



K.K.Wagh Institute of Engineering Education and Research, Nashik(Autonomous w.e.f. A.Y.2022-23)
Details of MBA Course Structure 2024

● **Summary of Credits and Total Marks :**

Sem.	MBA (Major Specialization)		MBA (Major + Minor specialization)	
	Total Credits (TH+PR)	Total Marks	Total Credits (TH+PR)	Total Marks
I	24	750	24	750
II	24	750	24	750
III	28	850	36	1150
IV	12	250	16	350
Total	88	2600	100	3000

● **Definition of Credit:**

The Under Graduate (U.G.) and Post Graduate (P.G.) programmes will have credit system. The details of credit will be as follow

1 Credit = 1 hour/week for lecture
= 2hours /week for Practice
= 1 hour /week for tutorial

● **Course Nomenclature**

Pattern	Branch/BOS code	Class	Subject Code	Sub Code for Specialisation Courses
XX	XX	X	XX	X
24	10-MBA	5-FY PG	01-10: FYMBA SEM-I	
			11-20: FYMBA SEM-II	
		6-SY PG	01-10 :SYMBA Common Courses (SEM I & II)	Major Specialization: A: Marketing Management B: Financial Management C: Human Resource Management D:Operations & Supply Chain Management
			11-25: SYMBA Specialization Courses (SEM I & II)	
				Minor Specialization E:.Business Analytics



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● **Description of various Courses:**

Type of Course	Description
DCC	Department Core Course
DEC	Department Elective Course
OEC	Open Elective Courses of other technical or emerging areas /Courses designed by Industry
PSI	Project work, Seminar, Internship, PBL
LHSM	Liberal arts, Humanities, Social Sciences and Management courses
IMC	Induction and Mandatory Courses
NC	Non Credit Course
SCC	Specialization Core Course
ASM	Additional Specialized / MOOCs
SLC	Skill Based Laboratory Course
AEC	Ability Enhancement Course
SEC	Skill Enhancement Course
AOC	Add on Course
OJT	Online Job Training
RMC	Research Methodology Courses

● **Abbreviations:**

FY : First Year		SY : Second Year	F ₁ -F _n : First Year Subjects		
S ₁ -S _n :Second Year Subjects		ISE : In Sem. Exam		ESE : End Sem. Exam	
TH : Theory	PR : Practical/Practice/Project work/ Self Study		TU : Tutorial	OR : Oral	CCE: Continuous Comprehensive Evaluation
MOOCs : Massive Open Online Courses		NPTEL : National Programme on Technology Enhanced Learning			
MBA : Master of Business Administration					



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Department of Management Studies

Details of MBA Course Structure 2024 F.Y.MBA Semester - I

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks					Credits		
			TH	PR	In Sem.	End Sem.	CCE	TW	Total	TH	PR	Total
2410501	DCC	Principles of Management	3	-	20	60	20	-	100	3	-	3
2410502	DCC	Marketing Management	3	-	20	60	20	-	100	3	-	3
2410503	DCC	Accounting for Managers	3	-	20	60	20	-	100	3	-	3
2410504	DCC	Organizational Behaviour and Development	3	-	20	60	20	-	100	3	-	3
2410505	DCC	Business Economics	3	-	20	60	20	-	100	3	-	3
2410506	DCC	Decision Science	3	-	20	60	20	-	100	3	-	3
2410507	DCC	Leadership and Emotional Intelligence	2	-	-	-	50	-	50	2	-	2
2410508	AEC	Business Communication* (Blended Learning Mode)	-	4	-	-	-	50	50	-	2	2
2410509	SLC	Technology Tools for Business- I* (Blended Learning Mode)	-	4				50	50		2	2
		Total	20	8	120	360	170	100	750	20	4	24

Notes:

1. It is recommended to teach at least two cases per subject per semester for DCC
2. *Each student is required to opt a course from MOOC for 2 Credit and submit the course completion certificate to the department before the ESE.



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Details of MBA Course Structure 2024 F.Y.MBA Semester - II

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks					Credits		
			TH	PR	In Sem.	End Sem.	CCE	TW	Total	TH	PR	Total
2410511	DCC	Advanced Marketing Management	3	-	20	60	20	-	100	3	-	3
2410512	DCC	Financial Management	3	-	20	60	20	-	100	3	-	3
2410513	DCC	Operations Management	3	-	20	60	20	-	100	3	-	3
2410514	DCC	Human Resource Management	3	-	20	60	20	-	100	3	-	3
2410515	DCC	Business Legislation	3	-	20	60	20	-	100	3	-	3
2410516	RMC	Business Research Methods	3	-	20	60	20	-	100	3	-	3
2410517	DCC	Corporate Ethics, Governance and Sustainability	2	-		-	50	-	50	2	-	2
2410518	RMC	Desk Research	-	4	-	-	-	50	50	-	2	2
2410519	SLC	Technology Tools for Business-II* (Blended Learning Mode)		4				50	50		2	2
		Total	20	8	120	360	170	100	750	20	4	24

Notes:

1. It is recommended to teach at least two cases per subject per semester for DCC.
2. *Each student is required to opt a course from MOOC for 2 credits and submit the course completion certificate of the same to the department before the ESE.

