

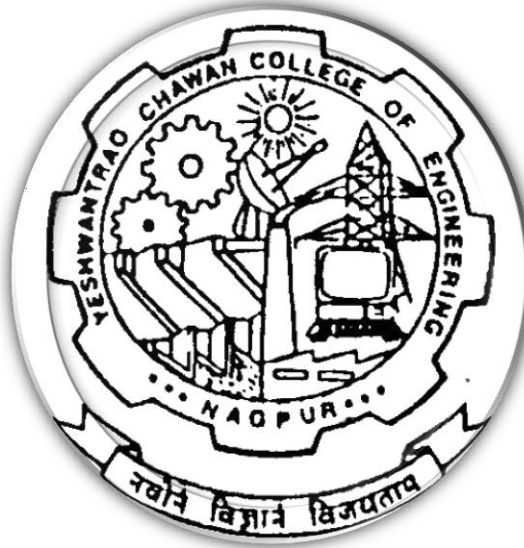
Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

(Accredited 'A++' Grade by NAAC with a score of 3.6)

Hingna Road, Wanadongri, Nagpur - 441 110



**Department of Management Studies & Entrepreneurship**

**Master of Business Administration (MBA)**

**SoE & Syllabus 2023-24**

**1<sup>st</sup> Semester**



**MBA SCHEME OF EXAMINATION 2023**  
 Department of Management Studies and Entrepreneurship  
 Masters in Business Administration (MBA)

Sl. No.	Sem	Type	Course Code	Course Title	T/P	Contact Hours				Credits	% Weightage		ESE Duration Hrs.
						L	T	P	Hrs.		TA	ESE	
<b>I SEMESTER</b>													
1	1	CORE	23MBA101	Principles of Management	T	3	0	0	3	3	40	60	3
2	1	CORE	23MBA102	Financial Accounting	T	4	0	0	4	4	40	60	3
3	1	CORE	23MBA103	Business Statistics	T	3	0	0	3	3	40	60	3
4	1	CORE	23MBA104	Managerial Economics	T	3	0	0	3	3	40	60	3
5	1	CORE	23MBA105	Organisational Behaviour	T	3	0	0	3	3	40	60	3
6	1	CORE	23MBA106	Legal Aspects of Business	T	3	0	0	3	3	40	60	3
7	1	CORE	23MBA107	Business Ethics and CSR	T	3	0	0	3	3	40	60	3
8	1	SKILL	23MBA108	Business Communication	T	3	0	0	3	3	40	60	3
9	1	AUDIT	AMBA101	Professional Management Program – 1					40				
10	1	AUDIT	AMBA102	Digital Skills					20				
<b>Total</b>						<b>25</b>	<b>0</b>	<b>0</b>	<b>85</b>	<b>25</b>			

<b>II SEMESTER</b>													
1	2	CORE	23MBA201	Marketing Management	T	3	0	0	3	3	40	60	3
2	2	CORE	23MBA202	Business Research Methods	T	3	0	0	3	3	40	60	3
3	2	CORE	23MBA203	Cost & Management Accounting	T	3	0	0	3	3	40	60	3
4	2	CORE	23MBA204	Entrepreneurship Development	T	3	0	0	3	3	40	60	3
5	2	CORE	23MBA205	Operations Management	T	3	0	0	3	3	40	60	3
6	2	CORE	23MBA206	Human Resource Management	T	3	0	0	3	3	40	60	3
7	2	CORE	23MBA207	Indian Business Environment	T	3	0	0	3	3	40	60	3
8	2	CORE	23MBA208	Financial Management	T	4	0	0	4	4	40	60	3
9	2	SKILL	23MBA209	Entrepreneurship Development Lab (Evaluation of the course will be based on Business Plan submission)	P	0	0	4	4	2	40	60	
9	2	AUDIT	AMBA103	Professional Management Program – 2					40				
10	2	AUDIT	AMBA104	Employability Enhancement Programme (EEP)					40				
<b>TOTAL</b>						<b>25</b>	<b>0</b>	<b>4</b>	<b>109</b>	<b>27</b>			

<b>III SEMESTER</b>													
1	3	CORE	23MBA301	Strategic Management	T	3	0	0	3	3	40	60	3
2	3	CORE	<b>GROUP A</b> (Select any Specialization Group of Electives from the following group)	Specialisation – I : Paper 1	T	3	0	0	3	3	40	60	3
3	3	CORE		Specialisation – I : Paper 2	T	3	0	0	3	3	40	60	3
4	3	CORE		Specialisation – I : Paper 3	T	3	0	0	3	3	40	60	3
5	3	CORE		Specialisation – I : Paper 4	T	3	0	0	3	3	40	60	3
6	3	CORE	<b>GROUP B</b> (Select any Specialization Group of Electives from the following group)	Specialisation – II : Paper 1	T	3	0	0	3	3	40	60	3
7	3	CORE		Specialisation – II : Paper 2	T	3	0	0	3	3	40	60	3
8	3	CORE		Specialisation – II : Paper 3	T	3	0	0	3	3	40	60	3
9	3	CORE		Specialisation – II : Paper 4	T	3	0	0	3	3	40	60	3
<b>TOTAL</b>						<b>27</b>	<b>0</b>	<b>0</b>	<b>27</b>	<b>27</b>			



