

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 2025-26

1st to 4th Semester



MBA SCHEME OF EXAMINATION 2025
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	
I SEMESTER													
1	1	CORE	25MBA101	Principles of Business Management	T	2	0	0	2	2	40	60	3
2	1	CORE	25MBA102	Financial Accounting	T	3	0	0	3	3	40	60	3
3	1	CORE	25MBA103	Quantitative Techniques	T	3	0	0	3	3	40	60	3
4	1	CORE	25MBA104	Human Resource Management	T	3	0	0	3	3	40	60	3
5	1	CORE	25MBA105	Marketing Management	T	3	0	0	3	3	40	60	3
6	1	CORE	25MBA106	Business Law	T	3	0	0	3	3	40	60	3
7	1	CORE	25MBA107	Organizational Behavior	T	2	0	0	2	2	40	60	3
8	1	SKILL	25MBA108	Business Communication	T	2	0	0	2	2	40	60	3
9	1	SKILL	25MBA109	Digital Skills & Collaboration In Managerial Practice	T	3	0	0	3	3	40	60	3
10	1	AUDIT	AMBA101	Indian Knowledge System	-	-	-	-	-	-	-	-	-
Total						24	0	0	24	24			

II SEMESTER													
1	2	CORE	25MBA201	Managerial Economics	T	3	0	0	3	3	40	60	3
2	2	CORE	25MBA202	Cost & Management Accounting	T	3	0	0	3	3	40	60	3
3	2	CORE	25MBA203	Financial Management	T	3	0	0	3	3	40	60	3
4	2	CORE	25MBA204	Production & Operation Management	T	3	0	0	3	3	40	60	3
5	2	CORE	25MBA205	Digital Marketing	T	2	0	0	2	2	40	60	3
6	2	CORE	25MBA206	Business Research	T	3	0	0	3	3	40	60	3
7	2	CORE	25MBA207	Fundamentals of Business Analytics	T	3	0	0	3	3	40	60	3
8	2	CORE	25MBA208	Entrepreneurial Development	T	2	0	0	2	2	40	60	3
9	2	SKILL	25MBA209	MS-Excel-Advanced	T	2	0	0	2	2	40	60	3
10	2	AUDIT	AMBA103	Ethics & Corporate Governance	-	-	-	-	-	-	-	-	-
11	2	AUDIT	AMBA104	Employability Enhancement Programme (EEP)					40				
TOTAL						24	0	0	64	24			

III SEMESTER													
1	3	CORE	25MBA301	Strategic Management	T	3	0	0	3	3	40	60	3
2	3	CORE	GROUP A (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 – II : Paper 1	T	3	0	0	3	3	40	60	3
6	3	CORE	GROUP B (Select any Specialization Group of Electives from the following group)	Specialisation – II : Paper 2	T	3	0	0	3	3	40	60	3
7	3	CORE		Specialisation – II : Paper 3	T	3	0	0	3	3	40	60	3
8	3	SKILL	25MBA302	Power BI	T	3	0	0	3	3	40	60	3
9	3	Project	25MBA303	SIP	P	-	-	-	-	6	50	50	-
TOTAL						24	0	0	24	30			



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						L	T	P	Hrs.		TA	ESE	
IV SEMESTER													
1	4	CORE	GROUP A (NPTEL Courses)	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	GROUP B (NPTEL Courses)	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					12	100	100	
				Note: 1. Theory subjects in Semester IV will be conducted in online through NPTEL 2. Students will undergo Semester Long Industry Linked Internship in Semester IV which will culminate to Capstone Project.									
						12	0	0	12	24			
Grand Total of Credits						84	0	0	124	102			

List of Electives

ELECTIVE A - FINANCIAL MANAGEMENT

1	3		25MBAF301	Insurance and Banking Management
2	3		25MBAF302	Corporate Taxation
3	3		25MBAF303	Financial Derivatives , Security Analysis And Portfolio Management
4	4		25MBAF401	NPTEL
5	4		25MBAF402	NPTEL