3. Exit Point:

- For the PG program, there shall only be one exit point for those who join two year PG program. Students who exit at the end of 1st year shall be awarded a Postgraduate Diploma.
- Student will get Post Graduation Diploma in Business Management after completion of first year and bridge course (54 credits of First and Second semesters and bridge course of 6 Credit)

Bridge Course													
Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week			Evaluation Scheme and Marks					Credits		
			TH	PR	In Sem	End Sem	CCE	TW	Oral	Total	TH	PR	Total
2410520	PSI	Short Term Internship	-	6	-	-	-	50	50	100	-	3	3
2410521	SEC	MOOC/NPTEL/Swayam Certification** ▪ Introduction to Microsoft Power BI OR ▪ Equivalent MOOC Course	-	6	-	-	-	100	-	100	-	3	3
			-	12	-	-	-	150	50	200	-	6	6

Notes:

- Short Term Internship: Students is intended to complete Short Term Internship of minimum 8weeks.
- **Online Course from MOOC: The student is required to opt one course from MOOC for 3 credits and submit the course completion certificate of the same to the department.

SY MBA: Semester III

After completing 1st and 2nd Semester, students are required to choose specialization areas. The specialization area opted in third Semester would remain same in fourth semester also. For introducing a particular specialization in third semester, there must be at least 20% students having opted that specialization.



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Details of MBA Course Structure 2024 S.Y.MBA Semester - I

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		In Sem.	Evaluation Scheme and Marks					Credits		
			TH	PR		End Sem	CCE	TW	Oral	Total	TH	PR	Total
2410601	DCC	Strategic Management	3		20	60	20	-	-	100	3	-	3
2410602	DCC	Design Thinking, Innovation & Entrepreneurship	3	-	20	60	20	-	-	100	3	-	3
2410603	RMC	Internship Project/ Field work	-	4	-	-	-	20	30	50		2	2
243001	LHSM	Introduction to Constitution	2	-	-	30	20	-	-	50	2	-	2
1 Marketing Management (MKT) : SCC are compulsory and out of DEC select any 3 Courses													
2410611A	SCC	Strategic Marketing and Analytics	3	-	20	60	20	-	-	100	3	-	3
2410612A	SCC	Marketing Research	3	-	20	60	20	-	-	100	3	-	3
2410613A	SCC	Services Marketing	3	-	20	60	20	-	-	100	3	-	3
2410614A	SCC	Marketing 5.0	3	-	20	60	20	-	-	100	3	-	3
2410615A	DEC	Sales and Distribution Management	2	-	-		50	-	-	50	2	-	2
2410616A	DEC	Product and Brand Management	2	-	-		50	-	-	50	2	-	2
2410617A	DEC	Consumer Behaviour	2	-	-		50	-	-	50	2	-	2
2410618A	DEC	Retail Marketing	2	-	-		50	-	-	50	2	-	2
2410619A	DEC	International Marketing & Trade Practices	2	-	-	-	50			50	2	-	2

2) Financial Management (FIN): SCC are compulsory and out of DEC select any 3 Courses

2410611B	SCC	Strategic Financial Management and Reporting	3	-	20	60	20	-	-	100	3	-	3
2410612B	SCC	Direct Tax	3	-	20	60	20	-	-	100	3	-	3
2410613B	SCC	International Finance	3	-	20	60	20	-	-	100	3	-	3
2410614B	SCC	Indian Financial System and Financial Market	3	-	20	60	20	-	-	100	3	-	3
2410615B	DEC	Indirect Tax	2	-	-		50	-	-	50	2	-	2
2410616B	DEC	Corporate Finance & Analytics	2	-	-		50	-	-	50	2	-	2
2410617B	DEC	Securities Analysts and Portfolio Management	2	-	-		50	-	-	50	2	-	2
2440618B	DEC	Principles & Practice of Insurance	2	-	-		50	-	-	50	2	-	2
2410619B	DEC	Global Finance & Trade Risk Management	2	-	-		50	-	-	50	2	-	2

3) Human Resources Management (HR): SCC are compulsory and out of DEC select any 3 Courses

2410611C	SCC	Labour Law	3	-	20	60	20	-	-	100	3	-	3
2410612C	SCC	International Human Resource Management	3	-	20	60	20	-	-	100	3	-	3
2410613C	SCC	Performance and Reward Management	3	-	20	60	20	-	-	100	3	-	3
2410614C	SCC	Talent and Acquisition Management	3	-	20	60	20	-	-	100	3	-	3
2410615C	DEC	HR Analytics	2	-	-		50	-	-	50	2	-	2
2410616C	DEC	Industrial Relations and Compliances	2	-	-		50	-	-	50	2	-	2
2410617C	DEC	Training and Development	2	-	-		50	-	-	50	2	-	2
2410618C	DEC	Designing HR Policies	2	-	-		50	-	-	50	2	-	2
2410619C	DEC	Global Workforce & Cross-Cultural Management	2	-	-		50	-	-	50	2	-	2

