



**SANDIP FOUNDATION'S
SANDIP INSTITUTE OF TECHNOLOGY AND
RESEARCH CENTRE, NASHIK**

**(An Autonomous Institute Permanently Affiliated to Savitribai Phule
Pune University, Pune and Accredited by NAAC with 'A' Grade)**

**National Education Policy (NEP) - 2020 Compliant
Curriculum/ Syllabus**

For

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

**Board of Studies: Department of Management Studies
(With Effect from Academic Year: 2025-26)**



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CENTRE

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This is to certify that the **Syllabus Handbook** for the MBA General, has been reviewed and endorsed by the **Board of Studies, Academic Council and Governing Body**.

The syllabus has been thoroughly examined and is in alignment with the academic and professional standards set forth by the institution and relevant regulatory bodies. It is hereby recommended for implementation with effect from the academic year 2025-26.

This certificate serves as formal approval of the contents of the handbook and authorizes its distribution to students and faculty.

Prof. (Dr.) Abhay Bora
Chairman, BoS,
Department of Management
Studies, SITRC, Nashik.

Dr. N. S Patil,
Dean, Academics
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Prof. (Dr.) Amol D. Potgantwar,
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SITRC, Nashik.





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Master of Business Administration (MBA)

CURRICULA FOR THE MBA PROGRAM (2516)

Table 1: Coding for Courses Used in the Curriculum

Course Code XXYYZSTTU	Definitions
XX	Year of curriculum implementation (25)
YY	Branch code (16) Master of Business Administration (M.B.A.)
Z	Level of Program & Course No. 5: First Year (PG) 6: Second Year (PG)
S	Semester (1,2,3,4)
TT	Course Code (01, 02.....)
U	Suffix only for Specialization and other Courses
M	Marketing Management
F	Financial Management
H	Human Resource Management
O	Operation & Supply Chain Management
B	Business Analytics
VAC	Value Added Course
EL	Experiential Learning
SDC	Skill Development Courses
P/Q	Elective Courses

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

Part I: Program Courses					
	Semester				Total
	I	II	III	IV	
Credits	25	26	29	16	96
Marks	850	875	1050	400	3175
Part II: Value Added Courses					
Credits	02	02	02	--	06
Marks	50	50	50	--	150
Total Marks	900	925	1100	400	3325
Total Minimum Credits to Earn (Part I + II)				96 + 06 = 102	

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Abbreviations

CIA	Continuous Internal Assessment	GC	Generic Core
L	Theory Lecture	GE	Generic Elective
T	Tutorial	SC	Specialization Core
P	Practice/ Practical	SE	Specialization Elective
CO	Course Outcome	VAC	Value Added Course
PO	Program Outcome	SDC	Skill Development Course
PSO	Program Specific Outcome	ELC	Experiential Learning Course
TA	Teacher's Assessment	EEC	Employability Enhancement Course
MTE	Mid Term Examination	AEC	Ability Enhancement Course
TW	Term Work	ESE	End Semester Examination

Evaluation Pattern from A. Y. 2025-26

Head of Evaluation	Continuous Internal Assessment (CIA)		End Semester Exam (ESE)	Components of Teacher's Assessments (TA)
	Teacher's Assessment (TA)	Mid Term Exam (MTE)		
Theory				
(CIA: 40% + ESE: 60%)	25%	15%	60%	1. Home Assignments (10%).
				2. Activity/ Topic Based Presentation (10%)
				3. Attendance (5%)
Term work	100%	--	--	1. Quality of Content
				2. Presentations/ Viva-voce.
				3. Punctuality/ Timely submission.
				4. Attendance
Viva-Voce (Project/ Internship/ OJT)	50%	--	50%	1. Project/ OJT performance.
				2. Viva-voce.
				3. Report Submission
				4. Paper publication or IPR.
				5. Participation at National or International level competitions

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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	2	1	--	3	40	--	60	--	100
2	GC	25165102	Accounting for Managers	2	--	2	3	40	--	60	--	100
3	GC	25165103	Organizational Behaviour	2	1	--	3	40	--	60	--	100
4	GC	25165104	Business Research Methods	2	1	--	3	40	--	60	--	100
5	GC	25165105	Managerial Economics	2	1	--	3	40	--	60	--	100
6	GE	25165106P/	Start-up & New Venture Management /	1	1	--	2	40	--	60	--	100
		25165106Q	Principles and Practices of Management	2	--	--						
7	GE	25165107P/	Digital Business /	1	--	2	2	40	--	60	--	100
		25165107Q	Legal Aspects of Business	1	1	--						
8	ELC	251651ELC	Enterprise Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SDC	251651SDC	Communication Skills-I	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Human Rights	2	--	--	2	--	50	--	--	50
11	AEC	251651AEC	Introduction to Cyber Security-I	1	--	2	2	--	50	--	--	50
TOTAL				19	6	12	27	280	200	420	--	900

