Evaluating
COURSE CONTENTS			
Unit I	ORGANIZATIONAL BEHAVIOR	(08hrs.)	CO1
Definition, need and importance of organizational behavior (O.B.): Nature and scope, Frame work of OB models. Relationship between management and organizational behavior; organizational culture and Climate			
Unit II	PERSONALITY	(09hrs.)	CO1,CO2
Introduction, Personality: Definition and Determinants, Personality Traits, Personality Attributes affecting OB, Definition, Importance and Factors Influencing Perception, Perception and Making Judgment about Other. Values, Attitudes and Emotions: Introduction, Definition and Concept, Emotional Intelligence, Indian Perspective on EI, Introduction, its Applications in Organizations. Definition and Importance of Motivation, Early Theories in Motivation, Contemporary Theories in Motivation, Motivational Tools in Organization			
Unit III	GROUP BEHAVIOUR	(07hrs.)	CO1,CO3
Organization structure and formation of groups in organizations Influence of Group dynamics. Emergence of informal leaders and working norms, Group decision making techniques. Team building, Interpersonal relations, Communication and Control. LEADERSHIP AND POWER Meaning : Importance , Leadership styles, Theories , Leaders Vs Managers ,Sources of power, Power centers, Power and Politics			
Unit IV	ORGANIZATIONAL CONFLICT AND NEGOTIATIONS	(06 hrs.)	CO1,CO3, CO4
Dynamics and management; Sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict.			



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Unit V	ORGANIZATIONAL DEVELOPMENT	(10hrs.)	CO2, CO3, CO5
OD Concept; Need for change, resistance to change; Theories of planned change; organization change and stress management, Organizational diagnosis. Students are expected to solve and discuss the case study of any one organization on organization development.			
Text Books			
1. Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education. 2. Udai Pareek, Understanding Organisational Behavior, Oxford Higher Education. 3. K. Ashwathappa, Organizational Behavior, Himalaya Publishing House.			
Reference Books			
1. Fred Luthans, Organizational Behavior, McGraw Hill. 2. Schermerhorn, Hunt, and Osborn, Organizational Behavior, John Wiley. 3. Mc Shane andcamp; Von Glinov, Organizational Behavior, Tata McGraw Hill. 4. Hellrigan, Slocum and Woodman, Organizational Behavior, Cengage Learning			

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, article review etc.	10+10 = 20
2	LearnCo Quiz: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10	



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 04:[DCC] Accounting for Managers			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :02 hrs./week Practical : 02hrs./week	02 01	Continuous Comprehensive Evaluation (CCE): 20Marks In Sem. Exam : 20Marks End Sem. Exam: 60Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Describe the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgeting and Standard Costing		Remember
CO2	Explain the difference and relationship between Cost accounting, Financial accounting and Managerial accounting.		Understand
CO3	Perform all the necessary calculations through the relevant numerical problems.		Apply
CO4	Analyze the situation and decide the key financial as well as non-financial elements involved in the situation.		Analyze
CO5	Evaluate the financial impact of the decision and determine a reasonable course of action for a given management decision.		Evaluate
COURSE CONTENTS			
Unit I	INTRODUCTION TO ACCOUNTING	06hrs.	CO1, CO2
Types of Accounting, Difference between Financial, Cost and Management Accounting, Accounting Principle: Accounting Concepts and Conventions, Capital and Revenue transactions - Capital and Revenue Expenditures, Capital and Revenue Receipts.			
Unit II	FINAL ACCOUNT	09hrs.	CO1,CO3
Final Accounts of a Profit making concern (for sole proprietorship concern only), final Accounts of a Not-for- Profit making concern , Receipts and Payments Account and Income and Expenditure Account Numerical based on Preparation of financial statements of proprietary concerns. Preparation of Receipts and Payments Account, Preparation of Income and Expenditure Account.			
Unit III	COST ACCOUNTING AND COST CONTROL	08hrs.	CO1, CO3
Cost Unit, Cost Centre and Cost Object. Classification of costs, Relevant and irrelevant costs, differential costs, sunk costs, Cost allocation, Cost Apportionment, Cost Absorption, Preparation of Simple Cost sheet. Material cost control: Inventory control techniques, Fixation of various levels, Economic Order Quantity, Pricing of issues, Labor cost control: Time keeping and Time booking, Overhead: Steps for distribution of Overhead, Classifications of overhead, Allocation and Apportionment of overheads. Numerical based on allocation and apportionment of Overheads. Preparation of Cost Sheet.			
Unit IV	DECISION MAKING TOOLS	09hrs.	CO1, CO3,CO4
Marginal Costing: Marginal Cost and marginal costing, Contribution, P/V ratio, Break-even point, Cost			



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Volume Profit Analysis, Practical application of Marginal Costing: Optimizing product mix, Pricing decisions, Make or buy decisions etc.

Numerical based on BEP, CVP, P/V ratio and practical application of marginal costing.

Unit V	FUNCTIONAL BUDGETS	08hrs.	CO1, CO3,CO4,CO5
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Functional Budgets–Raw Material Purchase & Procurement Budget, Cash Budget and Flexible Budget. Standard Costing: Meaning, Importance, Advantages and Disadvantages, Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance. Labour Variances: Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance.

Numerical based on Cash and Flexible budgets, Computation of Material and Labor variances

Note:Weight age of Theory Questions will be 30% and numerical problems will carry 70% marks in the final question paper.

