

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly known as University of Pune)
School of Open & Distance Learning

IDS Building, Near SET Guest
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Phule Pune University,
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Dr. Vaibhav Jadhav
Director (I/c)

Date : 13 .01. 2021

Circular No. 4/2021

This is to notify all the concerned candidates willing to take admission at 'School of Open and Distance Learning' for M.B.A. programme through 'Distance Education' mode that the structure and the syllabus of the said programme has been revised from the Academic Session Beginning February-March 2021.

The revised structure and the syllabus of the M.B.A. (Distance Education) programme have been attached herewith.

Director,
School of Open & Distance Learning



Savitribai Phule Pune University
School of Open learning

Master of Business Administration

M.B.A. - (Rev. 2021) C.B.C.S. Distance Education

Total Credits for M.B.A.- (Rev. 2021) C.B.C.S. Distance Education

S. N.	Subject	Credit
1	Semester -I	24
2	Semester -II	24
3	Semester -III	26
4	Semester -IV	26
5	1 -MOOC (10 for one MOOC)	10
Total Credits		110

Details of the Subjects - (First Year of M.B.A. SEM-I)
Core Subjects (CR)

S.N.	Subject Code	Subject	Credit	Semester
1	CR-11	Management Concepts & Applications	04	I
2	CR-12	Economics for Managers	04	I
3	CR-13	Organizational Behavior	04	I
4	CR-14	Elements Of Managerial Communication	04	I
5	CR-15	Computers Application for Business	04	I
6	CR-16	Basics of Marketing	04	I
Total Credits - SEM-I			24	

Details of the Subjects - (First Year of M.B.A. SEM-II)
Core Subjects (CR)

S.N.	Subject Code	Subject	Credit	Semester
7	CR-21	Basics of Human Resource Management	04	II
8	CR-22	Operational Management	04	II
9	CR-23	Management Accounting	04	II
10	CR-24	Management of Social Management	04	II
11	CR-25	Research Methodology	04	II
12	CR-26	Management Information System	04	II
Total Credits - SEM-II			24	

Major Specialization :

1. Human Resource Management
2. Marketing Management
3. Financial Management
4. Entrepreneurship
5. Project Management
6. International Business Management
7. Operation & Supply Chain Management

Minor Specialization :

1. Pharma & Healthcare Management
2. Tourism and Hospitality Management
3. Digital Marketing
4. Banking Management

Specialization Offered (Major-Minor combination)

- ❖ Learners may opt for only single major specialization(from Major subjects basket-07)
- ❖ Students can also get degree in major (Major subjects basket only-07) and minor (from all major and minor specialization basket-11) in combination as per their choice of interest or requirement.
- ❖ Students will have choice of minor specialization of selecting 04 other offered subjects by school of open learning.

Details of the Subjects - (Second Year of M.B.A. SEM-III)

S.N.	Subject Code	Subject	Credit	Semester
1	Code of the subjects will appear as per the selection of the Major and Minor specialization	Core Subject -1	04	III
2		Major Specialisation Subject 1	04	III
3		Major Specialisation Subject 2	04	III
4		Minor/Major Specialisation Subject 3	04	III
5		Minor/Major Specialisation Subject 4	04	III
6		Project Work 1	06	III
Total Credits - SEM-III			26	

Details of the Subjects - (Second Year of M.B.A. SEM-IV)

S.N.	Subject Code	Subject	Credit	Semester
7	Code of the subjects will appear as per the selection of the Major and Minor specialization	Core Subject -1	04	IV
8		Major Specialisation Subject 1	04	IV
9		Major Specialisation Subject 2	04	IV
10		Minor/Major Specialisation Subject 3	04	IV
11		Minor/Major Specialisation Subject 4	04	IV
12		Project Work 2	06	IV
Total Credits - SEM-IV			26	

MOOC COURSES

S.N.	Subject Code	Subject	Credit	Semester
1	MC -CR	1 -MOOC Courses	10	I-IV (A certificate regarding successful completion of the MOOC course shall be presented mid of any semester but before completion of IV semester of the MBA)

Details of the Subjects - (Second Year of M.B.A. SEM-III & SEM-IV)

Core Subjects (CR)-SEM-III

S.N.	Subject Code	Subject	Credit	Semester
13	CR-31	Strategic Management	04	III
14	PRJ-36	Project Work	06	III

Core Subjects (CR)-SEM-IV

S.N.	Subject Code	Subject	Credit	Semester
15	CR-41	Entrepreneurship Development	04	IV
16	PRJ-46	Project Work	06	IV

MARKETING SEMESTER-III AND IV

Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
17	MKTG-MJ-32	Critical Thinking in Digital and Social Media Marketing(SEM-III)	04	III
18	MKTG-MJ-33	Advertising Strategy(SEM-III)	04	III
19	MKTG-MJ-42	Launching New Products and Services(SEM-IV)	04	IV
20	MKTG-MJ-43	Marketing Strategy for Growth and Defence(SEM-IV)	04	IV
21	MKTG-MN-34	Technology Marketing(SEM-III)	04	III
22	MKTG-MN-35	Digital Marketing Implementation(SEM-III)	04	III
23	MKTG-MN-44	Business-to-Business Marketing(SEM-IV)	04	IV
24	MKTG-MN-45	Entrepreneurial Tools for Digital Marketing	04	IV