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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	2	1	--	3	40	--	60	--	100
2	GC	25165202	Financial Management	2	--	2	3	40	--	60	--	100
3	GC	25165203	Human Resource Management	2	1	--	3	40	--	60	--	100
4	GC	25165204	Operations and Supply Chain Management	1	1	--	3	40	--	60	--	100
5	GC	25165205	Business Analytics	2	--	2	3	40	--	60	--	100
6	GE	25165206P/	Enterprise Performance Management	1	1	--	2	40	--	60	--	100
		25165206Q	Corporate Social Responsibility and Sustainability	1	1	--						
7	GE	25165207P/	Business Ethics	1	1	--	2	40	--	60	--	100
		25165207Q	International Business Environment	1	1	--						
8	ELC	251652ELC	Industry Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SDC	251652SDC	Communication Skills-II	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Introduction to Constitution	2	--	--	2	--	50	--	--	50
11	AEC	251652AEC	Introduction to Cyber Security-II	1	--	2	2	--	50	--	--	50
12	EEC	251652EEC	Advanced Excel	--	--	2	1	--	25	--	--	25
Total				17	7	14	28	280	225	420	--	925



Curriculum Structure for MBA Program (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 – III (Specialization: Marketing)

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	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25166303M	Customer Relationship Management	2	--	2	3	40	--	60	--	100
5	SC	25166304M	Marketing Research	2	--	2	3	40	--	60	--	100
6	SC	25166305M	Sales and Distribution Management	2	1	--	3	40	--	60	--	100
7	SE	25166306M	Integrated Marketing Communications	1	1	--	2	40	--	60	--	100
		25166307M	Services Marketing	1	1	--						
8	SE	25166308M	Digital Marketing	1	--	2	2	40	--	60	--	100
		25166309M	Retail Management	1	1	--						
9	SE	25166310M	International Marketing	1	1	--	2	40	--	60	--	100
		25166311M	Marketing 4.0	1	--	2						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				19	13	10	31	320	200	480	100	1100



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Semester – III (Specialization: Finance)

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	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25166303F	Current Trends in Finance	2	1	--	3	40	--	60	--	100
5	SC	25166304F	Financial Markets and Institutions	2	--	2	3	40	--	60	--	100
6	SC	25166305F	Financial Laws	2	1	--	3	40	--	60	--	100
7	SE	25166306F	Digital Banking	1	--	2	2	40	--	60	--	100
		25166307F	Taxation	1	--	2						
8	SE	25166308F	Principles of Insurance	2	--	--	2	40	--	60	--	100
		25166309F	Security Analysis & Portfolio Management	1	--	2						
9	SE	25166310F	Banking Operations	2	--	--	2	40	--	60	--	100
		25166311F	Strategic Financial Management	2	--	--						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				22	10	10	31	320	200	480	100	1100



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Semester – III (Specialization: Human Resource Management)

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	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25166303H	Compensation and Reward Management	2	--	2	3	40	--	60	--	100
5	SC	25166304H	Performance Management	2	--	2	3	40	--	60	--	100
6	SC	25166305H	Labour Laws	2	1	--	3	40	--	60	--	100
7	SE	25166306H	Talent Management	2	--	--	2	40	--	60	--	100
		25166307H	Organizational Development and Change	1	1	--						
8	SE	25166308H	Current Trends in HRM	1	1	--	2	40	--	60	--	100
		25166309H	HR Operations	1	--	2						
9	SE	25166310H	Conflict Management & Negotiation Skills	1	--	2	2	40	--	60	--	100
		25166311M	Industrial Relations	1	1	--						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				20	12	10	31	320	200	480	100	1100



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Semester – III (Specialization: Operations and Supply Chain Management)

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	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25166303O	Production Planning and Control	2	1	--	3	40	--	60	--	100
5	SC	25166304O	Logistics and Supply Chain Management	2	--	2	3	40	--	60	--	100
6	SC	25166305O	Service Operations Management	3	--	--	3	40	--	60	--	100
7	SE	25166306O	World Class Manufacturing	2	--	--	2	40	--	60	--	100
		25166307O	Management of Inventory	1	--	2						
8	SE	25166308O	Quality Management Systems	1	1	--	2	40	--	60	--	100
		25166309O	Project Management	1	--	2						
9	SE	25166310O	Industry 4.0	1	--	2	2	40	--	60	--	100
		25166311O	Import Export Procedure and Documentation	1	1	--						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				21	11	10	31	320	200	480	100	1100



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Semester – III (Specialization: Business Analytics)

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	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25166303B	Data Mining for Big Data and Scalable Analytics	2	--	2	3	40	--	60	--	100
5	SC	25166304B	Predictive Modelling & Machine Learning	2	--	2	3	40	--	60	--	100
6	SC	25166305B	E Commerce Analytics	2	--	2	3	40	--	60	--	100
7	SE	25166306B	Basic Business Analytics using Python	1	--	2	2	40	--	60	--	100
		25166307B	Data Visualization Using Power BI	1	--	2						
8	SE	25166308B	Internet of Things	1	1	--	2	40	--	60	--	100
		25166309B	Marketing and Retail Analytics	1	1	--						
9	SE	25166310B	Artificial Intelligence in Business Application	1	--	2	2	40	--	60	--	100
		25166311B	Supply Chain Analytics	1	1	--						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				19	11	14	31	320	200	480	100	1100



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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	ELC	251662ELC	Industry Internship and On-the Job-Training	--	--	--	12	--	150	--	150	300
2	SE	25166401M/ F/H/O/B	Specialization Elective*	--	--	--	2	--	50	--	--	50
3	SDC	251662SDC	Customer Analytics	--	--	--	2	--	50	--	--	50
TOTAL				--	--	--	16	--	250	--	150	400

* To be completed through MOOC/ Department Evaluation