Text Books

1. S. N. Maheshwari, Accounting For Management,
2. Mr. Khan and Mr.Jain,Management Accounting , Tata McGraw Hill.

Reference Books

1. P Periasamy, Financial Cost and Management Accounting -
2. M N Arora ,Fundamentals of Management Accounting –Cost and Management
3. Mr. Anthony Atkinson, Robert Kaplan ,Management Accounting , Pearson
4. Hongren Charles, Introduction to Management Accounting, Pearson

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course

Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, article review etc.	10+10
2	LearnCo Quiz: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10	= 20

List of Practical Assignments

Sr. No.	Practical Assignments	CO Mapped
1	Classify items into Capital and Revenue Expenditure.	CO 1,CO3,CO4
2	Classify items into Capital and Revenue Receipt.	CO 1,CO3,CO4
3	Classification of Accounts into Personal, Real and Nominal. State	CO 1,CO3,CO4



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	which account will be debited and credit.	
4	Pass Journalize Entries; prepare Ledger Accounts and Trial Balance for business transactions.	CO 1,CO3
5	Prepare Trading Account from Trial Balance.	CO 1,CO3,CO4
6	Prepare Profit and Loss Account for profit making organization, Prepare Receipt and Payments Accounts for non-profit organization.	CO 1,CO3,CO4
7	Prepare Balance Sheet for profit making organization and Income and Expenditure Account for non-profit organization.	CO 1,CO3,CO4
8	Numerical on Final Accounts for Profit making organization.	CO 1, CO3,CO4,CO5
9	Classify items into Prime Cost, Factory Overheads, Administration Overheads, and Selling and distribution overheads.	CO 1,CO3,CO4
10	Prepare simple Cost Sheet	CO 1,CO3
11	Numerical on Inventory Control Techniques.	CO 1,CO3,CO4
12	Numerical on Fixation of various levels,	CO 1,CO3,CO4
13	Numerical on Economic OrderQuantity and Pricing of issues.	CO 1,CO3,CO4
14	Numerical on labor cost control.	CO 1,CO3,CO4
15	Numerical on Allocation and Apportionment of overheads.	CO 1,CO3,CO4
16	Numerical on Contribution,	CO 1,CO3,CO4
17	Numerical on P/V ratio,	CO 1,CO3,CO4
18	Numerical on Break-even point,	CO 1,CO3,CO4
19	Numerical on Cost Volume Profit Analysis,	CO 1,CO3,CO4
20	Numerical on Optimizing product mix,	CO 1,CO3,CO4
21	Numerical on Pricing decisions,	CO 1,CO3,CO4
22	Numerical on Make or buy decisions	CO 1,CO3,CO4
23	Numerical on Cash Budget and Flexible budgets	CO 1,CO3,CO4
24	Numerical on Material and Labour Variances only.	CO 1,CO3,CO4



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 05: [DCC] Managerial Economics			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :03 hrs./week	03	Continuous Comprehensive Evaluation (CCE): 20Marks In Sem. Exam : 20Marks End Sem. Exam: 60Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Describe the key terms in economics, from a managerial perspective.		Remembering
CO2	Interpret the various issues in an economics context and identify their significance from the perspective of business decision making.		Understanding
CO3	Analyze the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.		Analyzing
CO4	Evaluate critical thinking based on principles of micro-economics for informed business decision making.		Evaluating
CO5	Create and anticipate how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.		Creating
COURSE CONTENTS			
Unit I	INTRODUCTION TO MANAGERIAL ECONOMICS	(08hrs.)	CO1 ,CO2
Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research. The role of managerial economist: Basic economic principles. Concept of opportunity cost, incremental cost, scarcity, marginalize, Equi-marginalism, Time perspective, discounting principle, risk and uncertainty. Economist Theory of the Firm- a)Cyert and March's Behavior Theory b)Marris' Growth Maximisation Model c)Baumol's Static and Dynamic Models d)Williamson's Managerial Discretionary Theory e) Invisible hand theory			
Unit II	DEMAND ANALYSIS	(08hrs.)	CO1, CO2
Theory of Demand: Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation: Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques, Survey Methods, Statistical Methods, Qualitative Methods(Numerical are Expected) Supply Analysis: Supply function, the Law of Supply, Elasticity of Supply.			
Unit III	PRODUCTION AND COST ANALYSIS	(08hrs.)	CO1, CO2,CO4
Theory of production -meaning and factors of production, production function with one variable input (law of variable proportion), with two variable inputs (law of returns to scale).Market analysis, Classification of markets (location, time and competition-based markets), Equilibrium price and output			



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determination in perfect market			
Unit IV	REVENUE ANALYSIS AND PRICING POLICIES	(08hrs.)	CO1, CO2,CO4
Revenue Analysis and Pricing Policies - Features and Types of different competitive situations, Relationship between Revenues and Price Elasticity of Demand, Price-Output determination in Perfect competition, Monopoly, Monopolistic competition, Oligopoly - both the long run and short run Pricing philosophy. Game Theory			
Unit V	MARKET STRUCTURE and TYPE of COSTS	(08hrs.)	CO4 , CO6
Monopoly, Monopolistic competition, Oligopoly - both the long run and short run Pricing philosophy. Game Theory Monopoly, oligopoly and monopolistic markets, Types of costs-Private costs, Social Costs, Accounting Costs, Economic costs, Short run, Long Run costs and Cost-Output Relationship.			
Text Books			
1. G S Gupta, Managerial Economics, 2nd edition, TMH, 2012. 2. D.N. Dwivedi, Managerial Economics, Vikas Publishing House Pvt. Ltd, 2012.			
Reference Books			
1. P.L. Mehta, Sultan Chand Sons, Managerial Economics - Analysis, Problems and Cases, New Delhi. 2. Varshney and Maheshwari, Managerial Economics, Sultan Chand and Sons, New Delhi. 3. H L Ahuja, S Chand and Co ,Managerial Economics, New Delhi			

