



SANDIP
FOUNDATION

SANDIP FOUNDATION'S

**SANDIP INSTITUTE OF TECHNOLOGY AND
RESEARCH CENTRE**

**(An autonomous institute permanently affiliated to Savitribai Phule Pune
University, Pune and Accredited by NAAC 'A' Grade)**

**MASTER OF BUSINESS ADMINISTRATION
(M. B. A.)**

**PROGRAM STRUCTURE AND SYLLABI FOR I to IV
SEMESTERS FROM ACADEMIC YEAR 2023 - 24**



CURRICULA FOR MBA PROGRAM

Table 1: Coding for Courses used in Curriculum

Course Code XXYYZZZE	Definitions
XX	Year of curriculum implementation
YY	Branch code
ZZZ	Level of program & Course no. 1: First Year (UG) 2: Second Year (UG) 3: Third Year (UG) 4: Fourth Year (UG) 5: First Year (PG) 6: Second Year (PG)
E	Suffix only for elective
VAC	Value Added Course
Branch Code (YY)	Branch/Program
00	Institute Level Course/Program
01	Engineering Sciences and Humanities
10	Computer Engineering
11	Electrical Engineering
12	Mechanical Engineering
13	Automation & Robotics Engineering
14	Civil Engineering
15	Information Technology
16	Master of Business Administration (M.B.A.)
17	Electronics & Telecommunication Engineering
18	Artificial Intelligence & Data Science

Table 2: Distribution of Credits and Marks for M.B.A. Program

Part I: Program Courses					
	Semester				Total
	I	II	III	IV	
Credits	22	22	23	21	88
Marks	725	750	700	725	2900
Part II: Value Added Courses					
Credits	--	1	1	--	2
Marks	--	25	75	--	100
Total Marks	725	775	775	725	3000
TOTAL MINIMUM CREDITS TO EARN (Part I + II)				88 + 2 = 90	



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Master of Business Administration (MBA)

Abbreviations

CIA	Continuous Internal Assessment	AEC	Ability Enhancement Course
L	Theory Lecture	BS	Basic Science
T	Tutorial	ES	Engg. Science
P	Practical	CEP	Community Engagement Project
TC	Total Credits	EC	Exit Course
CP	Credits for Practical	HSSM	Humanities, Social Science and Management
CT	Credits for Theory	IKS	Indian Knowledge System
IC	Institute Core	VSEC	Vocational and Skill Enhancement Course
IE	Institute Elective	MD	Multidisciplinary Minor
OE	Open Elective	LLC	Liberal Learning Course
PC	Programme Core	VEC	Value Education Course
PE	Programme Elective	ELC	Experiential Learning Course
VAC	Value Added Course	^a	Oral/ Presentation Examination
HM	Honors / Minor Program Course	^b	Practical Examination
SDC	Skill Development Course		
EEC	Employability Enhancement Course		

Formative Assessment for Theory Course (Scaled to allotted marks)		
CIA	Weightage	Description
CIA 1	20%	Home Assignment
CIA 2	40%	Mid-Term Exam (MTE)
CIA 3	20%	Research Based Activity/Quizzes/Case Studies/Poster/ GD
CIA 4	20%	Topic Based Presentation /Extempore
TOTAL	100%	



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Specializations	Course Code
Marketing Management (MKT)	XX16Z31-39
Financial Management (FIN)	XX16Z41-49
Human Resource Management (HRM)	XX16Z51-59
International Business Management (IBM)	XX16Z61-69
Operations & Supply Chain Management (OSCM)	XX16Z71-79
Business Analytics (BA)	XX16Z81-89
Rural & Agribusiness Management (RABM)	XX16Z91-99



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Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	IC (GC)	2316501	Accounting for Managers	3	-	--	3	50	--	50	--	100
2	IC (GC)	2316502	Economics for Business Decision	3	-	--	3	50	--	50	--	100
3	IC (GC)	2316503	Business Law	3	-	--	3	50	--	50	--	100
4	IC (GC)	2316504	Research Methodology	3	--	-	3	25	--	50	-	75
5	IC (GC)	2316505	Organization Behaviour	3	-	--	3	50	--	50	--	100
6	IC (GC)	2316506	Marketing Basics	3	--	-	3	50	--	50	--	100
7	IE Common	2316507 A to C	Institute Elective-1	1	1	--	2	25		50	--	75
8	IE Common	2316508 A to C	Institute Elective-2	1	1	--	2	25	--	50	--	75
TOTAL				20	2	--	22	325	00	400	00	725

Institute Electives:

(Elective-1)

1. Principles and Practices of Management (2316507A)
2. Business Communication for Managers (2316507B)
3. Leadership Development (2316507C)

(Elective-2)

1. Selling and Negotiation Skills (2316508A)
2. Entrepreneurship Development (2316508B)
3. Mathematics & Statistics for Business (2316508C)



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA (2023 Pattern)

Sem-I

2316501: Accounting for Managers

Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Define and describe the fundamental concepts related to Management Accounting, including its role and importance in decision-making.
2. Elaborate on the theoretical foundations of Management Accounting, discussing the evolution and various approaches in the field.
3. Utilize accounting information to make managerial decisions concerning pricing, product mix, and cost control.
4. Identify and evaluate key elements in financial statements and cost data to make informed managerial choices.
5. Interpret financial statements to understand the financial health and performance of the organization.
6. Create various budgets, such as operating budgets, capital budgets, and cash budgets, to aid in planning and control.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Describe the concepts related to Management Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing

CO2: Explain in detail, all the theoretical concepts mentioned in the syllabus

CO3: Perform all the necessary calculations through numerical problems

CO4: Analyse the situation and decide the key elements involved in the situation.