ELECTIVE B -HUMAN RESOURCE MANAGEMENT

1	3		25MBAHR301	Learning & Development
2	3		25MBAHR302	Human Resource Metrics and Analytics
3	3		25MBAHR303	Organizational Theory: Structure, Design
4	4		25MBAHR401	NPTEL
5	4		25MBAHR402	NPTEL

ELECTIVE C -MARKETING MANAGEMENT

1	3		25MBAM301	Consumer Behavior and Customer Relationship Management
2	3		25MBAM302	Product & Brand Management
3	3		25MBAM303	Sales & Distribution Management
4	4		25MBAM401	NPTEL
5	4		25MBAM402	NPTEL

ELECTIVE D- OPERATIONS & LOGISTICS MANAGEMENT

1	3		25MBAO301	Project Management
2	3		25MBAO302	Logistics and Supply Chain Management
3	4		25MBAO303	Total Quality Management
4	4		25MBAO401	NPTEL
5	4		25MBAO402	NPTEL

ELECTIVE E- BUSINESS ANALYTICS

1	3		25MBABA301	Big Data Analytics
2	3		25MBABA302	Web and Social Media Analytics
3	3		25MBABA303	SQL for Business Management
4	4		25MBABA401	NPTEL
5	4		25MBABA402	NPTEL

		01-08-2025	1.00	Applicable for AY 2025-26 Onwards
Chairperson	Dean (Acad. Matters)	Date of Release	Version	



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MBA SoE and Syllabus 2025-26
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Department of Management Studies & Entrepreneurship
Master of Business Administration

25MBA106

I Semester Principles of Management 25MBA101

Course Outcomes :

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

1. Apply Managerial Skill in managing businesses.
2. Analyze different Planning and organizing techniques used in Management.
3. Evaluate leadership styles and methods of directing and controlling techniques used in management of a business.
4. Develop a management model in the realm of contemporary aspects such as VUCA Environment and emerging technologies and innovations.

UNIT:1	INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS	07 Hrs
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.		
UNIT:2	PLANNING & ORGANISING	06 Hrs
Concept and Significance – Types of Plans – Objectives – Management by objectives, by exception, by crisis – Strategic Management Planning process. Decision Making Process. Nature and purpose Organizing Principles, Span of Control, Line and Staff Relationship, Departmentalization Delegation and Decentralization.		
UNIT:3	DIRECTING & CONTROLLING	07 Hrs
Scope – Human Factors Creativity and Innovation Harmonizing Objectives. Leadership – Types of Leadership Motivation and its Role. Role of Communication, Communication Process, Barriers to Effective Communication. 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:4	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		26 Hours

Text Books

- | | |
|---|--|
| 1 | S S Sherlekar. Principles of Business Management. Himalayan Publishing |
|---|--|

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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

YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]	
1	https://link.springer.com/chapter/10.1007/978-3-030-45425-8_8
2	https://link.springer.com/book/10.1007/978-3-319-70902-4

MOOCs Links and additional reading, learning, video material	
1	https://onlinecourses.nptel.ac.in/noc21_mg30/preview
2	https://www.classcentral.com/course/independent-principles-of-management-11932

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Financial Accounting 25MBA102

Course Outcomes :

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

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1. Perform basic accounting operations of book keeping and accountancy (PO1).
2. Apply various accounting standards and GAAP (PO1).
3. Analyze financial statements and subsidiary books (PO3).
4. Apply accounting methods followed in different complex business environments. (PO4).

UNIT:1	Introduction to accounting	07 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.		
UNIT:2	Introduction to Accounting Standards	06 Hrs
Understanding AS, IndAS, GAAP, IFRS. Accounting Books & Record - Meaning, Preparation of Journal, Ledger, Cash book, Trial balance.		
UNIT:3	Final Accounts	07 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.		
UNIT:4	Subsidiary Books	07 Hrs
Cash Book and its types, Purchase book and Purchase Return book, Sales book and Sales return book, Bank Reconciliation Statement.		
UNIT:5	Depreciation Accounting	06 Hrs
Calculation of Depreciation, Preparation of Depreciation Account, Change in method of depreciation, AS related to Depreciation (AS6, AS 28)		
UNIT:6	Additional topics in Accounting	06 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.		