4) Operation and Supply Chain Management (OSM): SCC are compulsory and out of DEC select any 3 Courses													
2410611D	SCC	Supply Chain Analytics	3	-	20	60	20	-	-	100	3	-	3
2410612D	SCC	TPS and Industry 5.0	3	-	20	60	20	-	-	100	3	-	3
2410613D	SCC	Logistics Management	3	-	20	60	20	-	-	100	3	-	3
2410614D	SCC	Lean Six Sigma	3	-	20	60	20	-	-	100	3	-	3
2410615D	DEC	Services Operations Management	2	-	-		50	-	-	50	2	-	2
2410616D	DEC	World Class Manufacturing	2	-	-		50	-	-	50	2	-	2
2410617D	DEC	Business Process Reengineering	2	-	-		50	-	-	50	2	-	2
2410618D	DEC	Productivity Management	2	-	-		50	-	-	50	2	-	2
2410619D	DEC	Global Operations & Trade Logistics	2	-	-		50	-	-	50	2	-	2
			26	4	120	390	290	20	30	850	26	2	28

Notes:1. It is mandatory to teach at least two cases per subject per semester for DCC & SCC

2. Internship Project/Field work: Students are intended to complete Internship/ Field work of 8 Weeks.



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Minor Specialization: Business Analytics

- **Major & Minor specialization:** In addition to Major specialization, a students may opt ‘Business Analytics’ as a minor specialization from SYMBA delve deeper into their areas of interest and expertise.

Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week			Evaluation Scheme and Marks					Credits		
			TH	PR	In Sem	End Sem	CC E	T W	Practical/Oral	Total	TH	PR	Total
5) Business Analytics (B): SCC are compulsory and out of 2 DEC select any 1 Courses													
2410611E	SCC	Python* (Blended Learning Mode)	2	2	-	-	50	50	-	100	2	1	3
2410612E	SCC	SQL for Business Analysts* (Blended Learning Mode)	2	2	-	-	50	50	-	100	2	1	3
2410613E	DEC	Visualisation Using Tableau* (Equivalent MOOC Course)	1	2	-	-	50	50	-	100	1	1	2
2410614E	DEC	Business Analytics using R* (Equivalent MOOC Course)	1	2	-	-	50	50	-	100	1	1	2
		Total	5	6	-	-	150	150	-	300	5	3	8

Note:

1. *Major & Minor Specialization: Student is required to opt a course from MOOC for 2 credits and submit the course completion certificate of the same to the department before the ESE.



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Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks						Credits		
			TH	PR	In Sem.	End Sem.	CCE	TW	Practical/ Oral	Total	TH	PR	Total
2410604	PSI	Dissertation (Industry-Integrated)	-	16	--	--	--	50	100	150	-	8	8
2410605	ASM	Project Management* (Equivalent MOOC Course)	2	-	-	-	50	-	-	50	2	-	2
	ASM	Online course from MOOC*	2	-	-	--	50	-	-	50	2	-	2
2410621A		Online course from MOOC from Marketing	-	-	-	-	-	-	-	-	-	-	-
2410621B		Online course from MOOC from Finance	-	-	-	-	-	-	-	-	-	-	-
2410621C		Online course from MOOC from HR	-	-	-	-	-	-	-	-	-	-	-
2410621D		Online course from MOOC from Operation and Supply Chain	-	-	-	-	-	-	-	-	-	-	-
		Total	4	16	-		100	50	100	250	4	8	12

Minor Specialization: Business Analytics													
Course Code	Course Type	Title of Course	Teaching Scheme Hrs./week		Evaluation Scheme and Marks						Evaluation Scheme and Marks		
			TH	PR	In Sem.	End Sem.	CCE	TW	Practical/ Oral	Total	TH	PR	Total
2410615E		Online course from MOOC from Business Analytics#	2	4	-	-	50	50	-	100	2	2	4

Notes:

1. Dissertation shall be of 16 weeks (4 months) at the end of third semester and complete the same during the 4th semester.
2. *Each student is required to opt a course from MOOC for 2 credits and submit the course completion certificate of the same to the department before the ESE.
3. #Major & Minor specialization: Students have to opt an additional Online Course from MOOC for 4 credits (Minimum 12 weeks) and submit the course completion certificate of the same to the department before the ESE.
4. Credits for 'PR' head to be reflected as Th+PR (Practice /Practical / Project Work).

**I/c HOD MBA
K K W I E E R Nasik**

**Director
K K W I E E R Nasik**