



**Prof. Ram Meghe Institute Of Technology
And Research Badnera -Amravati**

**An Autonomous Institute Affiliated to
Sant Gadge Baba Amravati University,
Amravati, Maharashtra (India)**

**PROGRAMME SCHEME & SYLLABI
2023-2024**

MBA 1st Year



**Prof. Ram Meghe Institute Of Technology And Research,
Badnera - Amravati.**

**Published By
Principal**

Prof. Ram Meghe Institute Of Technology And Research, Badnera - Amravati.



Department Vision :

To establish a sustainable, regional & national leadership in academics, corporate governance based on information & communication technology (ICT) through management education so as to enable rural community to become part of the mainstream national economy.

Department Mission:

1. To become center of excellence in management education where students are shaped into vibrant, constructive, dedicated workforce.
2. To equip students with analytical and critical thinking abilities enabling them to effectively solve business problems in rapidly changing business environment.
3. To foster learning environment that cultivates leadership, entrepreneurship and Socio-economic awareness.

Program Educational Objectives:

PEO1 Holistic Development: Provide a supportive academic environment for students to excel in communication, critical thinking, responsibility, teamwork, and leadership in their careers.

PEO2 Corporate Readiness: Enable students to apply management principles and practices effectively for success in today's corporate world.

PEO3 Problem Solving Leadership: Develop problem-solving and leadership skills to handle business challenges and uncertainties with a rational approach.

PEO4 Understanding Business Environment: Create managers who understand socio-cultural and business challenges and local, regional and national business environments and stay updated with the latest information.

PEO5 Social Responsibility: Encourage students to actively participate in social responsibilities, value social commitments, and embrace lifelong learning.



Program Outcomes:

Management graduate will be able to:

PO1 Business Management Knowledge: Acquire problem-solving skills through management principles and practices.

PO2 Investigate business problems: Utilize research based knowledge and methodologies to conduct thorough investigation and arrive well founded conclusion.

PO3 Problem Analysis: Use critical thinking to understand managerial issues by collecting and analyzing data

PO4 Development of Solutions: Design management solutions using contemporary methods to improve organizational efficiency and find innovative business solutions.

PO5 Effective Communication: Proficiency in conveying ideas in verbal and non-verbal mode.

PO6 Ethical Decision-Making: Apply ethical principles and consider its societal and environmental impact while managerial decision making.

PO7 Entrepreneurial Mindset: Identify opportunities and develop traits for successful business management.

PO8 Global Business Awareness: Understand the global economic, social, and technological environment for business development.

PO9 Lifelong Learning in Management: Recognizing the value of continuous education and acquiring new knowledge.

PO10 Team Work: Working in diverse environments with individuals from various disciplines.

PO11 Utilizing Technology Tools: Employing ICT resources for managerial decision making process.

PO12 Leadership Expertise: Develop understanding of various leadership theories and best practices to apply in diverse organizational context.



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Program Specific Outcomes:

Management graduate will be able to:

PSO 1 Acquire knowledge, skills and abilities through classroom learning, case analysis, live projects and training.

PSO 2 Apply business management knowledge for the development of diverse business at local, regional and national level.

Appendix-A
Master of Business Administration
Course Semester-I

Subject Code	Name of Subject	Hrs/Week	Credits	Examinations Scheme						
				Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
					Max. Marks	Min. Pass Marks	Max. Marks	Min. Pass Marks		
MBA 101	Managerial Communication	4	4	2	50	25	50	25	100	300
MBA102	Business Economics	4	4	3	60	30	40	20	100	
MBA103	Accounting for Business	4	4	3	60	30	40	20	100	
MBA104	Management Process and Organization Behaviors	4	4	3	60	30	40	20	100	
MBA105	Indian Ethos and Business Ethics	4	4	3	60	30	40	20	100	
MBA106	Computer Applications for Business	4	4	3	60	30	40	20	100	
MBA107	Business Statistics and Analytics	4	4	---	---	---	Internal Assessment Paper			
Total		28	28						600	300

Appendix- B

Master of Business Administration

Course Semester-II

Subject Code	Name of Subject	Hrs/Week	Credits	Examinations Scheme						
				Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
					Max. Marks	Min. Pass Marks	Max. Marks	Min. Pass Marks		
MBA 201	Legal Aspect for Business	4	4	3	60	30	40	20	100	300
MBA202	Business Research	4	4	3	60	30	40	20	100	
MBA203	Human Resource Management	4	4	3	60	30	40	20	100	
MBA204	Financial Management	4	4	3	60	30	40	20	100	
MBA205	Marketing Management	4	4	3	60	30	40	20	100	
MBA206	Operation Management	4	4	3	60	30	40	20	100	
MBA207	Business Entrepreneurship	4	4	---	---	---	Internal Assessment Paper			
Total		28	28						600	300