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

MOOCs Links and additional reading, learning, video material	
1	https://www.mooc-list.com/course/pre-mba-quantitative-skills-accounting-coursera
2	https://www.mooc-list.com/course/financial-accounting-and-capital-markets-edx
3	https://www.mooc-list.com/course/accounting-fundamentals-understanding-financial-statements-skillshare
4	https://www.mooc-list.com/course/financial-accounting-fundamentals-edx
5	https://www.mooc-list.com/course/financial-information-and-its-analysis-edx

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25MBA106

Quantitative Techniques

25MBA103

Course Outcomes :

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

1. Understand the importance of data and understand data handling methods. (PO1, PO3)
2. Understand and measure data tendencies (PO3, PO4)
3. Forecast, analyze and estimate data sets. (PO1, PO3)
4. Understand advanced techniques of data analysis (PO3, PO4)

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		

Text Books

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

MOOCs Links and additional reading, learning, video material	
1	https://www.mooc-list.com/course/inferential-and-predictive-statistics-business-coursera
2	https://www.mooc-list.com/course/statistics-international-business-coursera
3	https://www.mooc-list.com/course/data-and-statistics-foundation-investment-professionals-coursera
4	https://www.mooc-list.com/course/statistics-business-analytics-modelling-and-forecasting-edx
5	https://www.mooc-list.com/course/inferential-and-predictive-statistics-business-coursera

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Human Resource Management

UNIT:5	HUMAN RESOURCE MANAGEMENT AND INNOVATIONS	07 Hrs
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25MBA104

Course Outcomes :	
Upon successful completion of the course the students will be able to <ol style="list-style-type: none"> 1. Understand the importance of data and understand data handling methods. (PO1, PO3) 2. Understand and measure data tendencies (PO3, PO4) 3. Forecast, analyze and estimate data sets. (PO1, PO3) 4. Understand advanced techniques of data analysis (PO3, PO4) 	

UNIT:1	NATURE AND SCOPE OF HUMAN RESOURCE MANAGEMENT	07 Hrs
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Introduction to HRM: Introduction, meaning, nature, scope of HRM, Importance and Evolution of the concept of HRM, Major functions of HRM, Principles of HRM.

Human Resource Management and Personnel Management, Models of Human Resource Management, HRM in India, The Factors Influencing Human Resource Management, The HR Competencies, Human Resource Management and Firm Performance

UNIT:2	HUMAN RESOURCE PLANNING	06 Hrs
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HR Planning: Importance of HR Planning, Manpower Planning to HR Planning, Factors Affecting HR Planning, Benefits of HR Planning, HRP Process, Tools for Demand Forecasting, Barriers to HR Planning, The Challenges for HR, Process of Job Analysis: Job Description and Job Evaluation

UNIT:3	RECRUITMENT AND SELECTION	07 Hrs
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Recruitment and Selection: Definition and Objective, Importance of Recruitment, Recruitment Policies, Factors Influencing Recruitment, Recruitment Process, Sources, Evaluation of Recruitment Process, Recruitment Strategy, Future Trends in Recruitment; Selection Process; Types of Selection Tests; Factors Influencing Selections.

UNIT:4	PERFORMANCE MANAGEMENT AND APPRAISAL	06 Hrs
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Compensation and Benefits: Introduction, Definitions, Total Compensation, Total Rewards System, Forms of Pay, External and Internal Factors, Establishing Pay Rates, Employee Benefits.

Performance Management and Appraisal: Objectives of Performance Management, Performance Management and Performance Appraisal, Common Problems with Performance Appraisals, Performance Management Process, Types of Performance Rating Systems, Future of Performance Management.