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, article review etc	10+10
2	LearnCo Quiz: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10	= 20



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 06:[DCC] Business Legislation			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :03 hrs./week	03	Continuous Comprehensive Evaluation (CCE): 20Marks In Sem.Exam : 20Marks End Sem. Exam: 60Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Describe the basic terms related to business law.		Understanding
CO2	Demonstrate features and concepts of various Acts.		Applying
CO3	Determine terms and conditions for appointing an agency, contract of sale, partnership deed, incorporation of a company and transfer of ownership etc.		Applying
CO4	Analyze the situation leading to breach of contract, revocation of contract, termination of agency and consumer complaints		Analyzing
CO5	Evaluate the impact of business laws and determine a reasonable course of action for resolving the disputes, revocation of contract, and termination of agency in a given situation.		Evaluating
COURSE CONTENTS			
Unit I	LEGAL ASPECTS OF BUSINESS	(08hrs.)	CO1,CO2,CO3, CO4,CO5
Components of legal system, freedom of Trade, Profession and occupation The Indian Contract Act 1871: Essential elements of valid contract Performance an discharge of contract Breach of contract, meaning and remedies. Agency: agent and principal, creation of agency , classification of agents, Relationship between principal and agent: agent's authority, revocation and renunciation ,rights duties and liabilities of agents and principal, termination of agency Case studies based on above mentioned laws			
Unit II	SALE OF GOODS ACT 1930	(08hrs.)	CO1, CO2,CO3
Contract of sale of goods: meaning, essentials of contract of sale, formalities of contract of sale. Conditions and warranties Transfer of property or ownership, Performance of contract of sale, Rights of unpaid seller: rules as to delivery of goods. Case studies based on above mentioned laws.			
Unit III	PARTNERSHIP ACT AND COMPANIES ACT	(08hrs.)	CO1,CO2,CO3, CO4,CO5
The Partnership Act 1932: Nature Different Types of Partner, Difference between partnership and Company. COMPANIES ACT 1956: Company: definition, meaning, features and types of companies. Incorporation of a company: memorandum of association, articles of association and prospectus Share Capital: types of share capital increase/decrease of share capital, buy-back of shares. Partnership Deed, Legal documents for incorporation of a company.			
Unit IV	CONSUMER PROTECTION ACT 1986	(08hrs.)	CO1, CO2,CO3
Consumer Protection Act 1986 :definitions of consumer, consumer dispute complaint and other details Latest features of Consumer Protection Act, 2019,Case studies based on above mentioned laws. Draping			



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of consumer complaint.			
Unit V	INFORMATION TECHNOLOGY ACT	(08hrs.)	CO3,CO4,CO5
Information Technology Act, 2000 and 2008: Objective, components of IT Act, 2000 include, silent Features Legal Recognition to Digital Signatures. Regulation of Certification Authorities. Digital Certificates, Digital Signature, Electronic Governance, Offences under the IT Act 2008.			
Text Books			
1. N. D. Kapoor, Mercantile Law, Sultan Chand and Sons, Latest Edition 2. Akhileshwar Pathak -Legal Aspects of Business-Tata McGraw Hill			
Reference Books			
1. S.S. Gulshan, Mercantile Law, Excel Books, New Delhi. 2. B. S. Ramaswamy., Contracts and their management, LexisNexis.			

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, Legal document drafting ,article review etc	10+10 = 20
2	LearnCo Quiz: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10	



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 07: [DEC] Intellectual Property Rights			
Teaching Scheme:		Credit Scheme:	Examination Scheme:
Theory:02hrs./week		02	In Sem.Exam : 20Marks End Sem. Exam: 30Marks
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Recognize the requirement of the IPR about protection for creations and inventions of literary, artistic works and designs.		Remembering
CO2	Compare among Copyright, Trademark, Geographical Indication, Patent and Design.		Understanding
CO3	Apply the knowledge to enable creators and inventors to earn recognition and financial rewards from their work.		Applying
CO4	Recognize and analyze the difference among the options available for the inventions, literary and creative work.		Analyzing
CO5	Evaluate the IPR concepts with aid of study components.		Evaluating
COURSE CONTENTS			
Unit I	OVERVIEW OF INTELLECTUAL PROPERTY	(05hrs)	CO1, CO2
Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994			
Unit II	PATENTS	(05hrs.)	CO2, CO3
Elements of Patentability: Novelty, Non-Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies and Penalties - Patent office and Appellate Board.			
Unit III	COPYRIGHTS	(05hrs.)	CO2, CO3, CO4
Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings , Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright, Infringement, Remedies and Penalties, Related Rights - Distinction between related rights and copyrights.			
Unit IV	TRADEMARKS	(05hrs.)	CO2, CO3, CO4
Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks), Non-Registrable Trademarks, Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies and Penalties - Trademarks registry and appellate board.			