Nagar Yuwak Shikshan Sanstha's  
**Yeshwantrao Chavan College of Engineering**  
 (An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)  
**MBA SCHEME OF EXAMINATION 2023**  
 Department of Management Studies and Entrepreneurship  
**Masters in Business Administration (MBA)**

SoE No.  
23MBA101

Sl. No.	Sem	Type	Course Code	Course Title	T/P	Contact Hours				Credits	% Weightage		ESE Duration Hrs.
						L	T	P	Hrs.		TA	ESE	
<b>IV SEMESTER</b>													
1	4	CORE	<b>GROUP A</b> (Select any Specialization Group of Electives from the following group)	Specialisation – I : Paper 1	T	3	0	0	3	3	40	60	3
2	4	CORE		Specialisation – I : Paper 2	T	3	0	0	3	3	40	60	3
3	4	CORE	<b>GROUP B</b> (Select any Specialization Group of Electives from the following group)	Specialisation – II : Paper 1	T	3	0	0	3	3	40	60	3
4	4	CORE		Specialisation – II : Paper 2	T	3	0	0	3	3	40	60	3
5	4	PROJECT	23MBA401	CAPSTONE PROJECT (through Industry Internship Program(IIP))	P				350	12	100	100	
				Note: 1. Theory subjects in Semester IV will be conducted in online through Swayam / NPTL / MOOC/LMS 2. Students will undergo Semester Long Industry Linked Internship in Semester IV which will culminate to Capstone Project.									
						<b>12</b>	<b>0</b>	<b>0</b>	<b>362</b>	<b>24</b>			
<b>Grand Total of Credits</b>										<b>103</b>			

**List of Electives**

**ELECTIVE A - FINANCIAL MANAGEMENT**

1	3		23MBAF301	Insurance and Banking Management
2	3		23MBAF302	Corporate Taxation
3	3		23MBAF303	Financial Derivatives , Security Analysis And Portfolio Management
4	3		23MBAF304	Strategic Financial Management
5	4		23MBAF401	FinTech
6	4		23MBAF402	Project Planning & Financial Strategies

**ELECTIVE B - HUMAN RESOURCE MANAGEMENT**

1	3		23MBAHR301	Learning & Development
2	3		23MBAHR302	Human Resource Metrics and Analytics
3	3		23MBAHR303	Organizational Theory: Structure, Design
4	3		23MBAHR304	Organizational Development
5	4		23MBAHR401	Competency Mapping
6	4		23MBAHR402	Performance and Compensation Management

**ELECTIVE C - MARKETING MANAGEMENT**

1	3		23MBAM301	Consumer Behavior and Customer Relationship Management
2	3		23MBAM302	Brand Management
3	3		23MBAM303	Retail Management and Visual Merchandising
4	3		23MBAM304	Marketing Analytics
5	4		23MBAM401	Digital and Social Marketing
6	4		23MBAM402	Marketing of Services

**ELECTIVE D- OPERATIONS & LOGISTICS MANAGEMENT**

1	3		23MBAO301	Sourcing Management
2	3		23MBAO302	Project Management
3	3		23MBAO303	Service Operation Management
4	3		23MBAO304	Logistics and Supply Chain Management
5	4		23MBAO401	Total Quality Management
6	4		23MBAO402	Operation Analytics

**ELECTIVE E- BUSINESS ANALYTICS**

1	3		23MBABA301	Fundamentals of Business Analytics
2	3		23MBABA302	Business Intelligence (Descriptive Analytics)
3	3		23MBABA303	Advanced Analytics (Predictive Analytics)
4	3		23MBABA304	Econometrics
5	4		23MBABA401	Customer and Social Media Analytics
6	4		23MBABA402	Business Analytics using R

		Aug-23	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

## I Semester

### Principles of Management

**23MBA101**

#### Course Outcomes :

Upon successful completion of the course the students will be able to

1. Understand the basic functions of management.
2. Illustrate the functions of planning, organizing, directing and controlling
3. Apply appropriate leadership styles, use effective motivational tools and conduct useful communication
4. Develop an understanding of contemporary knowledge in management

<b>UNIT:1</b>	<b>INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS</b>	<b>07 Hrs</b>
---------------	---	---------------

Concept of Management: Definition – Nature – Purpose – Scope and Significance.  
Managerial Roles, Managerial Skills and Activities.  
Evolution of Management thought – Approaches to Management –  
Process of Management – Internal and External environment Forces –  
Functions of Management.