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Books	Human Resource Management and Innovations: Factors Affecting the Innovation Process in organizations, Current Trends in Human Resource Management, Innovative Human Resource Management Practices in India, Sustainable and innovative Human Resource Management.		
	HR Information Systems Introduction to HRIS, HRIS in the Digital Age by Anagha Sengupta by Sage Publication India Pvt. Ltd. 2019 edition		
UNIT 6: FUTURE TRENDS IN HUMAN RESOURCE MANAGEMENT	Future Trends in Human Resource Management: Hybrid work model, Employee Skill Development, Internal Sage Publication India Pvt. Ltd. 2019 edition		06 Hrs
4	Leadership: Theory and Practices authored by Peter G. Northouse by Sage Publication, 2016 edition		Total Lecture 39 Hours

Reference Books		
1	Human Resource Management CAIIB IIB	
2	Human Resource Management Decenzo D A , John Wiley	Wiley
3	Human Resource Management Gary Dessler & Biju Varkkey	Pearson

YCCE e- library book links [ACCESSIBLE FROM COLLEGE CAMPUS]	
1	http://link.springer.com/openurl?genre=book&isbn=978-3-319-02617-6
2	http://link.springer.com/openurl?genre=book&isbn=978-3-319-06375-1

MOOCs Links and additional reading, learning, video material	
1	https://onlinecourses.swayam2.ac.in/imb23_mg67/preview

Marketing Management

25MBA105

Course Outcomes :

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

1. Appraise the students about marketing. **(PO1)**
2. Establish the importance of marketing mix, its integration and applicability. **(PO1, PO3)**
3. Evaluate the application of STP (Segmentation, Targeting and Positioning) in Marketing. **(PO3, PO4, PO6)**
4. Familiarize students with the decisions involved in marketing management of a firm related to Product and Price strategy. **(PO3, PO4)**
5. Familiarize students with the decisions involved in marketing management of a firm related to Communication and Distribution strategy. **(PO2, PO3)**

UNIT:1	INTRODUCTION TO MARKETING	06 Hrs
Evolution of marketing management, core concepts of marketing management, Marketing system, 6Cs and 4Ps framework in value, Marketing process, 7Ps of Marketing. Marketing Environment, Michael Porter's 5 forces model to create competitive advantage		
UNIT:2	SEGMENTATION, TARGETING AND POSITIONING	07 Hrs
Bases for segmenting Consumer Markets; Business Market Segmentation; Effective segmentation criteria Market Targeting Positioning and Value Proposition; Competitive frame of reference P-O-P; P-O-D Brand Positioning Approaches		
UNIT:3	PRODUCT STRATEGY	06 Hrs
Product Characteristics and Classification Product Life Cycle, Product mix, line and length Packaging and labeling Brand management, Developing new product		
UNIT:4	PRICING STRATEGY	07 Hrs
Pricing Process Pricing Strategies Consumer Psychology and pricing Price Adaptation Strategies Initiating and responding to Price Change		
UNIT:5	DISTRIBUTION STRATEGY	06 Hrs
Distribution Channel, Retailing, Wholesaling, Private levels Logistics Management		
UNIT:6	COMMUNICATION STRATEGY	07 Hrs

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Marketing Communication Mix

Mass communication: Advertising; Sales promotion; Events and Experiences; Public Relation; Direct Marketing and Personal Selling Digital Communication

Online marketing

Social Media

Marketing Through E-mails

Word of Mouth

Total Lecture 39 Hours

Text Books

1	Marketing Management by G Sainesh, Philip Kotler, Kevin Lane Keller, Alaxander Chervnev, Jagdish N. Seth
2	Marketing Management: Planning implementation and Control by V. S. Ramaswamy and S. Namakumari
3	Marketing Management by Rajan Saxena

Reference Books

1	Marketing 6.0 -Entrepreneurial Marketing by Philip Kotler, Hermawan Kartajaya, Hooi Den Huan, Jacky Mussry
2	Principles of Marketing by D.L. Kurtz and L.E. Boone,

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

1	https://link.springer.com/book/10.1007/978-1-349-14039-8
2	https://link.springer.com/book/10.1007/978-1-349-23858-3
3	https://link.springer.com/book/10.1057/9781137264169

MOOCs Links and additional reading, learning, video material

Marketing Management – I : Indian Institute of Technology Kanpur and NPTEL via Swayam