CO5: Evaluate the financial impact of the decision

CO6: Create the Financial Statement, Cost Sheet and Budgets



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F.Y. MBA (Common) (2023 Pattern)

Sem-I

2316501: Accounting for Managers

Unit 1: Introduction	6 hrs	CO
Nature, Scope of Management Accounting, Difference between Financial Accounting, Cost Accounting and Management Accounting		CO1
Need ,uses, concepts, terms and conventions of accounting , Generally Accepted Accounting Principles (GAAP)		
Unit 2: Financial Accounting and Statements:	8 hrs	CO2
Fundamental accounting journal, ledger and trial balance. Meaning, importance and objectives of Financial Statements		
Preparation of final accounts of sole proprietary firm.		
Unit 3: Basics of Cost Accounting:	8 hrs	CO3
Introduction to functions of two and three variables, Partial Derivatives, Euler's Theorem on Homogeneous functions, Partial derivative of composite function.		
Unit 4: Techniques for Decision Making:	6 hrs	CO4
Concept of Marginal Costing, Differential costing and absorption costing, Advantages and limitations of marginal costing		
Contribution, P/V ratio, Break-even point (BEP),Cost-volume profit(CVP)Analysis, Business Decisions like Product Mix Decisions, Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions, Shutting Down Decisions		
Unit 5: Techniques for Controlling :	7 hrs	CO5 & CO6
Budgetary Control : Concept of Budget and Budgetary Control ,importance and advantages and disadvantages, Zero based budgeting, functional budgets		
Unit 6 :Standard Costing	7 hrs	
: Meaning, Importance, advantages and disadvantages, cost variance analysis, Material Variances and Labor Variances		

Note: Numerical Problems will be asked on the following –

1. Final Accounts: Sole Proprietary Firm
2. Cost Sheet Preparation
3. Business Decisions with the help of Marginal costing techniques
4. Fixed Budget, Cash Budget, Flexible Budget
5. Material Variances and Labor Variances

Text Books

1. Management Accounting, Khan and Jain, Tata McGraw Hill
2. Fundamentals of Management Accounting, H. V.Jhamb
3. Managerial Accounting, Dr. Mahesh Abale and Dr. Shriprakash Soni
4. Management Accounting, Dr. Mahesh Kulkarni
5. Accounting for Management, Jawarhar Lal



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA (Common) (2023 Pattern)

Sem-I

2316501: Accounting for Managers

Reference books

1. Management Accounting, Mr. Anthony Atkinson, Robert Kaplan, Pearson
2. Management Accounting, Ravi Kishore
3. Accounting for Managers, Dearden and Bhattacharya
4. Financial Accounting for Management, Shankarnarayanan Ramanath, CENGAGE Learning
5. Financial Cost and Management Accounting, P.Periasamy



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316502: Economics for Business Decision

Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. To Understand the basic concepts and issues in business economics and their application in business decisions.
2. To develop economic way of thinking in dealing with practical business problems and challenges
3. To apply micro economic concepts and techniques in evaluating business decisions taken by firms.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Define the Basic terms in Economics

CO2: Explain the fundamental ideas of economics from the perspective of management.

CO3: Recognize the numerous problems in an economics environment and emphasize the importance of each from the standpoint of corporate decision-making.

CO4: Examine how different aspects of microeconomics are related from the perspective of consumers, firms, industries, markets, competitors, and business cycles.

CO5: Evaluate critical thinking using microeconomics principles in order to make wise business decisions.

CO6: Explain how customers and businesses within an industry will react to a company's economic decisions and how those reactions might be incorporated into future judgments



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316502: Economics for Business Decision

Unit 1: Basic Principles in Economics	6 hrs	CO
Basic Principles in Economics: Meaning and scope of Business Economics, Twin principles of scarcity and efficiency, Circular Flow of Activity, Microeconomics, Macroeconomics, Scope of Managerial Economics, Managerial Economics and decision-making, Concept of Firm, Profit maximization & wealth Maximization Principle, Accounting & Economic Costs & Profits		CO1
Unit 2: Utility & Demand Analysis	7 hrs	
Demand & Utility Analysis & Demand Forecasting: Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. ,Uses of the concept of elasticity., Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing, marginal utility, Indifference curve, Consumer’s equilibrium - Budget line and Consumer surplus, Methods of Demand Forecasting for Existing & New Product		CO2
Unit 3: Supply & Market Equilibrium	8 hrs	
Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost- Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run..		CO3
Unit 4: Market structure analysis	8 hrs	
Market structure analysis. Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination under Perfect Competition.		CO4
Unit 5: Pricing Policies	7 hrs	
Introduction, Market and Market Structure, Perfect Competition, Price- Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short run ,Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis, Need for Government Intervention in Markets, Preventions and Control of Monopolies.		CO5
Unit 6 : Imperfect Competition	6 hrs	
Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis, Need for Government Intervention in Markets, Preventions and Control of Monopolies.		CO6



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F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316502: Economics for Business Decision

Text Books

1. Managerial Economics, D. Salvatore, McGraw Hill, New Delhi.
2. Managerial Economics, G.S. Gupta, T M H, New Delhi.
3. Managerial Economics, Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall
4. Managerial Economics, Mote, Paul and Gupta, T M H, New Delhi.
5. Managerial Economics, Pearson and Lewis, Prentice Hall, New Delhi