<b>UNIT:2</b>	<b>PLANNING</b>	<b>06 Hrs</b>
---------------	-----------------	---------------

Concept and Significance – Types of Plans – Objectives –  
Management by objectives, by exception, by crisis –  
Strategic Management Planning process.  
Decision Making Process

<b>UNIT:3</b>	<b>ORGANISING</b>	<b>07 Hrs</b>
---------------	-------------------	---------------

Nature and purpose Organizing Principles  
Span of Control  
Line and Staff Relationship  
Departmentalization  
Delegation and Decentralization.

<b>UNIT:4</b>	<b>DIRECTING</b>	<b>06 Hrs</b>
---------------	------------------	---------------

Scope – Human Factors  
Creativity and Innovation

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

Harmonizing Objectives  
Leadership – Types of Leadership  
Motivation and its Role.  
Role of Communication, Communication Process, Barriers to Effective Communication.

**UNIT:5 | CONTROLLING**

**07 Hrs**

System and process of controlling, Elements of Managerial Control  
Effective Control Systems  
The Budget as Control Technique  
Coordination Concept, Importance, Principles and Techniques of Coordination  
Concept of Managerial Effectiveness

**UNIT:6 | CONTEMPORARY MANAGEMENT AND BUSINESS EXCELLENCE**

**06 Hrs**

Application of technology in Management processes  
International Management: VUCA Environment; Globalization versus Localization.  
Innovative Business Models.  
Business Excellence concepts in business

**Total Lecture | 39 Hours**

**Text Books**

1	S S Sherlekar. Principles of Business Management. Himalayan Publishing
2	Saksena,S.C. Principles & Practice of Management. Sahitya Bhawan
3	Harold Koontz & Heinz Weihrich "Essentials of Management", Tata McGraw-Hill. Latest Edition
4	Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson). Latest Edition

**Reference Books**

1	Smarth M.W. Fundamentals of Management. S.Chand
2	Drucker, F. Peter - Management-Tasks, Responsibilities & Practices
3	Massie, J.L. Essentials of Management. PHI

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

## YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	<a href="https://link.springer.com/chapter/10.1007/978-3-030-45425-8_8">https://link.springer.com/chapter/10.1007/978-3-030-45425-8_8</a>
2	<a href="https://link.springer.com/book/10.1007/978-3-319-70902-4">https://link.springer.com/book/10.1007/978-3-319-70902-4</a>

## MOOCs Links and additional reading, learning, video material

1	<a href="https://onlinecourses.nptel.ac.in/noc21_mg30/preview">https://onlinecourses.nptel.ac.in/noc21_mg30/preview</a>
2	<a href="https://www.classcentral.com/course/independent-principles-of-management-11932">https://www.classcentral.com/course/independent-principles-of-management-11932</a>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

## I Semester Financial Accounting 23MBA102

### Course Outcomes :

Upon successful completion of the course the students will be able to

1. Perform basic accounting operations of book keeping and accountancy.
2. Understand and apply various accounting standards and GAAP.
3. Read and understand financial statements and subsidiary books.
4. Understand accounting methods followed in different complex business environments.

UNIT:1	Introduction to Accounting	08 Hrs
Introduction - Meaning, Scope, Importance and limitations of Financial Accounting. Financial Accounting - concepts and conventions, classification of accounts, rules and principles governing Double Entry Book keeping system, Different terminologies in accounting. (Contemporary issues related to topic)		
UNIT:2	Introduction to Accounting Standards	08 Hrs
Understanding AS, IndAS, GAAP, IFRS. Accounting Books & Record - Meaning, Preparation of Journal, Ledger, Cash book, Trial balance (Contemporary issues related to topic)		
UNIT:3	Final Accounts	09 Hrs
Errors in accounting, rectification of errors, Preparation of Final Accounts, Trading Account, Manufacturing Account, Profit & Loss Account, Profit & Loss Appropriation Account, Balance Sheet, Vertical Balance Sheet. (Contemporary issues related to topic)		
UNIT:4	Subsidiary Books	08 Hrs
Cash Book and its types, Purchase book and Purchase Return book, Sales book and Sales return book, Bank Reconciliation Statement (Contemporary issues related to topic)		
UNIT:5	Depreciation Accounting	08 Hrs
Calculation of Depreciation, Preparation of Depreciation Account, Change in method of depreciation, AS related to Depreciation (AS6, AS 28) (Contemporary issues related to topic)		
UNIT:6	Additional topics in Accounting	08 Hrs
Introduction to Partnership Accounts, Introduction to Consignment Accounting, Journal entries for Issue of shares, forfeiture of shares, reissue of shares. Accounting for Not for Profit organization. (Contemporary issues related to topic)		
<b>Total Lecture</b>		<b>49 Hours</b>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