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Business Law

25MBA106

Course Outcomes:

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

1. Apply knowledge of basic legal principles to business practices.[PO1][PO2]
2. Analyze and solve complex legal problems in business[PO2] .[PO3]
3. Evaluate the implications of IP in business innovation.[PO3][PO4]
- 4.Design strategies and structures to comply with all aspects business law, like IT Act. Partnership Act. [PO4][PO5]

UNIT:1	Law of Contract 1872	07 Hrs
Law of Contract 1872- Introduction to contract act, Type of Contract, essential elements of valid contract, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract. Sale of Goods Act 1930:- Introduction, Definitions, Formalities of the contract of sale, Distinction between 'sale' and 'agreement of sell.		
UNIT:2	Negotiable Instruments Act 1881:	06 Hrs
Negotiable Instruments Act 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Procedure to be followed in case of dishonour Upon successful completion of the course the students will be able to		
UNIT:3	THE COMPANIES ACT	07 Hrs
The Companies Act 2013 - Definition & characteristics of a company, Types of Companies, Provisions relating to incorporation: Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Company Meetings, Resolutions, Concept of Prospectus. Role & duties of promoter, transfer and transmission; Management – Appointment of Directors, Powers, duties, & liabilities of Directors. Winding Up of a Company		
UNIT:4	Information Technology Act 2000	06 Hrs
Copyrights, Trademarks, Patents , IP Act:' Information Technology Act 2000- Object and Scope of the IT Act, digital signature- digital signature certificate, electronic Governance and its ethical implications, Electronic records certifying authorities, penalty and adjudication. Goods And Services Tax (GST)		

UNIT:5	Intellectual Property Rights- The Patents Act- 2005,	07 Hrs
Intellectual Property Rights- The Patents Act- 2005, Definition of a Patent, Process of Obtaining a Patent, Rights of a Patent Holder. The Copyright Act-1957. Protection of Literary, Artistic, Musical, and Cinematographic Works, Rights of Copyright Owners (Economic & Moral Rights). The Trademarks Act-1999, Definition and Importance of Trademarks, Registration Process		
UNIT:6	Consumer Protection Act, 1986:	06 Hrs

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Consumer Protection Act, 1986: Definitions of Consumer, Goods, Service, Complaint, Complainant, Unfair Trade Practices, Restrictive Trade Practices, Rights of Consumers, Relief available against complaint, Consumer Protection Councils, Consumer Disputes Redressal Agencies.

Total Lecture | 39 Hours

Text Books

1	Business Laws Sushma Arora-Taxmann's
2	K.R. Bulchandani: Business, Law for Management, Himalaya, 2008-
3	Sushma Arora: Business Laws, Taxmann's (UE) Second edition, 2014.
4	"Intellectual Property Rights: Law and Practice" - V.K. Ahuja, Asia Law House.
5	S.N. Maheshwari & Maheshwar Business Law and Regulation, Himalaya, 2008- Business Law Tulsian TMH

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	https://web.s.ebscohost.com/ehost/detail/detail?vid=2&sid=b30d66fe-0cc6-4826-a1d8-bb705cdc4ac2%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=463277&db=e230xww
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MOOCs Links and additional reading, learning, video material

- <https://www.indiacode.nic.in>
- <https://www.barandbench.com>
- <https://www.taxmann.com>
- <https://www.wipo.int/patent-judicial-guide>
- <https://consumeraffairs.nic.in>

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Organizational Behavior

25MBA107

Course Outcomes :

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

1. Explain the framework of Organizational Behavior (OB) and its relevance to organizations. [PO 1, 2]
2. Analyze individual and group behavior variances and their impact on achieving organizational objectives. [PO 1, 5]
3. Demonstrate leadership styles and power dynamics to drive organizational growth and manage change and conflict effectively. [PO 3, 4]
4. Evaluate strategies for fostering a cohesive organizational culture that integrates diverse backgrounds. [PO 3, 5]

