



Curriculum Structure for MBA General (w.e.f. A.Y. 2025-26)

Specializations Offered
Marketing Management (MKT)
Financial Management (FIN)
Human Resource Management (HRM)
Operations & Supply Chain Management (OSCM)
Business Analytics (BA)

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Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165101	Principles of Marketing	3	--	--	3	40	--	60	--	100
2	GC	25165102	Accounting for Managers	2	--	2	3	40	--	60	--	100
3	GC	25165103	Organizational Behaviour	3	--	--	3	40	--	60	--	100
4	GC	25165104	Business Research Methods	3	--	--	3	40	--	60	--	100
5	GC	25165105	Managerial Economics	3	--	--	3	40	--	60	--	100
6	GE	25165106A/ 25165106B	Elective-1	2	--	--	2	40	--	60	--	100
7	GE	25165107A/ 25165107B	Elective-2	2	--	--	2	40	--	60	--	100
8	EL	251651EL	Enterprise Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SBC	251651SBC	Communication Skills-I	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Constitution of India	1	--	--	1	--	25	--	--	25
TOTAL				20	--	8	24	280	125	420	--	825

Generic Electives (GE): (Elective-1) 1. Start-up and New Venture Management (25165106A) 2. Principles and Practices of Management (25165106B)	(Elective-2) 1. Digital Business (25165107A) 2. Legal Aspects of Business (25165107B)
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Semester – II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165201	Marketing Management	3	--	--	3	40	--	60	--	100
2	GC	25165202	Financial Management	2	--	2	3	40	--	60	--	100
3	GC	25165203	Human Resource Management	3	--	--	3	40	--	60	--	100
4	GC	25165204	Operations and Supply Chain Management	3	--	--	3	40	--	60	--	100
5	GC	25165205	Business Analytics	3	--	--	3	40	--	60	--	100
6	GE	25165206A/ 25165206B	Elective-1	2	--	--	2	40	--	60	--	100
7	GE	25165207A/ 25165207B	Elective-2	2	--	--	2	40	--	60	--	100
8	EL	251652EL	Industry Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SBC	251652SBC	Communication Skills-II	1	--	2	2	--	50	--	--	50
10	VAC	251652VAC	Advanced Excel	--	--	2	1	--	25	--	--	25
Total				19	--	10	24	280	125	420	--	825

Generic Electives: (Elective-1) 1. Marketing Analytics (25215206A) 2. Corporate Social Responsibility and Sustainability (25165206B)	(Elective-2) 1. Business Ethics (25165207A) 2. International Business Environment (25165207B)
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Semester – III

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25166301	Strategic Management	3	--	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	3	--	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	--	12	6	--	100	--	100	200
4	SC	25166303 M/F/H/O/B	Specialization Core -1	3	--	--	3	40	--	60	--	100
5	SC	25166304 M/F/H/O/B	Specialization Core -2	3	--	--	3	40	--	60	--	100
6	SC	25166305 M/F/H/O/B	Specialization Core -3	3	--	--	3	40	--	60	--	100
7	SE	25166306- 25166311 M/F/H/O/B	Specialization Elective-1	2	--	--	2	40	--	60	--	100
8	SE	25166306- 25166311 M/F/H/O/B	Specialization Elective-2	2	--	--	2	40	--	60	--	100
9	SE	25166306- 25166311 M/F/H/O/B	Specialization Elective-3	2	--	--	2	40	--	60	--	100
10	VAC	251661VAC	Indian Knowledge System	1	--	--	1	--	25	--	--	25
Total				22	--	12	28	320	125	480	100	1025



SANDIP FOUNDATION'S SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE

MAHIRAVANI, TRIMBAK ROAD, TAL & DIST: NASHIK-422213, MAHARASHTRA, INDIA

Department of Management Studies (MBA)

Specialization Core (Compulsory)

Marketing Management

25166303M Customer Relationship
Management

25166304M Marketing Research

25166305M Sales and Distribution

Management

Financial Management

25166303F Current Trends in Finance

25166304F Financial Markets and Institutions

25166305F Financial Laws

Human Resource Management

25166303H Compensation and Reward
Management

25166304H Performance Management

25166305H Labour Laws

Operations & Supply Chain Management

25166303O Production Planning and Control

25166304O Logistics and Supply Chain

Management

25166305O Service Operations Management

Business Analytics

25166303B Data Mining for Big Data and
Scalable Analytics

25166304B Predictive Modelling & Machine
Learning

25166305B E-Commerce Analytics

Specialization Electives (Any Three)

Marketing Management

25166306M Integrated Marketing Communications

25166307M Services Marketing

25166308M Digital Marketing

25166309M Retail Management

25166310M International Marketing

25166311M Marketing 4.0

Financial Management

25166306F Digital Banking

25166307F Taxation

25166308F Principles of Insurance

25166309F Security Analysis & Portfolio Management

25166310F Banking Operations

25166311F Strategic Financial Management

Human Resource Management

25166306H Talent Management

25166307H Organizational Development

25166308H Current Trends in HRM

25166309H Global HR Practices

25166310H Conflict Management & Negotiation Skills

25166311H Industrial Relations

Operations & Supply Chain Management

25166306O World Class Manufacturing

25166307O Management of Inventory

25166308O Quality Management Systems

25166309O Project Management

25166310O Industry 4.0

25166311O Import Export Procedure and
Documentation

Business Analytics

25166306B Basic Business Analytics using Python

25166307B Data Visualization Using Power BI

25166308B Internet of Things

25166309B Marketing and Retail Analytics

25166310B Artificial Intelligence in Business

Application

25166311B Supply Chain Analytics

Semester – IV

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	EL	251662EL	Industry Internship and On-the Job-Training	--	--	--	10	--	150	--	150	300
2	SC	25166401M/F /H/O/B	Specialization Core*	--	--	--	2	--	50	--	--	50
TOTAL				--	--	--	12	--	200	--	150	350

* To be completed through MOOC/ Department Evaluation