## Text Books

1	Principles and Practice of Accounting (Accounts) (Study Material), D.G.Sharma, S.K.Agrawal, Taxman Publication
2	Financial Accounting, P C Tulsian, Bharat Tulsian, S.Chand Publication.
3	Accounting Principles, Solomon,L.M., Harper & Row
4	Accounting For Management, Ramchandran T. Schtec Publication

## Reference Books

1	Financial, Cost and Management Accounting, Dr. P. Periasamy, HPH
2	Accounting Principles, Anthony & Robert N. , Irwin

## YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	<a href="https://link.springer.com/book/10.1007/978-3-319-18723-5">https://link.springer.com/book/10.1007/978-3-319-18723-5</a>
2	<a href="https://link.springer.com/book/10.1007/978-1-349-17898-8">https://link.springer.com/book/10.1007/978-1-349-17898-8</a>
3	<a href="https://link.springer.com/book/10.1007/978-1-349-21765-6">https://link.springer.com/book/10.1007/978-1-349-21765-6</a>
4	<a href="https://link.springer.com/book/10.1007/978-1-4613-4062-1">https://link.springer.com/book/10.1007/978-1-4613-4062-1</a>

## MOOCs Links and additional reading, learning, video material

1	<a href="https://www.mooc-list.com/course/pre-mba-quantitative-skills-accounting-coursera">https://www.mooc-list.com/course/pre-mba-quantitative-skills-accounting-coursera</a>
2	<a href="https://www.mooc-list.com/course/financial-accounting-and-capital-markets-edx">https://www.mooc-list.com/course/financial-accounting-and-capital-markets-edx</a>
3	<a href="https://www.mooc-list.com/course/accounting-fundamentals-understanding-financial-statements-skillshare">https://www.mooc-list.com/course/accounting-fundamentals-understanding-financial-statements-skillshare</a>
4	<a href="https://www.mooc-list.com/course/financial-accounting-fundamentals-edx">https://www.mooc-list.com/course/financial-accounting-fundamentals-edx</a>
5	<a href="https://www.mooc-list.com/course/financial-information-and-its-analysis-edx">https://www.mooc-list.com/course/financial-information-and-its-analysis-edx</a>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	





Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

## I Semester Business Statistics 23MBA103

### Course Outcomes :

Upon successful completion of the course the students will be able to

1. Understand the importance and data and understand data handling methods.
2. Understand and measure data tendencies
3. Forecast, analyze and estimate data sets.
4. Understand advanced techniques of data analysis

UNIT:1	Introduction to Statistics and Quantitative Techniques	07 Hrs
Types of Data, Types of Measurement scales, Sampling Design, Various sampling techniques, Data Collection methods, Presentation of Data using different charts, graphs, diagrams. (Contemporary issues related to topic)		
UNIT:2	Measures of Central Tendency	06 Hrs
Meaning and importance of central tendency, application in industry, various measures of central tendency, mean (Arithmetic mean, geometric mean, harmonic mean), mode, median, Calculations of different central tendencies for different types of data.		
UNIT:3	Measures of Dispersion	07 Hrs
Meaning and importance of dispersion, application in industry, various measures of dispersion, mean deviation, standard deviation, quartile deviation, mode, median, Calculations of different central tendencies for different types of data.		
UNIT:4	Forecasting Techniques	06 Hrs
Forecasting Techniques, Correlation, Regression, Time series		
UNIT:5	Data Analytics	07 Hrs
Introduction to Data Analysis, Parametric and Non parametric tests, Normal Distribution, P Value, One and Two proportion Z test, Z interval.		
UNIT:6	Comparison of Means	06 Hrs
T Test single mean and two mean, about a single, about a difference of means, paired sample T test, One Factor Anova, 2 factor Anova, Factor Analysis		
<b>Total Lecture</b>		<b>39 Hours</b>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

## Text Books

1	Business Statistics, MP Gupta and SP Gupta, S.Chand Publication
2	Statistics for Business Decision Making & Analysis, Robert Stine Dean Foster, Pearson

## Reference Books

1	Business Statistics, Ken Black and Sanjeet Singh, Wiley
2	Business Mathematics & Statistics., DN Elhance, Rajesh Elhance. Taxmann

## YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	<a href="https://link.springer.com/referenceworkentry/10.1007/978-3-642-04898-2_7">https://link.springer.com/referenceworkentry/10.1007/978-3-642-04898-2_7</a>
2	<a href="https://link.springer.com/book/10.1007/978-1-4757-2717-3">https://link.springer.com/book/10.1007/978-1-4757-2717-3</a>
3	<a href="https://link.springer.com/article/10.1057/jors.1990.92">https://link.springer.com/article/10.1057/jors.1990.92</a>
4	<a href="https://link.springer.com/chapter/10.1007/978-1-4939-0603-1_12">https://link.springer.com/chapter/10.1007/978-1-4939-0603-1_12</a>