Reference Books

1. Managerial Economics, Joel Dean, Prentice Hall, USA.
2. Managerial Economics, Homas and Maurice, Tata McGraw Hill
- 3.. Managerial Economics, D.M.Mithani
4. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
5. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.
6. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA (Common) (2023 Pattern)

Sem-I

2316503: Business Law

Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--
<p>Course Objectives: The student should be able to</p> <ol style="list-style-type: none"> 1. Familiarize students with key business-related Acts in the Indian economy. 2. Relate legal provisions to relevant business aspects and situations. 3. Develop critical thinking through legal judgment exercises 4. Outline basic case laws of each Act from a legal and managerial perspective 			
<p>Course Outcomes: On completion of the course, learner will be able to–</p> <p>CO1: Know Legal Aspects of Business with respect to Indian economy.</p> <p>CO2: Relate various legal provisions to relevant business aspects and situations</p> <p>CO3: Illustrate the use of the Acts in common business situations.</p> <p>CO4: To enhance the ability of the students to manage the business effectively.</p> <p>CO5: Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations</p> <p>CO6: Outline the various facets of basic case laws of each Act from a legal and managerial perspective</p>			



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316503: Business Law

Unit 1: Indian Contract Act, 1872:	8 hrs	CO
Contract –meaning, characteristics and kinds, Essentials of valid contract -Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Breach of Contract- meaning & remedies Void agreements. Discharge of contract –modes of discharge including breach and its remedies. Contingent contracts, Quasi – contracts, Contract of Indemnity and Guarantee Contract of Agency , Contract of Bailment Act.		CO1
Unit 2: The Sale of Goods Act, 1930	8 hrs	
Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller –meaning and rights of an unpaid seller against the goods and the buyer. Auction Sale		CO2
Unit 3: Negotiable Instrument Act, 1881	7 hrs	
Negotiable Instrument – meaning- characteristics- types- parties – holder & holder in due course. Negotiation and types of endorsement. Dishonour of negotiable instrument – noting & protesting Liability of parties on Negotiable Instrument		CO3
Unit 4: Companies Act The Companies (Amendment) Act, 2015	6 hrs	
Definition & characteristics of a company. Company distinguished from partnership. Kinds of Companies. Provisions relating to incorporation & Memorandum of Association Articles of Association, Prospectus. Management & administration. Meetings & proceedings Directors, Boards powers & restrictions thereon.		CO4
Unit 5: The Consumer Protection Act, 2019	6 hrs	
Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority.		CO5,
Unit 6: Introduction to IPR Laws	6 hrs.	CO6
a) The Copy Right Act, 1957 b) The Patents Act, 1970 c) The Trade Marks Act, 1999.		

Text Books

1. Business Legislations for Management, M.C. Kuchhal
2. Elements of Mercantile Law, N.D.Kapoor
3. Business and Corporate Laws, Dr. P.C. Tulsian
4. Business Laws, S.S. Gulshan
5. Elements of mercantile law- N.D. Kapoor

Reference Books

1. Pathak, Legal Aspects Of Business, Tata Mcgraw- Hill Publishing Company Limited, New Delhi, 2010.
2. Keith-davis & William Frederick, Business And Society, McgrawHill, Tokyo
3. M.M. Sulphay & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. Delhi, 2011
4. Maheswari & Maheswari, Mercantile Law, Himalaya Publishing House. Mumbai
5. Legal Aspects of Business, Akhileshwar Pathak
6. Legal Aspects of Business, Ravinder Kumar



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316504: Research Methodology

Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Students should be able to convert theoretical knowledge into practical research skills by conducting independent research projects.
2. Develop a comprehensive understanding of the fundamental concepts of research in business, including the reasons for studying business research.
3. Define key research terms and concepts, such as research design, hypothesis, data analysis techniques, sampling methods, and ethical considerations in research.
4. Acquire in-depth knowledge of different research designs, both qualitative and quantitative, and be able to differentiate between various types of research approaches and their applications in different scenarios.
5. Compare and contrast different research methods, such as exploratory research and conclusive research.
6. Acquire knowledge about various data collection techniques, including questionnaire construction, personal interviews, and online questionnaire tools.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Define various concepts & terms associated with research

CO2: Explain the terms and concepts used in all aspects of research.

CO3: Make Use OF principles of research to SOLVE contemporary research problems.

CO4: Examine the various facets of a research problem and illustrate the relevant aspects of the research process from a data driven decision perspective.

CO5: Judge the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.

CO6: Formulate alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316504: Research Methodology

Unit 1: Research	6Hrs	CO
Definition, reasons for studying business research, Characteristics of research, what is good research - Research application in functional areas of business -Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question -Steps in research Process - Ethics in Research, Concept of Plagiarism and Prevention		CO1
Unit 2: Research Design	8 Hrs	
Concept and Role of research design - Type of research approaches- qualitative research and quantitative research, Difference between Qualitative research and quantitative research - Types of Research design- Exploratory research and Conclusive research: descriptive and causal research. Exploratory research techniques: Depth interview, Experience survey, Focus group, observations. Descriptive Research Design- concept, use. Cross sectional & longitudinal research. Experimental Design- concept of cause, causal relationship, concept of dependent & independent variable, extraneous variable, treatment & control group		CO2
Unit 3 Hypothesis	8 Hrs	
Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis, Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance Data & Measurement: Meaning of data, Need for data. Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency. Primary Data: Definition, Advantages and disadvantages over secondary data. Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools		CO3
Unit 4: Basics and Types of Sampling	6 Hrs	
Basic concept of Sampling: universe/population, Sample, sampling frame, sampling element & Characteristics of a good sample. Probability sampling: different types of sampling. 2. non-probability sample- different types of non-probability sampling, Sampling Errors, non-sampling errors, methods to reduce errors, sample size Considerations		CO4
Unit 5: Data Analysis & Report Writing	7 Hrs	
Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation.		CO5 CO6
Unit 6 : Graphical Representation of Data in Methodology.	7 Hrs	
Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms. Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test including testing hypothesis of association, association of attributes. Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation		CO5 CO6