UNIT:1	Fundamentals of OB	07 Hrs
Concept, Nature, Scope, Relevance and Evolution of OB, Interdisciplinary Approach in OB, OB in Indian and Global Context, Role of Emotional Intelligence in OB		
UNIT:2	Individual behaviour and Motivation	06 Hrs
Individual Behavior: Perception, perception errors, learning and attitude formation, personality theories- Big Five, MBTI Motivation: Motivation Theories- Maslow, Herzberg, McClelland, Vroom		
UNIT:3	Leadership and Group Dynamics	07 Hrs
Leadership: Managers vs. Leader, Leadership Theories Group and Team dynamics: Types of groups in organization, Stages of group formation, Group Decision making Techniques, Types of Team and Team Dynamics		
UNIT:4	Conflict and Change Management	06 Hrs
Conflict Management: Sources of Conflict, Types of Conflict, Conflict Management Approaches Organizational Change: Forces of change, Resistance to Change and Managing Transitions		
Total Lecture		26 Hours

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.
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2	Pareek U. Understanding Organisational Behaviour. Oxford Publications
3	Parikh M. Organisational Behaviour. TMH

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

1	https://link.springer.com/book/10.1007/978-1-349-21542-3
2	https://link.springer.com/book/10.1007/978-1-349-16833-0
3	https://link.springer.com/referencework/10.1007/978-3-319-24612-3

MOOCs Links and additional reading, learning, video material

1	https://www.mooc-list.com/course/organizational-analysis-coursera
2	http://www.coursera.org/learn/organizational-behavior

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Business Communication

25MBA108

Course Outcomes :

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

1. Understanding of significance and components of Business Communication **(PO1)**
2. Application of knowledge with effective communication **(PO1, PO2)**
3. Understanding of communication involved during employment process. **(PO1, PO2)**
4. Application of professionalism and display of good code of conduct at workplace **(PO1, PO3)**

UNIT:1	Effective Communication	07 Hrs
Introduction, Importance of communication skills in Business Environment, Channels & Types of Communication, Communication Process Models, Barriers to Communication, 7 Cs of Communication. Activity - Practical Exercises on Self Introduction, Extempore & GD.		
UNIT:2	Effective writing skills	06 Hrs
PCs of written communication, Layout of Business Letters, Different types of Business Letters, Email Etiquettes, Making an Agenda for a meeting, Minutes of the meeting, Notices, drafting circular. Activity - Practical Exercises on writing skills – situation based		
UNIT:3	Body Language & Business Presentations	07 Hrs
Introduction to Body Language, Proxemics, Postures, Gestures, Facial Expressions. Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication.		
Paralanguage: Volume, Speed, Accent, Stress on particular word, Fillers, Silence.		
Business Dressing: Dressing for different Corporate Occasions. Do's and Don't's of Corporate Dressing. Professional Image : Appropriate Corporate Attire		
UNIT:4	Presentation Skills	06 Hrs
Principles of effective presentation, Planning an effective business presentation, 5 Ps of presentation, Public Speaking-Need, Importance technique, Do's and Don'ts. Practical Exercises on speeches, extempore.		
Activity - live presentations, Interviews of prominent persons.		
Total Lecture		26 Hours

Text Books

1	C.S Rayudu, "Communication" Himalaya Publishing House, 2012
2	Chandra P., Rai & Rai, Business Communication – Himalaya Publishing House , 2011

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3	Corporate Communication Unlocked – Building communication skills – Shravan Kumar, Indu Rampal and Harleen Kaur – Atlantic Publishers & Distributors Limited 2024
4	Business Communication – N. Gupta and K. Jain – Sahitya Bhavan Publications – 2022
5	Business Communication (as per NEP) – Pooja Khanna - 2022

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

MOOCs Links and additional reading, learning, video material

1	Effective communications skills for business by Udemy
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Digital Skills & Collaboration in Managerial Practice

25MBA109

Course Outcomes :