## MOOCs Links and additional reading, learning, video material

1	<a href="https://www.mooc-list.com/course/inferential-and-predictive-statistics-business-coursera">https://www.mooc-list.com/course/inferential-and-predictive-statistics-business-coursera</a>
2	<a href="https://www.mooc-list.com/course/statistics-international-business-coursera">https://www.mooc-list.com/course/statistics-international-business-coursera</a>
3	<a href="https://www.mooc-list.com/course/data-and-statistics-foundation-investment-professionals-coursera">https://www.mooc-list.com/course/data-and-statistics-foundation-investment-professionals-coursera</a>
4	<a href="https://www.mooc-list.com/course/statistics-business-analytics-modelling-and-forecasting-edx">https://www.mooc-list.com/course/statistics-business-analytics-modelling-and-forecasting-edx</a>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

## I Semester Managerial Economics 23MBA104

### Course Outcomes :

Upon successful completion of the course the students will be able to

1. Understand and apply the basic theories of economics in various spheres of management.
2. Understand and analyze various market structures and business environment.
3. Understand business cycles and various internal and extraneous factors impacting the business.
4. Evaluate the results of micro and macro-economic decisions on different business decisions.

UNIT:1	Introduction to Managerial Economics & Theory of demand	07 Hrs
Importance of Economics in Business, Applications of Economics in Management, Terminologies in Economics, Theory of Demand, Various Elasticities of demand. (Contemporary issues related to topic)		
UNIT:2	Theory of Supply	06 Hrs
Theory of supply, Elasticity of supply, Demand & Supply forecasting, Economic Equilibrium, Price Determination, Price Discrimination, Types of Pricing (Contemporary issues related to topic)		
UNIT:3	Market structures	07 Hrs
Features and Types of different competitive situation, Price – Output determination in perfect competition, Monopoly, Monopolistic competition and Oligopoly. Pricing philosophy, Pricing methods in practice. (Contemporary issues related to topic)		
UNIT:4	Production & Cost Function	06 Hrs
Production & Cost Analysis - Production & Production Function: Concept, Forms of production function, Law of variable Proportions, Returns to scale. Cost concept, Short term and long term cost. Average cost curves, cost output relationship & Diseconomies of scale. Cobb Douglas production function. (Contemporary issues related to topic)		
UNIT:5	Business Cycles & Government Policy	07 Hrs
Concept, Causes & Impact of business cycle, Inflation & deflation – types, causes, effects, remedial measures; Economic Growth, GDP, Interest Rates, Role of Central Bank, Monetary and Fiscal policy - meaning, scope and instruments impact; Factors determining economic environment of business. (Contemporary issues related to topic)		

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

<b>UNIT:6</b>	<b>Macroeconomics</b>	<b>06 Hrs</b>
National Income, GDP, GNP, NNP, NDP, Niti Aayog, National Education Policy, Economic Inclusion, WHO, World Bank, IMF, UNICEF, World Trade & Currency Markets. <b>(Contemporary issues related to topic)</b>		
		<b>Total Lecture 39 Hours</b>
<b>Text Books</b>		
1	Managerial Economics, P. L. Mehta, S.Chand Publication	
2	Managerial Economics, Suma Damodran, Oxford university	
3	Managerial Economics: Foundations of Business Analysis and Strategy, Christopher R. Thomas, S. Charles Maurice, McGraw Hill.	

<b>Reference Books</b>		
1	Managerial economics in a Global economy, Dominick Salvatore, Thompson	
2	Managerial Economics, Marks S G, Wiley	

<b>YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]</b>		
1	<a href="https://link.springer.com/book/10.1007/978-1-349-15524-8">https://link.springer.com/book/10.1007/978-1-349-15524-8</a>	
2	<a href="https://link.springer.com/book/10.1007/978-1-349-19852-8">https://link.springer.com/book/10.1007/978-1-349-19852-8</a>	
3	<a href="https://link.springer.com/book/10.1007/978-1-349-16225-3">https://link.springer.com/book/10.1007/978-1-349-16225-3</a>	
4	<a href="https://link.springer.com/book/10.1007/978-1-349-00295-5">https://link.springer.com/book/10.1007/978-1-349-00295-5</a>	

<b>MOOCs Links and additional reading, learning, video material</b>		
1	<a href="https://www.mooc-list.com/course/introduction-managerial-economics-edx">https://www.mooc-list.com/course/introduction-managerial-economics-edx</a>	
2	<a href="https://www.mooc-list.com/course/economics-management-uneopen">https://www.mooc-list.com/course/economics-management-uneopen</a>	
3	<a href="https://www.mooc-list.com/course/economics-society-markets-and-inequality-coursera">https://www.mooc-list.com/course/economics-society-markets-and-inequality-coursera</a>	

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

## I Semester Organizational Behavior 23MBA105

### Course Outcomes :

Upon successful completion of the course the students will be able to

1. Understand the framework of OB as applicable to organizations
2. Apply the knowledge of demarked variances in individual behavior and its influence on achieving organizational objectives.
3. Analyze the importance of understanding group behavior and its impact on goal accomplishments
4. Demonstrate different leadership styles and Power modes for enhancing organizational growth
5. Manage Change and Conflict in organizations
6. Demonstrate the cohesion of different people from different backgrounds into one strong organizational culture.