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316504: Research Methodology

Text Books:

- 1. Business Research Methods, Donald Cooper & Pamela Schindler, TMGH.**
- 2. Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press**
- 3. Research Methods for Social Work, Allen, Earl R. Babbie, Cengage**
- 4. Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall**

Reference Books / Reading:

1. Business Research Methods, William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage Learning
2. Approaches to social research, Royce Singleton, Bruce C. Straits, Margaret Miller Straits, Oxford University Press
3. Research Methods: The Basics, Nicholas S. R. Walliman, Nicholas Walliman, Routledge,
4. Research Methodology In Management, Dr.V.P.Michael



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316505: Organization Behaviour

Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. To gain knowledge of human behavior in the workplace from an individual, group, and organizational perspective.
2. To obtain frameworks and tools to effectively analyze and approach various Organizational situations
3. To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Describe the Levels of Analysis in OB and its application in Business

CO2: Explain how people behave under different conditions and understand why people behave as they do

CO3: Apply various theories and models of organizational behavior in the workplace

CO4: Compare between the various theories of motivation and their application in organizations.

CO5: Evaluate the potential effects of important developments in the external environment on organizational behavior.

CO6: Develop strategies to creatively and innovatively engage in solving organizational challenges.



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316505: Organization Behaviour

Unit 1: Introduction	6 hrs	CO
Introduction - Definition of OB , Focus and Purpose of OB , Nature of OB , Scope of OB ,Development of ,OB , Organisational Behavioural Models, Understanding Organizational behavior: Role of a Manager, Levels of analysis within OB - individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields, Application of OB in Business.		CO1
Unit 2: Individual behavior	7 hrs	
Individual behavior; Attitude, Attitude and Behavior, Attitude required at Workplace – Job Satisfaction, Job Involvement, Commitment, Employee Engagement, Emotions, Sources of Emotions, Emotional Intelligence, EQ vs IQ Introduction ,Determinants of Personality , Theories of Personality , Individual Difference , Matching Personality and Jobs , Personality and Organizational Behaviour Values: Importance of Values, learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.		CO2
Unit 3: Learning and Attitude	8 hrs	
Introduction Learning: , Learning Process , Theories of Learning , Attitude-Characteristics and Components ,Attitude and Behaviour , Attitude Formation , Measurement of Attitude,Attitude and Productivity		CO3
Unit 4:Motivation	8 hrs	
Organizational Culture & Climate; Organizational Conflicts Type, Causes and Management;; Knowledge Management; Power & Politics; Negotiation, Motivation- introduction , Definition , Classification of Motive , Nature of Motivation , Motivation Process , Theories of Motivation		CO4
Unit 5: Leadership and Communication	7 hrs	
Importance of Leadership , Functions , Leader vs. Manager , Leadership Styles ,Leadership Theories , Communication: Meaning , Importance of Communication ,Communication Process , Barriers to Communication . Steps for Improving CommunicationI Organizational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress.		CO5
Unit 6: GROUPS IN ORGANISATION	6 hrs	
GROUPS IN ORGANISATION: Group: Meaning, nature, functions & development, Foundations of Group Behavior, Defining and Classifying Groups, Stages of Group Development, Group Decision Making, Understanding Work Teams, Types of Teams, Creating Effective Teams.		CO6



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316505: Organization Behaviour

Text books

1. Robbins, S. P., & Judge, T. (2021). Organizational behavior (18th ed.). Boston: Pearson
2. Newstrom J. W., & Davis, K. (2011). Human behavior at work (12th ed.). Tata McGraw Hill
3. Nelson, D , Quick, J.C., & Khandelwal, P., (2011). ORGB . Cengage Learning.
4. Stanley C. Ross(2021), Organizational Behavior Today (1st Edition), Routledge
5. Michael A. Hitt, Adrienne Colella, C. Chet Miller (2010), Organizational Behavior (3rd Edition), Wiley

Reference books

1. Pareek. U. (2010). Understanding Organizational Behavior (2nd ed.). Oxford University Press
2. Schermerhorn, J. R., Osborn, R.N., Hunt, M.U.J (2016). Organizational Behavior (12th ed.). Wiley.
3. Jennifer M. George, Gareth R. Jones (2011), Understanding and Managing Organizational Behavior, 6th Edition, Prentice Hall
4. Jason A. Colquitt; Jeffery Lepine; Michael Wesson (2018), Organizational Behavior: Improving Performance and Commitment in the Workplace (6th Edition), McGraw-Hill Education
5. Ricky W. Griffin, Jean M. Phillips, Stanley M. Gully