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Unit V	DESIGN and GEOGRAPHICAL INDICATION (GI)	(05hrs.)	CO3, CO4, CO5
Meaning and concept of novel and original, Procedure for registration, effect of registration and term of protection, Geographical indication: meaning, and difference between GI and trademarks , Procedure for registration, effect of registration and term of protection.			
Text Books			
1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited. 2. Neeraj, P.and Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.			
Reference Books			
1. Ahuja, V K,. Law relating to Intellectual Property Rights. India, IN: Lexis Nexis. 2. Bulchandani K.R., Business Laws for Management, Himalaya Publishing House. 3. GanguliPrabhddha,;to Intellectual Property Rights Unleashing The Knowledge Economy, New Delhi, Tata Mcgrawhill Publishing Co. Ltd.			

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment: Total 5 assignments should be given. One for each unit and 10 marks each. Total marks (10*5) should be converted to 10. It include Short answer and long answer questions, case study, case let, numerical, article review etc.	
2	Magazine Based Assessment: Students need to select one article from Magazine and write its review.	10+10 =20



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 08 : [DEC] Business Environment			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :02 hrs./week	02	In Sem. Exam : 20Marks End Sem. Exam: 30Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Describe various internal and external environments that affect business.		Remember
CO2	Summarize the factors and components that drive the changes in domestic and international business environment.		Understand
CO3	Illustrate the different economic system and role of public and private sector in economy.		Apply
CO4	Analyze the impact of government policies and regulations on business environment.		Analyze
CO5	Conduct Internal external analysis of business organization.		Evaluate
Course context, Relevance, Practical Significance: This course will assist students to develop understanding of internal and external environments that affect the overall functioning of business organization. It will help them to evaluate role of government and non-government institutes and its impact on conduction of business activities.			
Unit I	BUSINESS ENVIRONMENT	5Hrs.	CO1, CO2
Business Environment: Elements of environments, Micro and Macro Environments; Various environments affecting the business, Social, Economic, Political and Legal, Cultural; Competitive demographic; Porters 5 forces Model, Technical environment; International environment; Different roles of government in business; Business and Culture; Social responsibilities of Business.			
Unit II	BUSINESS AND GOVERNMENT	5Hrs.	CO1, CO2
Business and Government : State regulations of business, How government regulations affect business functioning, Technology, indigenous technology, Import of technology, Import of technological changes of business, Broad profile of Indian Economy , Industrial Policy - its historical perspective (in brief), Industrial licensing policy; Industrial Policy Liberalization. Economic Planning in India; Rationale of economic planning.			
Unit III	ECONOMIC SYSTEM	5 Hrs.	CO1, CO2
Economic System: Socialism, Capitalism ,Mixed economy; Public sector -its objectives and working , major problems of public sector enterprises ; Privatization of public sector enterprises - the issue involved; Private and Joint Sectors and its roles and objectives;			
Unit IV	INTERNATIONAL BUSINESS ENVIRONMENT	6Hrs.	CO2,CO3, CO4,
Drivers of international business; modes of entry into international business, Consequences of economic globalization; Effect of Political and cultural environment on international trade; latest import-export policy; Tariffs and Non-tariff barriers; Impact of pandemic on international business; WTO, IMF, World Bank.			
Unit V	CHANGING BUSINESS ENVIRONMENT	4Hrs.	CO3,CO4, CO5



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Securities Exchange Board of India, Regulation of Mergers and Acquisitions, Take over. Pandemic situations like Covid 19 issue. Role of Industry and Government, Impact of Changes in the Business Environment on the Management of Companies. Managing businesses in a changing environment.

Text Books

Text Books

1. Gosh, Biswanath, Economic Environment of Business, South Asia Book, New Delhi.
- 2.K. Ashwathapa , Business Environment, Himalaya publishing House.

Reference Books

1. M. Adhikary, Economic Environment of Business, S. Chand and Sons..
2. Shaikh Saleem ,Business Environment|, Fourth Edition|, Pearson Paperback
3. Francis Cherunilam, Business Environment.

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course

Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Written Home Assignment Case Study : Analyze the current Business environments prevailing in India (social, economic, political, environmental and legal)	10+10 =20
2	Thematic Presentation: 1. India's position at Global Technical Environment. 2. Identify and Evaluate the role of an International Financial institute (WTO/IMF/World Bank) 3. Drivers of international business 4. Changing Business Environment due to AI 5. Changing Business Environment due to uncertainty like pandemic 6. Social responsibilities of Business	