<b>UNIT:1</b>	<b>INTRODUCTION</b>	<b>07 Hrs</b>
Concept of Organizational Behavior (OB). Relevance of OB to Management Roles. Evolution and Scope of OB with reference to Global and Indian workforce diversity		
<b>UNIT:2</b>	<b>INDIVIDUAL BEHAVIOUR</b>	<b>08 Hrs</b>
Learning: Concept, Conditioning, Shaping Behavior; Attitude and its relation with behavior; Job satisfaction and Performance. Motivation: Concept, Theories and Behavior Personality and Values: Concept, Factors influencing personality, Personality Types. Perception and Judgments. Impact of perception on decision making		
<b>UNIT:3</b>	<b>LEADERSHIP &amp; POWER</b>	<b>07 Hrs</b>
Managers versus Leader. Leadership Styles and Leadership Theories. Power and Politics and its influence in organizations		
<b>UNIT:4</b>	<b>GROUP BEHAVIOUR</b>	<b>06 Hrs</b>
Groups in Organization- Stages of Group Formation- Group Decision making Techniques- Group Cohesiveness- Group Dynamics & Team work		
<b>UNIT:5</b>	<b>ORGANISATIONAL CHANGE AND CONFLICT</b>	<b>06 Hrs</b>
Forces of change; Planned change; Resistance; Approaches Concept of conflict; Traditional view and interactionists view of conflict; Conflict process; Functional/ Dysfunctional		

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

<b>UNIT:6</b>	<b>DYNAMICS OF ORGANIZATIONAL BEHAVIOR</b>	<b>05 Hrs</b>
Culture: Concept and Its Impact; Creating and sustaining culture Organizational Design: Prevalent organizational designs: New design options		
<b>Total Lecture</b>		<b>39 Hours</b>

## Text Books

1	Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education, Latest Edition
2	Fred Luthans, Organizational Behavior, McGraw Hill
3	K. Aswathappa. Organisational Behaviour (Text, Cases & Games). 10th Edition. Himalaya Publishing House
4	P. SubbaRao. Organisational Behaviour. 1st Edition. Himalaya Publishing House

## Reference Books



1	Judson, A.S. Changing Organisational Behaviour: Through Minimal Resistance. Wheeler Pub.
2	Pareek U. Understanding Organisational Behaviour. Oxford Publications
3	Parikh M. Organisational Behaviour. TMH

## YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	<a href="https://link.springer.com/book/10.1007/978-1-349-21542-3">https://link.springer.com/book/10.1007/978-1-349-21542-3</a>
2	<a href="https://link.springer.com/book/10.1007/978-1-349-16833-0">https://link.springer.com/book/10.1007/978-1-349-16833-0</a>
3	<a href="https://link.springer.com/referencework/10.1007/978-3-319-24612-3">https://link.springer.com/referencework/10.1007/978-3-319-24612-3</a>
4	Emotional Intelligence for Project Managers : The People Skills You Need to Achieve Outstanding Results Anthony Mersino American Management Association, EBSCO Book No. 214576 9780814474167

## MOOCs Links and additional reading, learning, video material

1	<a href="https://www.mooc-list.com/course/organizational-analysis-coursera">https://www.mooc-list.com/course/organizational-analysis-coursera</a>
2	<a href="http://www.coursera.org/learn/organizational-behavior">http://www.coursera.org/learn/organizational-behavior</a>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

## I Semester

### Legal Aspects of Business

**23MBA106**

#### Course Outcomes:

Upon successful completion of the course the students will be able to

1. Understanding of legal aspects of formation and composition of company
2. Understanding of Companies Act
3. Clarity to form and know the legal implications of partnership firm
4. Consciousness of intellectual properties and Right to Information Act
5. Understanding of Indian Contract Act
6. Understanding of negotiable instruments.