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316506: Marketing Basics

Teaching Scheme:	Credits	Examination Scheme	
Theory: 3 hrs/week	Th:03	Theory	CIA: 50
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Understand the role of marketing in business and its importance for creating and maintaining customer relationships.
2. Identify the basic concepts and principles of marketing including the marketing mix (product, price, place, promotion) and the customer value proposition.
3. Learn about market segmentation, targeting, and positioning strategies to effectively reach and appeal to different customer segments.
4. Develop skills in conducting marketing research, analyzing market data, and identifying consumer needs and preferences.
5. Gain knowledge of marketing communication strategies such as advertising, public relations, sales promotion, and personal selling to effectively communicate with customers.
6. Learn about the importance of branding and how to develop a strong brand identity that resonates with customers.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Remembering: REMEMBER and REPRODUCE concepts, principles, frameworks, and terminologies related to marketing

CO2: Understanding: DEMONSTRATE the relevance of marketing management principles and frameworks to a new or current business across a wide variety of sectors

CO3: Applying: APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real-world scenarios

CO4: Analyzing: Examine and compile a list of marketing issues related to segmentation, targeting, and positioning, marketing forces, consumer purchasing patterns, the marketing mix, and the product life cycle in the context of real-world marketing offerings (commodities, goods, services, and e-products/e-services)

CO5: Evaluating: Explain how segmentation, targeting, and positioning are related to the marketing environment, consumer buying habits, marketing mix, and product life cycle using examples from real-world situations.

CO6: Creating: DISCUSS several strategies for segmenting, targeting, and positioning, as well as the marketing environment, consumer buying patterns, the marketing mix, and the product life cycle in the context of real-world marketing offerings (commodities, goods, services, and e-products/e-services).



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316506: Marketing Basics

Unit 1: Introduction to Marketing:	6 Hrs	CO
Definition & Functions of Marketing, Core concepts of marketing, Concepts of Markets, Company orientation towards market place, Functions of Marketing Manager Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value		CO1
Unit 2: Consumer Behavior:	8 Hrs	CO2
Meaning & importance of consumer behavior, Consumer Buyer Behavior: Cultural, Social, personal & Psychological factors, Complex, Dissonance-reducing, Habitual & Variety-seeking buying behavior, Buyer decision process, Adoption process & rate of adoption in new products. Business Buyer Behavior: Business markets, Major types, Participants, Major influences, Business buying process & over the internet, Institutional & government markets		
Unit 3: Marketing Environment:	8 Hrs	CO3
Micro Environment, Macro Environment Need and Importance for analyzing the Marketing Environment, Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment, Demographics		
Unit 4: Concept, Need & Benefits:	6 Hrs	CO4
Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market -Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, LongTail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition		
Unit 5: Market Potential :	7 Hrs	CO 5
Market Potential & Market Share. Target Market -Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, LongTail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition		
Unit 6: Marketing Mix:	7 Hrs	CO6
Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.		

Text Books:

1. This is marketing Godin Seth
2. Marketing Management, Rajan Saxena, TMGH

Reference Books / Reading:

1. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning
2. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
3. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
4. Marketing Whitebook



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA(Common) (2023 Pattern)

Sem-I

2316507A: Principles and Practices of Management

Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Comprehend the nature and characteristics of management, its scope, and various functional areas.
2. Recognize the importance of ethical values in managerial decision-making and actions.
3. Explore the concepts of authority, delegation, decentralization, and their impact on organizational structure.
4. Analyze the techniques of coordination in managing complex organizational tasks.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Understanding the Aim Is To Inculcate The Ability To Apply Multifunctional Approach To Organizational Objective.

CO2: Apply Process Based Thinking And Risk Based Thinking For Managing And Improving The Functioning Of An Organization

CO3: Examine The Inter-Relationships Between The Planning And Organising, Directing And Communicating, Controlling And Coordinating Etc.

CO4: Develop Skills For Corrective Action Management And Continual Improvement Project Management.



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SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316507A: Principles and Practices of Management

Unit 1:Introduction	7hrs	CO
Meaning, Evolution Of Management Thought, Pre-Scientific Management Era, Neo-Classical Management Era, Modern Management Era; Nature And Characteristics Of Management - Scope And Functional Areas Of Management; Management As A Science, Art Or Profession; Management And Administration; Difference Between management And Administration. Significance Of Values And Ethics In Management		CO1
Unit2:Planning And Organizing-	7 hrs	
Nature, Scope, Objective And Significance Of Planning, Elements And Steps Of Planning, Decision Making Organizing Principles, Span Of Control, Line And Staff Relationship, Authority, Delegation And Decentralization. Effective Organizing, Organizational Structures, Formal And Informal Organizations, Staffing.		CO2
Unit 3:Organizing,Staffing and Directing	7 hrs	
Nature And Purpose Of Organization; Principles Of Organizing; Delegation Of Authority; Types Of Organization - Departmentalization, Committees; Centralization Vs Decentralization Of Authority And Responsibility, Span Of Control; Nature And Importance Of Staffing, Recruitment,Selection,Placement,Promotion,Separation,Performance Appraisal,Meaning And Nature Of Direction, Principles Of Direction;		CO3 & CO5
Unit 4: Communicating, Controlling And Coordinating	7hrs	
Communication - Meaning And Importance, Communication Process, Barriers To Communication, Steps To Overcome Communication Barriers, Types Of Communication; Motivation Theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory. Leadership – Meaning, Formal And Informal Leadership, Characteristics Of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style,Elements Of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles And Techniques Of Coordination, Concept Of Managerial Effectiveness.		CO4 & CO6

Recommended books

1. Drucker, F. Peter - Management-Tasks, Responsibilities & Practices.
2. Koontz “O” Donnel Wehrich - Elements Of Management.
3. Koontz H, “O” Donnel C - Management-A Book Of Reading.