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F. Y. M.B.A.			
Pattern 2022 Semester: I			
MBA22 1 09 :[SLC] Business Communication -I			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :01 hrs./week	01	In Sem. Exam : 20Marks	
Practical : 02hrs./week	01	End Sem. Exam: 30Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes	Bloom's Level	
CO1	Recognize the requirement of effective business communication.	Remembering	
CO2	Explain the barriers while communicating in real world business environment.	Understanding	
CO3	Apply the ways to communicate effectively with appropriate verbal and body language.	Applying	
CO4	Demonstrate appropriate behavior in professional virtual and real business conversations.	Applying	
CO5	Create effective business presentations with the aid of appropriate technology tools and their functions.	Creating	
COURSE CONTENTS			
Unit I	BASIC PRINCIPLES OF COMMUNICATION	(05hrs.)	CO1, CO2
Introduction, Understanding Communication, Communication Process, Barriers to Communication, Importance of Communication in the Workplace, Types and Channels of Communication, Nature of Business Communication. Attitude and Communication; Persuasive Communication and Handling Negativity; Presentations to Hostile Audience – Exercises; Negotiating Skills.			
Unit II	INTRODUCTION TO LISTENING and SPEAKING	(05hrs.)	CO1, CO2
Importance of Listening in the Workplace, Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context. Feed-back Mechanisms. Speaking: : Characteristics of effective speech, voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture; Business etiquette; Effective Presentation; Use of ICTES including Power Point Presentations.			
Unit III	SOFT SKILLS	(05hrs.)	CO1, CO2, CO3
How communication skills and soft skills are inter-related, Telephone Etiquette, Cell phone etiquette, Telephone etiquette guidelines, Mastering the telephone courtesy, Active listening, Putting callers on hold, Transferring a call, Screening calls, Taking a message, Voice Mail, Closing the call, When Making calls, Closing the call, Handling rude or impatient clients, Cross-cultural communication, cultural sensitivity, Cross-cultural issues which affect Communication across different Cultures, Culture and non-verbal communication, Effective intercultural communication, Business and social etiquette.			
Unit IV	PRESENTATION SKILLS	(05hrs.)	CO3 , CO4
Principles of Effective Presentations, Planning, Structure and Delivery, Time management - Slide design and transition: representation of textual information into visuals for effectiveness of communication,			



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Adherence to the number of slides. Dynamics of group presentation and individual presentation.			
Unit V	INTERVIEW SKILLS	(05hrs.)	CO5
<p>Interviews: Essentials of placement interviews, web /video conferencing, tele-meeting. Impression Formation, Tactics, The Self-presentational Motive, The Compass Qualities; First and Lasting Impressions; Magic Pills; Toxic Traits; Physical Appearance; Communication Style; Content of Communication; Actions</p> <p>Preparing speech of introduction, speech of vote of thanks, occasional speech, theme speech, formal speeches during meetings.</p>			
Text Books			
<ol style="list-style-type: none"> 1. Munter, Mary. Guide to Managerial Communication: Effective Business Writing and Speaking. Prentice Hall, 2002. ISBN:0130462162. 2. Herta Murphy and Herbert Hildebrandt and Jane Thomas ,Effective Business Communication, TMH 			
Reference Books			
<ol style="list-style-type: none"> 1. KaulAsha, Effective Business Communication, Prentice Hall of India, 2005, 81-203-1709-2 Bottom of Form. Tayler Shinley, Communication for Business, Pearson Education. 			

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	<p>Thematic Presentation: (Group Activity) Thematic Presentation activity related to leader of your choice, motivational movie reviews, occasional speech, theme speech, formal speeches during meetings etc.</p>	10
2	<p>Role Play: (Individual Activity) Role play activity related to Closing the call, Handling rude or impatient clients, Negotiating difficult situations, mediator between two or more entity for successful business deal etc.</p>	10



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List of Practical Assignments		
Sr. No.	Practical Assignments	CO Mapped
1	Listening Activities 1	CO2,CO3
2	Listening Activities 2	CO2,CO3
3	Listening Activities 3	CO2,CO3
4	Listening Activities 4	CO2,CO3
5	Listening Activities 5	CO2,CO3
6	Speaking Activities 1	CO3,CO4
7	Speaking Activities 2	CO3 CO4
8	Speaking Activities 3	CO3 CO4
9	Speaking Activities 4	CO3 CO4
10	Speaking Activities 5	CO3 CO4
11	Preparing speech (Welcome Speech, Thank you note, Vote of Thanks etc.)	CO5
12	Extempore	CO2,CO3,CO4
13	Extempore	CO2,CO3,CO4
14	Extempore	CO2,CO3,CO4
15	Soft Skills Activities1	CO3, CO4
16	Soft Skills Activities2	CO3, CO4
17	Soft Skills Activities3	CO3, CO4
18	Soft Skills Activities4	CO3, CO4
19	Group Discussion	CO3
20	Group Discussion	CO3
21	Group Discussion	CO3
22	Mock Interview	CO3
23	Mock Interview	CO3
24	Debate	CO4



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 10 : [LHSM]Emotional Intelligence			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :01 hrs./week Practical : 02hrs./week	01 01	In Sem. Exam : 20Marks End Sem. Exam: 30Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes		Bloom's Level
CO1	Apply one self and others in a better manner.		Understanding
CO2	Identify and develop hidden areas of human relations.		Understanding
CO3	Apply the EI principles in corporate sector and in all walks of the life.		Applying
CO4	Analyze EI as a tool to develop relations with other people.		Analyzing
CO5	Evaluate decision making in better manner and to develop EI as a skill.		Evaluate
Course context: The uses and utility of emotional intelligence at home, school and workplace have benefited thousands in many disciplines. This course is designed to sensitize the participants about the concept, theory and applications of emotional intelligence. “Intelligence quotient (IQ) gets you hired but emotional quotient (EQ) gets you promoted”. This popular quote by Times magazine during late nineties has made the concept of emotional intelligence more popular among people by highlighting its multiple implications and applications.			
Unit I	INTRODUCTION	(05hrs.)	CO1, CO2
<ul style="list-style-type: none"> ➤ Introduction to emotions, emotional intelligence and wisdom ➤ Discussion on how our hearts rule over our heads for creative creation. ➤ Various principles of emotional intelligence guide us in different contexts of life. 			
Unit II	PRINCIPLE OF EMOTIONAL INTELLIGENCE	(05hrs.)	CO1, CO2
<ul style="list-style-type: none"> ➤ The awareness about the principle of emotional intelligence will develop insights into self-regulation and realization of one's optimum potentials for better performance. ➤ Five essential tools for building powerful and effective relationships under EI ➤ Theory, measurement and applications of emotions , Emotional bandwidth 			
Unit III	MEASUREMENT OF EMOTIONAL INTELLIGENCE	(05hrs.)	CO1, CO2,CO3
<ul style="list-style-type: none"> ➤ The participants will come to know about many unknowns of life, which will further help them to enhance their awareness to be effective on their roles ➤ Emotional intelligence: concept, theory and measurements and utilization of same. ➤ EQ mapping 			
Unit IV	CORRELATION OF EI WITH EXTERNAL PARAMETERS	(05hrs.)	CO1,CO2,CO4
<ul style="list-style-type: none"> ➤ Correlation of emotional intelligence with upbringing of child, family members support. ➤ Correlation of emotional intelligence with culture, schooling and happiness 			
Unit V	TOOLS TO ENHANCE EI	(05hrs.)	CO1,CO2,CO3, CO4,CO5