UNIT:1	LAW & LEGAL SYSTEM IN INDIA	08 Hrs
Introduction to Legal Aspects of Business Consumer Protection Act 2019 Negotiable Instrument Act 1881		
UNIT:2	THE COMPANIES ACT	08 Hrs
Definition & characteristics of a company Kinds of Companies Provisions relating to Registration: Memorandum of Association, Articles of Association Concept & contents of Prospectus Directors - Powers, position, and duties. Winding Up of the Company		
UNIT:3	INTELLECTUAL PROPERTY RIGHTS	08 Hrs
IP Act Copyrights, Trademarks, Patents		
UNIT:4	INDIAN CONTRACT ACT (1872)	04 Hrs
Definition of Contract Types of Contracts Essential elements of a valid contract Competency to enter in contracts (Sec. 11 & 12) Void Agreement Consequences of breach of contract		

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

<b>UNIT:5</b>	<b>THE PARTNERSHIP ACT 1932</b>	<b>05 Hrs</b>
Types of Partners Difference between Partnership & Company Reconstitution of partnership firm Dissolution of partnership firm		
<b>UNIT:6</b>	<b>INFORMATION TECHNOLOGY ACT 2000</b>	<b>06 Hrs</b>
IT Rules 2021 Data Protection Bill 2019 Aadhar Act 2016 Geospatial Information Regulation Bill 2016		
<b>Total Lecture</b>		<b>39 Hours</b>

### Text Books

1	Business Laws SushmaArora Taxmann's
2	Business Law Tulsian TMH
3	Mercantile Law N.D.Kapoor Sultan Chand
4	Business Law and Regulation S.N.Maheshwari&Maheshwari HPH
5	Fundamentals of Business Law Mithani D.M. HPH

### Reference Books

1	Business Law 2nd Ed.: M. C. Kuchha, Vikas Publication House, New Delhi
2	Business Law: N. D. Kapoor, S. Chand & Co.

### YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	<a href="https://web.s.ebscohost.com/ehost/detail/detail?vid=2&amp;sid=b30d66fe-0cc6-4826-a1d8-bb705cdc4ac2%40redis&amp;bdata=JnNpdGU9ZWhvc3QtbG12ZQ%3d%3d#AN=463277&amp;db=e230xww">https://web.s.ebscohost.com/ehost/detail/detail?vid=2&amp;sid=b30d66fe-0cc6-4826-a1d8-bb705cdc4ac2%40redis&amp;bdata=JnNpdGU9ZWhvc3QtbG12ZQ%3d%3d#AN=463277&amp;db=e230xww</a>
---	---

### MOOCs Links and additional reading, learning, video material

1	<a href="https://www.mooc-list.com/course/legal-foundations-entrepreneurs-coursera">https://www.mooc-list.com/course/legal-foundations-entrepreneurs-coursera</a>
---	---

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	





Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

**I Semester**  
**Business Ethics and CSR**  
**23MBA107**

**Course Outcomes :**

**Upon successful completion of the course the students will be able to**

1. Understanding the concept of Ethics
2. Understanding Ethical Decision Making
3. Concepts of Corporate Governance and its Codes
4. Brief about CSR

UNIT:1	INTRODUCTION	07 Hrs
Definition and Nature of Business Ethics Need and Benefits of Business Ethics History and development of Business Ethics Arguments for and against Business Ethics Economic Issues Competitive Issues Legal and Regulatory Philanthropic Issues.		
UNIT:2	ETHICAL DECISION MAKING	06 Hrs
The Role of Moral Philosophies in Decision Making Ethical Theories- Theological Theory, Deontology, Virtue Ethics (Aristotle's Nicomachaen Ethics) Justice and Fairness Theory of Due Care Integration of Various perspectives Cognitive Moral Development Moral Reasoning The role of Corporate Culture and Leadership Structure and Business Ethics Interpersonal Relationships in Organization The Role of Opportunity and Conflict.		
UNIT:3	EMPLOYEE CONTEXT	07 Hrs
Job Discrimination- Unity, Rights and Justice Gender Issues Job Discrimination- Employee Obligation to Firm Job Discrimination- Firms Duties to Employees Job Discrimination- The Employee Rights The Need of Organizational Ethical Program Code of Conduct Ethical Training Programmers and Communication		

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

<b>UNIT:4</b>	<b>BUSINESS ETHICS IN GLOBAL ECONOMY</b>	<b>06 Hrs</b>
Ethical Perception and International Business Global Values Various Ethical Issues Around the Globe Cross Cultural Issues Cross Religion and Cross Racial Issues.		
<b>UNIT:5</b>	<b>CORPORATE GOVERNANCE</b>	<b>07 Hrs</b>
Corporate Governance Accountability Issues Disclosure to Outsiders Board Objectives Training and Development of Directors Performance Evaluation of Board		
<b>UNIT:6</b>	<b>CORPORATE SOCIAL RESPONSIBILITIES</b>	<b>06 Hrs</b>
Introduction to CSR – Concept Scope & Relevance and Importance of CSR in Contemporary Society Corporate philanthropy, Models for Implementation of CSR Drivers of CSR Prestigious awards for CSR in India CSR and Indian Corporations- Legal Provisions and Specification on CSR Future of CSR in India Role of NGO's in CSR Integrating CSR into Business		
<b>Total Lecture</b>		<b>39 Hours</b>

## Text Books

1	CSV Murthy, Business ethics & Corporate Governance, HPH.
2	Richard T. DeGeorge, Business Ethics, Pearson publication
3	John Boatright, Ethics and the conduct of business, Pearson Publication.