Reference books

1. Management Principle And Practice- Dr.Noor Firdoos Jahan-Thakur Publication Pvt.Ltd
2. Terry And Franklin - Principles Of Management
3. Stoner - Principles Of Management



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316507B : Business Communication for Managers

Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
2. To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
3. To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.
4. Effectively manage the team as team player.
5. Communicate effectively (Verbal and non-verbal)

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Recognize the various components of communication, the channels via which it occurs, and the obstacles to clear communication.

CO2: Express oneself clearly in both common and unique professional contacts in the real world

CO3: Demonstrate how to develop body language properly

CO4: Participate in business meetings, panel discussions, phone calls, simple interviews, and public speaking exercises

CO5: Analyze the benefits and drawbacks of actual recorded speech exchanges in a professional setting..

CO6: Use appropriate technology tools to create and deliver successful business presentations for typical business scenarios.



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316507B : Business Communication for Managers

Unit 1: Introduction	7 hrs	CO
Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of communication, Roles of a Manager, Communication Roadblocks and Overcoming them, Overcoming Communication Barriers, Effectiveness in Managerial Communication, Role of Verbal & Non-verbal Symbols in communication : Forms of Non- verbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication.		CO1
Unit 2: Listening & communication	7 hrs	CO
Listening: Definition, Anatomy of poor Listening, Features of a good Listener, Meaning of EL, Types of Listening skills, strategies, Barriers to effective Listening. Spoken Communication : Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience , Telephone, Teleconferencing, Challenges and etiquette.		CO2
Unit 3: Group Discussion and Interviews	7 hrs	CO
Group Discussion & Interviews :Methodology of Group, Role Functions in Group Discussions, From of Group, Characteristics of Effective Groups, Group Decision –Making , Group Conflict, Types of Non-functional Behavior, Fundamental principles of Interviewing, Types of Interviewing Questions, Important Non-Verbal Aspects, Types of Interviews, Style of Interviewing. Mock Interviews, Introduction, Greetings and Art of Conversation, Dressing and Grooming, Norms of Business Dressing.		CO3 CO6
Unit 4: Meetings and Formal Communication	7 hrs	CO
Meetings: Ways and Means of conducting meeting effectively, Planning a Meeting, Meeting Process, How to Lead Effective Meeting, Evaluating Meeting, Writing Agenda and Minutes of meetings , Web Conferencing Forms of Communication in Written mode: Written Business Communication, Basic Principles, Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing , Persuasive written messages , Writing Business Reports (Short & Long), Kinds of Business Letters, Tone of writing, inquiries, orders & replying to them, sales letters, Job application Letters, Writing Effective Memos, Format and Principles of writing Memos		CO4 & CO5

Text Books

1. Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
2. Business Communication Today, Bovee C L et. al., Pearson Education
3. Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
4. Business Communication, P.D. Chaturvedi, Pearson Education



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316507B : Business Communication for Managers

Reference Books

1. Dictionary of Common Errors, Turton, N.D and Heaton, J.B, Addison Wesley Longman Ltd.
2. Technical Communication, Anderson, P.V, Thomson Wadsworth, New Delhi
3. Communication for Business, Tayler Shinley, Pearson Education
4. The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi
5. Communication Skills for Effective Management, Hargie et. al., Palgrave



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316507C: Leadership Development

Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Developing effective leadership skills and abilities.
2. Understanding and implementing key leadership theories and models.
3. Enhancing communication and interpersonal skills.
4. Building and managing effective teams.
5. Developing problem-solving and decision-making skills.
6. Understanding the importance of ethical leadership.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Remembering: To provide a framework for the students to understand the importance of Leadership and team effectiveness in organizations

CO2: Understanding: To give students understanding of good Leadership Behaviors and gaining insight into their Patterns, Beliefs and Attitude

CO3: Applying: To give students hands on experience in Empowering, Motivating and Inspiring Others and Leading by Example

CO4: Analyzing: To analyses the effectiveness of leadership style in various organization

CO5: Evaluating: To evaluate the role of leadership in the development of an institution

CO6: Creating: Creating an frame work on developing an healthy environment in organization



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316507C: Leadership Development

Unit 1: Introduction To Leadership	7 Hrs	CO
Discusses various aspects of leadership and management as important domains of study. Multiple thought streams of management and related thought leaders are presented		CO1
Unit 2: Leadership Theories	7 Hrs	
Important theories of leadership that have had chronological evolution and recognition in management literature.		CO2
Unit 3: Leadership Processes	7 Hrs	
Focuses on processes and methodologies for developing leaders in organisations, including through self-development		CO3 & CO5
Unit 4: Leadership Structures and Transformational Leadership Models	7 Hrs	
Discusses the importance of reinforcing as well as disrupting established product and service structures, and leveraging organizational structures to create new growth niches. Discusses unique aspects of transformational leadership models, with examples based on specific organizational and business contexts, presents additional transformational leadership models, with examples based on specific people development approaches		CO4 & CO6

Text Books:

1. Leadership Development Activities, John Adair, 2nd Edition Jaico Publication
2. Leadership Games, Stephen S Kogan, Response Books
3. Case Studies on Leadership, Edited By Menaka Rao & Sanghamitra Bhattacharya, ICFAI Books
4. Innovative Leader, Paul Sloane, Kogan Page