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

1. Students will be able to **apply** digital productivity tools (MS Word/Google Docs, PowerPoint/Google Slides, Excel/Google Sheets) for creating professional business documents, reports, and presentations.(PO1)
2. Students will be able to **analyze** business data using Excel/Google Sheets to support decision-making and identify trends for managerial insights.(PO1,PO2)
3. Students will be able to **evaluate** the effectiveness of digital collaboration platforms (OneDrive, Google Drive, LinkedIn) in enhancing team communication, knowledge sharing, and managerial practices.(PO1,PO2,PO4)
4. Students will be able to **create** a professional digital identity and collaborative project portfolio by integrating LinkedIn networking strategies and cloud-based team projects.(PO1,PO3)

UNIT:1	Introduction to Digital Skills in Managerial Practice	07Hrs
Role of digital skills in modern business management. Importance of digital literacy for managers. Overview of digital collaboration tools (Microsoft Office, Google Workspace, OneDrive, LinkedIn). Case studies of digital transformation in organizations.		
UNIT:2	Business Documentation & Collaboration	06 Hrs
MS Word & Google Docs: formatting, referencing, table of contents, templates. Writing professional business reports, proposals, and memos. Real-time collaboration: comments, track changes, and version control. Integration with cloud storage (OneDrive/Google Drive). Lab Task1: Prepare a business report using Google Docs with collaborative editing		
UNIT:3	Effective Business Presentations	07 Hrs
MS PowerPoint & Google Slides: slide design principles. Data visualization in presentations (charts, info graphics, SmartArt). Using multimedia (audio, video, animations). Online collaboration: co-authoring, live presentation mode, and feedback collection. Lab Task2: Create a pitch deck in PowerPoint/Google Slides Lab Task3: 5-slide product idea ppt exported to PDF		
UNIT:4	Data Management & Decision-Making with Excel/Google Sheets	06 Hrs
Basics of Excel/Sheets: formulas, functions, tables. Data analysis using pivot tables and charts. Business decision-making with “what-if” analysis. Sharing and securing spread sheets on cloud platforms. Lab Task 4: Personal-expense sheet + pie chart, both pasted into notebook		
UNIT:5	Cloud Collaboration & File Management	07 Hrs

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One Drive & Google Drive: storage, sharing, and permissions.

Team collaboration: shared folders, real-time editing, version history.

Digital workplace ethics & security issues in file sharing.

Integration of productivity tools across platforms.

Lab Task 5: Upload, share, and collaborate on files in **OneDrive/Google Drive**

UNIT:6	Professional Networking & Digital Collaboration	06 Hrs
<p>LinkedIn profile building: headline, summary, experience, and skills.</p> <p>Networking strategies for managers.</p> <p>Creating and joining professional groups.</p> <p>Using LinkedIn for recruitment, branding, and corporate communication.</p> <p>Digital collaboration in teams: tools like Microsoft Teams, Slack, and Google Meet.</p> <p>Lab Task 6: Update your LinkedIn profile with a proper photo, headline, and summary (even if it's a mock draft for the assignment).</p> <p>Lab Task 7: Schedule a Google Meet with a classmate. Include an agenda in the calendar invite and enable reminders.</p> <p>Lab Task 8: Record a 2-minute mock presentation using Zoom or MS Teams (screen share enabled), and save the recording.</p>		
Total Lecture		39 Hours

Text Books

1	Laudon, K. C., & Laudon, J. P. (2020). <i>Management Information Systems: Managing the Digital Firm</i> . Pearson.
2	Powell, T. A. (2019). <i>Digital Skills for Managers</i> . Routledge.
3	Turban, E., Pollard, C., & Wood, G. (2018). <i>Information Technology for Management: Driving Digital Transformation</i> . Wiley

Reference Books

1	Microsoft Office 365 Guides (MS Word, Excel, PowerPoint) – Microsoft Press.
2	Google Workspace Documentation – Google Inc.
3	Barker, D. (2021). <i>LinkedIn Marketing For Dummies</i> . Wiley.
4	Dawson, R. (2019). <i>The Virtual Team: Digital Collaboration in the Modern Workplace</i> . Routledge.
	Matteson, M. T. (2020). <i>Enhancing Workplace Productivity with Digital Skills</i> . Springer.

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