HUMAN RESOURCE MANAGEMENT SEMESTER-III AND IV

Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
25	HR-MJ-32	Strategic Human Resource Management (SEM-III)	04	III
26	HR-MJ-33	Labour Law -01(SEM-III)	04	III
27	HR-MJ-42	Labour Law-02(SEM-IV)	04	IV
28	HR-MJ-43	Cases in Human Resource Management(SEM-IV)	04	IV
29	HR -MN-34	Compensation Management(SEM-III)	04	III
30	HR -MN-35	Labour Economics (SEM-III)	04	III
31	HR -MN-44	Industrial Relation(SEM-IV)	04	IV
32	HR -MN-45	HR Analytics(SEM-IV)	04	IV

FINANCIAL MANAGEMENT SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
33	FIN-MJ-32	Financial Management (SEM-III)	04	III
34	FIN -MJ-33	Management Control System(SEM-III)	04	III
35	FIN -MJ-42	Portfolio Management(SEM-IV)	04	IV
36	FIN -MJ-43	The Goods and Services Tax(SEM-IV)	04	IV
37	FIN -MN-34	International finance(SEM-III)	04	III
38	FIN -MN-35	Mergers and Acquisitions(SEM-III)	04	III
39	FIN -MN-44	Cost Accounting (SEM-IV)	04	IV
40	FIN -MN-45	Small business and corporate finance(SEM-IV)	04	IV

ENTREPRENEURSHIP SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
41	ENR-MJ-32	Entrepreneurship Management(SEM-III)	04	III
42	ENR -MJ-33	Economic Environment of Business(SEM-III)	04	III
43	ENR -MJ-42	Corporate Law(SEM-IV)	04	IV
44	ENR -MJ-43	Launching a New Venture(SEM-IV)	04	IV
45	ENR -MN-34	Working Capital Management(SEM-III)	04	III
46	ENR MN-35	Innovation and Creativity(SEM-III)	04	III
47	ENR -MN-44	MSME and Family Business(SEM-IV)	04	IV
48	ENR -MN-45	Launching Start-Up(SEM-IV)	04	IV

PROJECT MANAGEMENT SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
49	PRJ-MJ-32	Basis of Project Management(SEM-III)	04	III
50	PRJ -MJ-33	Managing Projects & Resources(SEM-III)	04	III
51	PRJ -MJ-42	Product Pricing Strategies(SEM-IV)	04	IV
52	PRJ -MJ-43	Resources Considerations in projects(SEM-IV)	04	IV
53	PRJ -MN-34	Project Identification and Selection(SEM-III)	04	III
54	PRJ MN-35	Case Studies in Project Management(SEM-III)	04	III
55	PRJ -MN-44	Project Performance Measurement (SEM-IV)	04	IV
56	PRJ -MN-45	Project Execution and Control(SEM-IV)	04	IV

INTERNATIONAL BUSINESS MANAGEMENT -SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
57	IB-MJ-32	Basis of Project Management(SEM-III)	04	III
58	IB -MJ-33	Managing Projects & Resources(SEM-III)	04	III
59	IB -MJ-42	Product Pricing Strategies(SEM-IV)	04	IV
60	IB -MJ-43	Resources Considerations in projects(SEM-IV)	04	IV
61	IB -MN-34	Project Identification and Selection(SEM-III)	04	III
62	IB -MN-35	Case Studies in Project Management(SEM-III)	04	III
63	IB -MN-44	Project Performance Measurement (SEM-IV)	04	IV
64	IB -MN-45	Project Execution and Control(SEM-IV)	04	IV

OPERATION &SUPPLY CHAIN MANAGEMENT SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
65	OSCM-MJ-32	Production And Operation Management (SEM-III)	04	III
66	OSCM -MJ-33	World Class Manufacturing(SEM-III)	04	III
67	OSCM -MJ-42	Total Quality Management(SEM-IV)	04	IV
68	OSCM -MJ-43	Supply Chain Management (SEM-IV)	04	IV
69	OSCM -MN-34	Logistics And Distribution Management (SEM-III)	04	III
70	OSCM -MN-35	Inventory and Stores Management(SEM-III)	04	III
71	OSCM -MN-44	Six Sigma(SEM-IV)	04	IV
72	OSCM -MN-45	Purchasing & Materials Management(SEM-IV)	04	IV

PHARMA &HEALTH CARE MANAGEMENT
SEMESTER-III and IV
Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
73	OHC -MN-34	Essentials of Pharma and Healthcare Administration	04	III
74	OHC -MN-35	Healthcare Management	04	III
75	OHC -MN-44	HRM in Pharma & Healthcare Management	04	IV
76	OHC -MN-45	Legal Aspects of Healthcare	04	IV

**TOURISM AND HOSPITALITY MANAGEMENT
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
77	THM -MN-34	Introduction to Hospitality and Tourism Management	04	III
78	THM -MN-35	Banquet Management	04	III
79	THM -MN-44	Tourism and development Management	04	IV
80	THM -MN-45	International Tourism	04	IV

**DIGITAL MARKETING
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
81	DMKG -MN-34	Basics of Digital Marketing	04	III
82	DMKG -MN-35	Lead Generation & E Mail Marketing	04	III
83	DMKG -MN-44	Digital Media Laws	04	IV
84	DMKG -MN-45	Content Marketing	04	IV

**BANKING MANAGEMENT
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
85	BNKM -MN-34	Banking Fundamentals	04	III
86	BNKM -MN-35	Corporate Banking	04	III
87	BNKM -MN-44	Branch Banking & Role of Branch Managers	04	IV
88	BNKM -MN-45	Introduction to Insurance and Risk Management	04	IV

MOOC COURSES

S.N.	Subject Code	Subject	Credit	Semester
89	MC -CR	MOOC Courses	10	I-IV(A certificate regarding successful completion of the MOOC course shall be presented mid of any semester but before completion of IV semester of the MBA)