Reference Books / Reading:

1. Mastering Leadership, 2nd Edition, Michael Williams, Viva Books
2. Positive Leadership, Mike Pegg, Management Books 2000
3. Cases in Leadership, W Glenn Rowe, Sage Publications
4. Introducing Leadership, David Pardey, Butterworth-Heinemann



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA(Common) (2023 Pattern)

Sem-I

2316108A: Selling and Negotiation Skills

Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract: --	
		Oral: --	
		Termwork	--

Course Objectives: The student should be able to

1. Explore the various types of selling situations, including new business, service selling, consumer indirect selling, industrial selling, franchise selling, and international selling.
2. Emphasize the significance of selling in driving revenue and growth for organizations.
3. Explore the Pyramid of Success, focusing on power, time, and information management during negotiations.
4. Discuss the art of persuasion and its application in selling to stakeholders such as dealers, suppliers, vendors, channel partners, superiors, subordinates, team-mates, and peers.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Understanding: Explain The Theories And Concepts That Are Central To Personal Selling.

CO2: Applying: To Study Basic Theoretical Principles And Practical Steps In The Negotiating Process

CO3: Analyzing: Appraise The Importance Of In Business Negotiations And Managing Conflicts

CO4: Evaluating: Develop The Logical Thinking, Communication Skills And Other Prerequisite For Successful Business Negotiations And Handling Organizational Conflict.



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA(Common) (2023 Pattern)

Semester: I

2316508 A: Selling and Negotiation Skill

Unit 1: Introduction	7 hrs	CO
Nature & Scope Of Selling And Negotiation, Objectives: Importance Of Selling. Role In The Context Of Organization – Growth And Survival , Types Of Selling : Differences In Selling Situations, New Business Versus Service Selling, Newton’s Classification Of Sales Types, Arnold’s And Mcmurry Classification Of Selling Types, Consumer Indirect Selling, Industrial Selling , Franchise Selling, International Selling		CO1
Unit 2: Negotiable Instrument Act,1881	7 hrs	CO2
Introduction Meaning Of Negotiable Instrument, Features Of Negotiable Instruments, Promissory Note Bills Of Exchange, Bank Draft , Cheques, Acceptance, Classification Of Negotiable Instruments- Bearer Instruments, Order Instruments, Inland Instruments, Foreign Instruments, Demand Instruments Time Instrument, Ambiguous Instruments, Incomplete Instruments.		CO2
Unit 3: Introduction To Marketing & Selling Concepts & Traits Of A Successful Salesperson	7 hrs	CO3
Marketing Concepts, Personality & Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge- Product, Competition, Organization, Customer, Territory; Communication Skills, Persuasive Skills		CO3
Unit 4: Personal Skills Of Selling	7 hrs	CO4
4 C’s Of Negotiation, The Opening - Need & Problem Identification – The Presentation & Demonstration - Dealing With Objections – Negotiations – Closing The Sale - Follow Up Negotiation Skills: Goal, Collaborative/Win –Win Not Compromise, Pyramid of Success: Power, Time, And Information. Opponent : Visceral Or Idea		CO4

Text books

1. Sales Management By Bill Donaldson, Palgrave Publications
2. The Negotiable Instruments Act,1881
3. Negotiations Selling By Sameer Kulkarni – Excel Book
Undamentals Of Selling By Charles M. Futrell, Tata Mcgraw Hill 10th Edition 2
4. A B C’ S Of Selling By Charles M. Futrell, Aitbs, New Delhi,
5. Managing Conflict & Negotiation By B. D. Singh – Excel Books
6. Negotiation Handbook By P. J. Cleary – Printice Hall Of India



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. MBA(Common) (2023 Pattern)

Semester: I

2316508 A: Selling and Negotiation Skill

Reference books

1. Selling & Sales Management By Geoffrey Lancaster & David Jobber, Macmillan India Ltd.
2. Negotiation: Communication For Diverse Settings By Michael L Spangle And Myra Isenhardt, Sage South Asia Edition
3. The Sales Bible: The Ultimate Sales Resource By Jeffrey Gitomer, Wiley India
4. Negotiation & Selling By R. K. Srivastava – Excel Book
5. The Essentials Of Negotiation – Harvard Business School Press



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316508B: Entrepreneurship Development

Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Termwork	--

Course Objectives: The student should be able to

1. Understand the process of entrepreneurship and the role of entrepreneurs in creating and managing successful businesses.
2. Identify and evaluate potential business opportunities and develop a strong business plan.
3. Analyze the market and competition to determine the viability and potential of a new business venture.
4. Develop effective strategies for marketing, sales, and customer acquisition.
5. Understand the legal and regulatory aspects of starting and managing a business.
6. Develop financial projections and understand the financial management requirements of a new business.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Remembering: Recall the key concepts and theories related to entrepreneurship development

CO2: Understanding: Demonstrate a clear understanding of the different factors influencing entrepreneurship and the importance of entrepreneurship in economic development

CO3: Applying: Apply the knowledge and skills in identifying and evaluating entrepreneurial opportunities, developing a business plan, and managing a new venture

CO4: Analyzing: Analyze the challenges and risks associated with entrepreneurship, and develop strategies to mitigate them

CO5: Evaluating: Evaluate the performance and success of a new venture using relevant criteria and metrics, and propose improvements and adjustments as needed