Appendix- C

**Master of Business Administration Course
Semester-III**

Subject Code	Name of Subject	Hrs/Week	Credits	Examinations Scheme						
				Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
					Max. Marks	Min. Pass Marks	Max. Marks	Min. Pass Marks		
301	Business Environment	4	4	3	60	30	40	20	100	300
3101/3201 ...	Paper –I DSE	4	4	3	60	30	40	20	100	
3102/3202 ...	Paper-II DSE	4	4	3	60	30	40	20	100	
3103/3203 ...	Paper –III DSE	4	4	3	60	30	40	20	100	
3104/3204 ...	Paper- IV DSE	4	4	3	60	30	40	20	100	
306	Dissertation (Pre – Report Submission)	3 (Per Batch of Six Students)	2				Internal Assessment Paper		50	
307	Summer Internship Programme	---	2	---	---	---	Internal Assessment Paper		50	
Total		28	24						600	300

***Discipline Specific Electives:** Students can select any one Discipline Specific Elective Group (Specialisation) in SEM III from among the different specializations offered by the University

SR. No.	Specialization	Subject Name	Subject Code
I	Marketing Management (MM)	1. Integrated Marketing Communication	(MBA/3101/M)
		2. Consumer Behaviors	(MBA /3102/M)
		3. Products and Brand Management	(MBA/3103/M)
		4. B 2 B Marketing	(MBA /3104/M)
II	Financial Management (FM)	1. Banking and Financial System	(MBA/3201/F)
		2. Operating Finance	(MBA/3202/F)
		3. Investment Decision	(MBA /3203/F)
		4. International Financial Management	(MBA/3204/F)
III	Human Resource Management (HRM)	1. Talent Acquisitions	(MBA /3301/H)
		2. Compensation and Benefit Management	(MBA/3302/H)
		3. Human Resource Development	(MBA/3303/H)
		4. Human Resource and Legal Framework	(MBA/3304/H)
IV	Operation Management	1. Supply Chain and Logistics Management	(MBA /3401/OM)

		2. Sales and Operations Planning	(MBA/3402/OM)
		3. Pricing and Revenue Management	(MBA/3403/OM)
		4. Behavioral Operations Management	(MBA/3404/OM)

Appendix- D
Master of Business Administration Course
Semester-IV

Subject Code	Name of Subject	Hrs/Week	Credits	Examinations Scheme						
				Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
					Max. Marks	Min. Pass Marks	Max. Marks	Min. Pass Marks		
401	Business Strategy	4	4	3	60	30	40	20	100	300
4101/4201	Paper –II DSE	4	4	3	60	30	40	20	100	
4102/4202 ...	Paper-III DSE	4	4	3	60	30	40	20	100	
4103/4203 ...	Paper –IV DSE	4	4	3	60	30	40	20	100	
4104/4204 ...	Paper-V DSE	4	4	3	60	30	40	20	100	
406	Dissertation (Final Report Submission)	3 (Per Batch of Six Students)	2				Internal Assessment Paper		50	
407	MOOC Course	---	4	---	---	---	Internal Assessment Paper		50	
Total			26						600	300

***Discipline Specific Electives:** Students can select any one Discipline Specific Elective Group (Specialisation) SEM IV from among the different specializations offered by the University

SR. No.	Specialization	Subject Name	Subject Code
V	Retail Management (RM)	1. Retail Brand Management	(MBA/4101/RM)
		2. Retail Consumer Behaviors	(MBA /4102/RM)
		3. Logistics and supply chain aspects in Retail Management	(MBA/4103/RM)
		4. E- Retailing	(MBA /4104/RM)

VI	Enterprise Management (EM)	1. Planning, structuring and financing small business	(MBA/4201/EM)
		2. Finance and Accounting for small Business	(MBA/4202/EM)
		3. Venture Valuation for small Business	(MBA /4203/EM)
		4. Indian Models in Entrepreneurship	(MBA/4204/EM)
VII	Business Analytics (BA)	1. Data Analytics	(MBA /4301/)
		2. Statistical Methods using R	(MBA/4302/H)
		3. Data Visualization	(MBA/4303/H)
		4. Data ware housing and Data Mining	(MBA/4304/H)
VIII	Management Information System	1. Managing Digital Innovation and Transformation (MIS)	(MBA /4401/MS)
		2. E-Commerce and Digital Markets	(MBA/3402/OM)
		3.Strategic Management of IT	(MBA/3403/OM)
		4. Data Mining for Business Decisions	(MBA/3404/OM)