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<ul style="list-style-type: none"> ➤ Tools to enhance emotional intelligence - EQ mapping, analysis of personality, etc. ➤ Managing stress, suicide prevention, base of spirituality and meditation ➤ Application of emotional intelligence at family, school and workplace.
Text Books
<ol style="list-style-type: none"> 1. Daniel Goleman (1998) Working with Emotional Intelligence: Bloomsbury Publication 2. Eric Berne (1964) Games People Play ,The Basic Handbook of TA: The Language of Emotional Intelligence: 3. Jeanne Segal 45 15 (2008) ,The Five Essential Tools for Building Powerful and Effective Relationships 4. Daniel Goleman, The Brain and Emotional Intelligence: New Insights : HBR's 10 Must Reads on Emotional Intelligence (2015)
Reference Books
<ol style="list-style-type: none"> 1. Petrides, K. V. (2009) Technical manual for the Trait Emotional Intelligence Questionnaires (TEIQue): London Psychometric Laboratory. 2. Robert J. Sternberg(2000)Handbook of Intelligence: Cambridge University Press

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Mind Map Presentation (Group Activity) A group of 10 students will prepare the mind map and present it in class – <ul style="list-style-type: none"> • Principle of emotional intelligence • Tools to enhance emotional intelligence • Emotional Intelligence etc. 	10+10 =20
2	Role Play (Individual Activity) based on different situations like Self-management, accepting once emotions and accepting others emotions etc.	

List of Practical Assignments		
Sr. No.	Practical Assignments	CO Mapped
1	Discussion on books – Eric Berne (1964) Games People Play ,The Basic Handbook of TA: The Language of Emotional Intelligence	CO2, CO3,CO4
2	Discussion on books – Daniel Goleman (1998) Working with Emotional Intelligence: Bloomsbury Publication	CO2, CO3,CO4
3	If You Knew... (different emotional status)	CO1, CO2
4	Temperament Analysis Exercise	CO1, CO2
5	Be the Fog (Regulate Your Emotions) Exercise	CO1, CO2,CO3
6	Be the Fog (Regulate Your Emotions) Exercise	CO1, CO2,CO3
7	Emotional Intelligence Assessment for Leaders worksheet exercise	CO1, CO2
8	Emotional Intelligence Assessment for Leaders worksheet exercise	CO1, CO2
9	Accepting Your Emotions(Group Activity)	CO1, CO2



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10	Accepting Your Emotions(Group Activity)	CO1, CO2
11	Giving Feedback: Improving Self-Awareness(Individual Activity)	CO1, CO2,CO4
12	Giving Feedback: Improving Self-Awareness (Individual Activity)	CO1,CO2, CO4
13	Giving Feedback: Improving: Social Awareness (Individual Activity)	CO1,CO2, CO4
14	Giving Feedback: Improving: Social Awareness (Individual Activity)	CO1, CO2, CO4
15	Self-Management (Individual Activity)	CO1,CO2, CO4
16	Self-Management (Individual Activity)	CO1,CO2, CO4
17	Name Game (Individual Activity)	CO1, CO2, CO3, CO4
18	Name Game(Individual Activity)	CO1, CO2, CO3, CO4
19	Online Courses for EI- (go through the course and discussion) <ul style="list-style-type: none"> ➤ Udemy’s Course on Emotional Intelligence ➤ Class Central’s Free Online Emotional Intelligence Courses ➤ Coursera’s Courses on Emotional Intelligence ➤ The Emotional Intelligence Network’s Free EQ Courses ➤ Future Learn’s Emotional Intelligence at Work Course 	CO1, CO2
20	Useful Emotional Intelligence TEDx Talks : <ul style="list-style-type: none"> ➤ The Power of Emotional Intelligence TED Talk by Travis Bradberry, ➤ 6 Steps to Improve Your Emotional Intelligence TED Talk by Ramona Hacker, ➤ The People Currency: Practicing Emotional Intelligence TED Talk by Jason Bridges, ➤ What is Emotional Intelligence from The School of Life, Daniel Goleman Introduces Emotional Intelligence from Big Think ➤ Emotional Intelligence – Understanding EQ with Daniel Goleman – Animated Book Review from Practical Psychology 	CO1to CO5
21	Discussion on above points	CO1 to CO5
22	Emotional Intelligence Workbooks (Individual Activity)	CO1, CO2
23	Emotional Intelligence Workbooks(Individual Activity)	CO1, CO2
24	Preparing Mind map and presenting it (Individual Activity)	CO1, CO2