CO6: Creating: Generate innovative ideas for new venture creation, develop creative solutions to entrepreneurial problems, and design and implement entrepreneurial strategies



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316508B: Entrepreneurship Development

Unit 1: Introduction to Entrepreneurship	7 Hrs	CO
Definition and concept of entrepreneurship, Importance and role of entrepreneurship in the economy, Characteristics and skills of successful entrepreneurs, Types of entrepreneurs (e.g. social, serial, lifestyle), Entrepreneurial mindset and attitudes, - Entrepreneurial process and stages of venture creation		CO1
Unit 2: Identifying and Evaluating Business Opportunities	7 Hrs	
Sources of business ideas, Methods for generating and screening business ideas, Assessing market potential and demand for new ventures, Identifying and analyzing industry trends and competitors, Evaluating the feasibility and viability of business opportunities - Techniques for conducting a SWOT analysis		CO2
Unit 3: Developing and Implementing Business Plans	7 Hrs	
Components of a business plan (e.g. executive summary, market analysis, financial projections), Writing a compelling value proposition and positioning statement, Strategies for product development, pricing, and distribution, Developing an effective marketing and sales plan, Organizational structure and team building, - Financial management and funding options for new ventures		CO3 & CO6
Unit 4: Managing and Growing Entrepreneurial Ventures	7 Hrs	
Strategies for launching and growing a new venture, Building a strong brand and reputation, Effective leadership and decision-making in entrepreneurial ventures, Managing resources and operations, Strategies for managing and mitigating risk in entrepreneurship, Innovating and adapting to changes in the market, Scaling and expanding the business, Exit strategies and succession planning		CO4 & CO5

Text Books:

1. "New Venture Creation: Entrepreneurship for the 21st Century" by Jeffry A. Timmons and Stephen Spinelli
2. "Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland
3. "Entrepreneurship: Starting and Operating a Small Business" by Steve Mariotti and Caroline Glackin
4. "Entrepreneurial Small Business" by Jerome A. Katz and Richard P. Green I

Reference Books:

1. "Entrepreneurship: Theory, Process, Practice" by Donald F. Kuratko
2. "The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything" by Guy Kawasaki
3. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
4. "Entrepreneurship and Small Business Management" by Steve Mariotti and Caroline Glackin



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316508C: Mathematics & Statistics for Business

Teaching Scheme:	Credits	Examination Scheme	
Theory: 2 hrs/week	Th:02	Theory	CIA: 25
			End-Sem:50
		Pract:	--
		Oral:	--
		Teamwork	--

Course Objectives: The student should be able to

1. Apply their repertoire of mathematical and statistical tools and techniques to a variety of business contexts.
2. Undertake basic statistical analyses of data
3. Interpret the results of mathematical calculations and statistical analyses, and use them to inform decision-making
4. Conduct regression analysis and make predictions.
5. Conduct time series analysis.
6. Apply concepts of probability theory and probability distributions.

Course Outcomes:

On completion of the course, learner will be able to–

CO1: Understand the basic concepts of basic mathematics and statistics

CO2: Identify reasonableness in the calculation.

CO3: Apply the basic concepts as an effective quantitative tool.

CO4: Explain and apply mathematical techniques.

CO5: Demonstrate to explain the relevance and use of statistical tools for analysis and forecasting

CO6: To build ability to apply mathematical and statistical concept for business applications



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

F.Y. M. B. A. (Common) (2023 Pattern)

Sem-I

2316508C: Mathematics & Statistics for Business

Unit 1: Statistical Representation of Data	4 hrs	CO
Diagrammatic representation of data, Frequency distribution, Graphical representation of Frequency Distribution – Histogram, Frequency Polygon, Ogive, Pie-chart		CO1
Unit 2: Measures of Central Tendency and Dispersion	9 hrs	
Mean, Median, Mode, Mean Deviation, Quartiles and Quartile Deviation, Standard Deviation, Co-efficient of Variation, Coefficient of Quartile Deviation		CO2
Unit 3: Correlation and Regression	8 hrs	
Scatter diagram, Karl Pearson's Coefficient of Correlation, Rank Correlation, Regression lines, Regression equations, Regression coefficients		CO3
Unit 4: Time Series Analysis	7 hrs	
General Concept, Component of Time Series, Models of Times Series Analysis, Measurement of Secular Trend, Method of Semi Averages, Moving Average Method, Method of Least Square		CO4

Text Books

1. Dinesh Khattar & S. R. Arora, Business Mathematics with Applications, S. Chand Publishing, New Delhi
2. Padmalochan Hazarika, A class textbook of Business Mathematics.
3. S. A. Bari, Practical Business Mathematics, New Literature Publishing Company, New Delhi
4. M. G. Dhaygude, Commercial Arithmetic and Statistics
5. Dr. Padmalochan Hazarika, A textbook of Business Mathematics

Reference books

1. Trivedi, (2010), Business Mathematics, 1st edition, Pearson Education.
2. S. P. Gupta, (2010), Statistical Methods, Sultan Chand and Sons, New Delhi.
3. S.C. Srivastava, Sangya Srivastava (2003), Fundamentals of Statistics, Anmol Publications Pvt. Ltd.
4. D. N. Elhance, Veena Elhance & B. M. Aggarwal, Fundamentals of Statistics, Kitab Mahal
5. Khan, Shadab, (2008) A Text Book of Business Mathematics, Anmol Publications.