## Reference Books

1	Richard T. DeGeorge, Business Ethics, Pearson publication
2	John Boatright, Ethics and the conduct of business, Pearson Publication.

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

## YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	Corporate Social Responsibility in Management and Engineering, River Publishers Series in Management Sciences and Engineering, 1844097
2	Practical Ethics, A Collection of Addresses and Essays, Oxford University Press USA, 23576
3	Race For Sustainability: Energy, Economy, Environment And Ethics, Ken Hickson, World Scientific Publishing Company, 661919

## MOOCs Links and additional reading, learning, video material

1	<a href="https://onlinecourses.swayam2.ac.in/cec23_mg22/preview">https://onlinecourses.swayam2.ac.in/cec23_mg22/preview</a>
2	<a href="https://onlinecourses.swayam2.ac.in/nou23_ge61/preview">https://onlinecourses.swayam2.ac.in/nou23_ge61/preview</a>

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

## I Semester Business Communication 23MBA108

### Course Outcomes :

Upon successful completion of the course the students will be able to

1. Understanding of significance and components of Business Communication
2. Application of knowledge with effective communication
3. Understanding of communication involved during employment process.
4. Application of professionalism and display of good code of conduct at workplace

UNIT:1	INTRODUCTION	07 Hrs
Importance of communication skills in Business Management. Types of communication: The media and tools of communication. Communication Process. Barriers and Gateways to communication.		
UNIT:2	PRESENTATION SKILLS	06 Hrs
Presentation Skills: 4 P's of presentation: Plan, Prepare, Practice and Present. Use of Visuals Presentation Aids- How to make an effective presentations.		
UNIT:3	PUBLIC SPEAKING	06 Hrs
Essentials of Public Speaking -The role of body language in public speaking- Tips for effective Public Speaking-Learning the tricks from powerful public speakers -The importance of practice		
UNIT:4	BUSINESS ETIQUETTE	06 Hrs
Professional conduct in a business setting: workplace hierarchy; the proper way to make introductions; Use of courteous phrases and language in the workplace. Professional Image: appropriate business attire; Telephone Etiquette		
UNIT:5	RECRUITMENT AND EMPLOYMENT CORRESPONDENCE	07 Hrs
Formats for business letters and memos. Drafting the Employment Notice, Job Application Letter; Curriculum Vitae/ Resumes; Offer Letter; Job Description; Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.		

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

SoE No.  
23MBA101

<b>UNIT:6</b>	<b>CORPORATE COMMUNICATION</b>	<b>07 Hrs</b>
Audience analysis, Research Organization of presentation Delivery of presentation, Nonverbal communication (including business etiquette and protocol) Meeting, Notice, agenda, Minutes & resolution Internal Communication Memos & Circulars.		
<b>Total Lecture</b>		<b>39 Hours</b>

### Text Books

1	Business Communication by K.K. Sinha Taxmann	
2	Business Communication- by M.K. Sehgal & V. Khetrpal	Excel Books.
3	Business Communication by P.D. Chaturvedi	Pearson
4	Effective Business Communication	Herta Murphy and Herbert Hildebrandt and Jane Thomas TMH

### Reference Books

1	Business Communication -By Nawal, Cenage India Learning.
2	Business Communication- By Rajendra Pal. Sultan Chand
3	Resume Writing & Interviews -By Munish Bhargava, McGraw Hill.

### YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]

1	<a href="https://link.springer.com/book/10.1007/978-981-13-7534-7">https://link.springer.com/book/10.1007/978-981-13-7534-7</a>
2	Presentation Skills for Technical Professionals Karten, Naomi-Gottesdiener, Ellen. EBSCO E books no. 391108 9781849280730
3	<a href="https://link.springer.com/book/10.1007/978-3-030-57741-4">https://link.springer.com/book/10.1007/978-3-030-57741-4</a>

### MOOCs Links and additional reading, learning, video material

1	Effective communications skills for business by Udemy
---	---

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

**I Semester  
Audit Course  
Professional Management Program – 1  
AMBA101**

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



Nagar Yuwak Shikshan Sanstha's

# Yeshwantrao Chavan College of Engineering

(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**MBA SoE and Syllabus 2023-24**

(Scheme of Examination w.e.f. 2023-24 onward)

Department of Management Studies & Entrepreneurship

**Master of Business Administration**

**SoE No.  
23MBA101**

**I Semester  
Audit Course  
Digital Skills  
AMBA102**

		August 2023	1.00	Applicable for AY 2023-24 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	