F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 11: [LHSM] Self Expression		
Teaching Scheme:	Credit Scheme:	Examination Scheme:
Theory :01hrs./week	01	In Sem. Exam : 20Marks
Practical : 02hrs./week	01	End Sem. Exam: 30Marks
Course Outcomes: On completion of the course, students will be able to–		



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	Course Outcomes	Bloom's Level
CO1	Identify one-self in a better manner.	Understanding
CO2	Express hidden potential.	Analyzing
CO3	Examine one-self and others around you to be successful Manager.	Evaluating
CO4	Categorize effective ways for managing self.	Evaluating
CO5	Develop various skills for Self Improvement.	Creating
COURSE CONTENTS		
Unit I	SELF-EXPRESSION	(05hrs.)
	<ul style="list-style-type: none"> ➤ Meaning of Self-Expression- A Definition, Self-Expression Theory in Psychology, ➤ The importance of Self-Expression, Examples of Self-Expression. 	
Unit II	SELF-EXPRESSION TECHNIQUES	(05hrs.)
	How to Improve Self-Expression Skills, Techniques for Developing Self-Expression	
Unit III	SELF-EXPRESSION WORKSHEETS	(05hrs.)
	<ul style="list-style-type: none"> ➤ All About Me Worksheet ➤ What Makes Me Unique ➤ Self-Expression Worksheet 	
Unit IV	FINDING POTENTIAL	(05hrs.)
	<ul style="list-style-type: none"> ➤ Preparing Blogs/ YouTube channel are its use for constructive purpose. ➤ CSR activity/Connection with NGO etc. 	
Unit V	TALENT EXHIBITION	(05hrs.)
	<ul style="list-style-type: none"> ➤ Performance of Photography/Art/ Music/ Fashion / Poetry/Dance/ Rangoli/ Drawing/ Sand art/ Ekabana/ 10 Min. cookery/ Baking/ Judo/ Demo Playing guitar/ Singing/ Sketching /Painting/Mimicry/Yoga/Aerobics/Mono Act/Story telling/etc. 	
Text Books		
	<ol style="list-style-type: none"> 1. Nina Wise ,A Big New Free Happy Unusual Life: Self Expression and Spiritual Practice for Those Who Have Time for Neither 2. Judith Baker Mario Rinvolunci,Unlocking Self-Expression Through NLP, Viva Books Private Limited 	
Reference Books		
	<ol style="list-style-type: none"> 1. Owen Flanagan ,Self-Expressions: Mind, Morals, and the Meaning of Life 2. John Graham-Pole, Illness and the Art of Creative Self-Expression: Stories and Exercises from the Arts for Those with Chronic Illness. 3. Mitchell S. Green ,Mastering the Art of Self-Expression by Self-Expression 	

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	Performance based individual activity based on different themes will be provided by judge by external expert person from the same field. .	10 + 10



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2	Mind Map of self and family : Preparing poster and presentation of it.(Individual Activity)	=20
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List of Practical Assignments		
Sr. No.	Practical Assignments	CO Mapped
1	Self-Expressing Activity-3 min exercise [Individual Activity]	CO2 to CO5
2	Self-Expressing Activity-3 min exercise (Avoiding earlier mistakes)	CO2 to CO5
3	Self-Expression Worksheet [Individual Activity]	CO1to CO5
4	Preparing Blogs for constructive purpose.	CO2 to CO5
5	Preparing YouTube channel for constructive purpose.	CO2 to CO5
6	Participation in CSR activity [Group activity]	CO2 to CO5
7	Visit to NGO [Group Activity]	CO2 to CO5
8	Visit to traffic park [Group Activity]	CO2 to CO5
	Entire class will divide into small groups as per their interest area and they activity will be assign to them. [Group activity]. Theme will be assign to them.	
9	Performance of Photography	CO2 to CO5
10	Performance different Art (dance performance)and Music concert	CO2 to CO5
11	Performance of Fashion Show based on theme	CO2 to CO5
12	Performance of Poetry	CO2 to CO5
13	Performance of Rangoli/ Drawing/ Sand art.	CO2 to CO5
14	Performance of Ekabana	CO2 to CO5
15	Performance of 10 Min. cookery and Baking	CO2 to CO5
16	Performance of Judo	CO2 to CO5
17	Performance of Singing	CO2 to CO5
18	Performance of Demo Playing guitar/Table/Flut/ different instruments	CO2 to CO5
19	Performance of Sketching /Painting	CO2 to CO5
20	Performance of Mimicry	CO2 to CO5
21	Performance of Yoga/Aerobics	CO2 to CO5
22	Performance of Mono Act	CO2 to CO5
23	Performance of Story telling	CO2 to CO5
24	Performance of ant other activity with prior permission	CO2 to CO5



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F. Y. M.B.A. Pattern 2022 Semester: I MBA22 1 12 : [SLC] Excel skill for Business			
Teaching Scheme:	Credit Scheme:	Examination Scheme:	
Theory :01 hrs./week Practical : 02hrs./week	01 01	In Sem. Exam : 20Marks End Sem. Exam: 30Marks	
Course Outcomes: On completion of the course, students will be able to–			
	Course Outcomes	Bloom's Level	
CO1	Acquaint with basics of Microsoft Office & Google Applications.	Remembering	
CO2	Demonstrate the IT skills through the use of appropriate technology.	Applying	
CO3	Use various functions of MS Excel using different types of commands.	Applying	
CO4	Analyze the data from multiple data sources from MS Excel using few statistical tools.	Analyzing	
CO5	Create standard Excel Template for routine business data management.	Creating	
COURSE CONTENTS			
Unit I	INTRODUCTION	5hrs.	CO1
Introduction & Practical knowledge of- Microsoft Office (MS Word, MS PowerPoint , MS Excel etc) & Google Application(Google Sheets, Google Forms, Google Drive, etc)			
Unit II	Introduction to Spreadsheet	5hrs.	CO3
Understanding Worksheets, Selecting Cells, Auto Sum and Auto Fill Function, Cell Referencing and Request, Formatting Cells, Formatting Numbers, Placing Cell Alignment, Cell, Rows and Columns, Understanding Worksheets, Editing, Copying and Moving Cells, Page Layouts in Excel, Proofing Workbooks, Basic Options, Ribbons and Toolbar.			
Unit III	Functions of Microsoft Excel	5hrs.	CO1, CO2
Sorting Data, Using Excel Tables, Filtering Data in Excel, Understanding Date Function, lookup ,H lookup. How to use Charts: Understand Charts, Chart Design Options and Tools, Chart Format Tools, Combo Charts, Functions within Excel, Logical Functions, Find and Replace, Headers and Footers, Adding Comments, Conditional Formatting.			
Unit IV	Data Analysis and Data Visualization Advance Excel:	5hrs.	CO1, CO2,CO4,CO5
Data Analysis: Pivot Tables, Calculations and grouping options, what-if analysis Data Visualization: Charts, Pivot Charts, Timeline, Sparkline, Conditional formatting, Power Map Data Extraction: Print Excel sheet, Page orientation, Export files, Share file			
Unit V	Automation in Excel	5hrs.	CO2, CO3,CO4,CO5
Automation in Excel: Difference between Macros and VBA, Record a macro, Timeline, Sparkline's Conditional Formatting, Power Map. What's New in Excel:			



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New Functions in MS Excel 2019, New Charts, Advanced Excel Course, Enhancement in Pivot Table Data Analysis functions for descriptive statistics
Text Books
1. Bittu Kumar, Mastering MS Office, V and S Publications 2. Information Technology for Management, by Ramesh Behl
Reference Books
1. Ramesh Bangia, MS Office, Khanna Book Publishing 2. Excel: Formulas & Functions, Robert Dinwiddie. 3. Lokesh Lalwani, MS Excel 2019 All-In-One, BPB Publication 4. Wayne L. Winston, MS Excel 2019: Data Analysis and Business Model, PHI Learning Pvt. Ltd.

Guidelines for Continuous Comprehensive Evaluation (CCE) of Theory Course		
Sr. No.	Components for Continuous Comprehensive Evaluation (CCE)	Marks Allotted
1	MCQ test based on Unit no. 1 , 2 and 3	10
2	Making an Excel sheet based small numerical to test the skills learnt in the Unit no. 3 , 4 and 5	10

List of Practical Assignments		
Sr. No.	Practical Assignments	CO Mapped
1	Use of Google Forms, Sheets etc.	CO1,CO2
2	Excel Practical Exercises 1 – Working with worksheets	CO2,CO3
3	Excel Exercise 2- Date Formats/Number/Percentage	CO2,CO3
4	Excel Exercise 3 – IF Function/Sum/Average Functions	CO2,CO3
5	Excel Exercise 4 - Formulas/Copying/Worksheets	CO2,CO3
6	Excel Exercise 5 - Arithmetic Formulas and Function	CO2,CO3
7	Exercise based on above functions	CO2,CO3,CO4
8	Excel Exercise 6– Absolute Cells/ SUM & Multiply Formulas/Formatting	CO2,CO3,CO4
9	Excel Exercises on Charts /Formatting charts/Resizing etc.	CO2,CO3,CO4
10	Excel Exercises 7 – Lookup Functions	CO2,CO3,CO4
11	Excel Exercise 8- Create and Manage PivotTables	CO2,CO3,CO4
12	Excel Exercise 9- Advanced Pivot Charts	CO2,CO3,CO4
13	Excel Exercise 10- Data Extraction	CO2,CO3,CO4
14	Exercise based on Automation in Excel	CO2,CO3,CO4,CO5
15	Exercise on Data Analysis using Excel	CO2,CO3,CO4,CO5



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16	Working with different types of data(qualitative & Quantitative)	CO2,CO3,CO4,CO5
17	Quiz on Excel Functions (Which function will you use in following situation?)	CO2,CO3,CO4,CO5
18	Ms. Excel Shortcuts	CO2
19	Use of Excel in different functions of organization	CO2,CO3,CO4,CO5
20	Case Study using Spreadsheet	CO2,CO3,CO4,CO5
21	Case Study using Spreadsheet	CO2,CO3,CO4,CO5
22	Case Study using Spreadsheet	CO2,CO3,CO4,CO5
23	Case Study using Spreadsheet	CO2,CO3,CO4,CO5
24	Quiz on Excel Functions (Which function will you use in following situation?)	CO2,CO3,CO4,CO5
