

**Tulsiramji Gaikwad-Patil College of Engineering and Technology**

Wardha Road, Nagpur-441 108

**NAAC A+ Accredited**

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)



---

*Department of Master of Business Administration*

---

# **Structure & Curriculum**

## **From**

## **Academic Year 2021-22**

## **Institute Vision & Mission**

### **Vision:**

To emerge as a learning Center of Excellence in the National Ethos in domains of Science, Technology and Management.

### **Mission:**

- To strive for rearing standard and stature of the students by practicing high standard of professional ethics, transparency, and accountability.
- To provide facilities and services to meet the challenges of industry and society.
- To facilitate socially responsive research, innovation and entrepreneurship.
- To ascertain holistic development of the students and staff members by inculcating knowledge and profession as work practices.

## **Department Vision & Mission**

### **Vision:**

To become learning centre for management by producing professionally committed managers who will contribute in positive sense towards society and nation building at large.

### **Mission:**

- To be an epitome for higher learning by developing effective leaders and entrepreneurs who anticipate, analyze & manage contemporary as well as emerging business and social issues.
- To ensure sustainable growth in association with Industry leaders, Professional bodies, Local community and International organizations

### **Program Outcomes (POs)**

- PO1.** Apply knowledge of management theories and practices to solve business problems.
- PO2.** Foster Analytical and Critical thinking abilities for data-based decision making.
- PO3.** Ability to develop Value Based Leadership ability.
- PO4.** Ability to understand, analyze and communicate global, economic, legal, and ethical areas of business.
- PO5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### **Program Specific Outcomes (PSOs)**

- PSO1:** Apply multidisciplinary domain knowledge comprising of international business, accounting, finance, operations, marketing and human resources management to select suitable project proposal for a business enterprise.
- PSO2:** Apply the conceptual and practical business knowledge to identify and solve organizational problems using a systematic and analytical decision-making approach.

### **Program Education Objectives (PEOs)**

- PEO1:** Apply problem-solving skills for ethical management practices in public and private sectors to meet the growing expectations of stakeholders.
- PEO2:** Exhibit the ability to take part in team-oriented tasks, discussions, and activities that prepare individuals to work as a team member as well as a leader with cross-functional teams.
- PEO3:** Demonstrate global perspectives to recognize and effectively turn international business dimensions into innovative business projects either as intrapreneur or entrepreneur.



# Tulsiramji Gaikwad-Patil College of Engineering & Technology, Nagpur



Accredited with NAAC A+ Grade

An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur

Scheme of Instructions for First Year Master of Business Administration

Semester – II (w.e.f.: AY 2021-22)


Sr. No	Course Category	Course Code	Course Title	L	T	P	Total Contact Hrs	Credits	Exam Scheme				
									CT – 1	CT – 2	CA	ESE	TOTAL
1	PCC	MMB1201	Marketing Management	20	-	-	20	2	15	15	10	60	100
2	PCC	MMB1202	Human Resource Management	20	-	-	20	2	15	15	10	60	100
3	PCC	MMB1203	Cost & Management Accounting	40	-	-	40	4	15	15	10	60	100
4	PCC	MMB1204	Financial Management	40	-	-	40	4	15	15	10	60	100
5	PCC	MMB1205	Research Methodology	20	-	-	20	2	15	15	10	60	100
6	PCC	MMB1206	Corporate Social Responsibility & Sustainability	30	-	-	30	3	15	15	10	60	100
7	PCC	MMB1207	Communication & Character Development	10	-	10	20	2	-	-	25	25	50
8*	PEC	MMB1208	Specialization -I	40	-	-	40	4	15	15	10	60	100
		MMB1215											
9#	PEC	MMB1208	Specialization -II	40	-	-	40	4	15	15	10	60	100
		MMB1215											
			Total	260	-	10	270	27	120	120	105	505	850


L- Lecture T-Tutorial P-Practical CT1- Class Test 1 CT2- Class Test 2 TA/CA- Teacher Assessment / Continuous Assessment

ESE- End Semester Examination (For Laboratory: End Semester Performance)

Note: - In semester –II each specialization will have One subject:

- \*- Indicated Specialization 1.
- # - Indicates Specialization 2.

  
HOD MBA  
MBA Dept.  
Tulsiramji Gaikwad - Patil  
College of Engg. & Tech.  
Mehraon, Wardha Road, NAGPUR - 441103

  
Dean Academics  
Dean Academics  
Tulsiramji Gaikwad-Patil  
College Of Engineering  
and Technology, Nagpur

  
Principal, TGPCET  
Principal  
Tulsiramji Gaikwad Patil College Of  
Engineering and Technology, Nagpur





# Tulsiramji Gaikwad - Patil College of Engineering & Technology, Nagpur

Accredited with NAAC A+ Grade

An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur

Scheme of Instructions of Master of Business Administration

## List of Specialization



Specialization	Semester – I		Semester – II		Semester – III		Semester – IV	
	Code	Subject	Code	Subject	Code	Subject	Code	Subject
Human Resource Management	MMB1107	Training And Development	MMB1208	Performance Management	MMB2303	Strategic HRM	MMB2404	Industrial Relations And Labor Legislations
Marketing Management	MMB1108	Sales And Distribution Management	MMB1209	Digital And Social Media Marketing	MMB2304	Integrated Marketing Communication and Brand Management	MMB2405	International Marketing Management
Finance Management	MMB1109	Investment analysis & Portfolio Management	MMB1210	Project Appraisal And Finance	MMB2305	Insurance & Wealth Management	MMB2406	Financial Derivatives & Corporate Taxation
Operation Management	MMB1110	Logistics And Supply Chain Management	MMB1211	Operations Research	MMB2306	Quality Toolkit for Managers	MMB2407	Transportation And Operations planning
Business Analytics	MMB1111	Big Data Analytics	MMB1212	Data Visualization For Managers	MMB2307	Data Science Using R	MMB2408	Web & Social Media Analytics
Entrepreneurship Development	MMB1112	Entrepreneurial Theory & Practice	MMB1213	Business Plan Formulation	MMB2308	Family Business Management	MMB2409	Social Entrepreneurship
Information Technology	MMB1113	Data Base Administration	MMB1214	E- Governance	MMB2309	Internet Marketing	MMB2410	Web Designing & Multimedia
Agriculture & Rural Development	MMB1114	Rural Development Program	MMB1215	Agricultural Development in India	MMB2310	Rural Finance & Services	MMB2411	Agricultural Marketing & Price Analysis

*[Signature]*  
HOD, MBA  
MBA Dept.  
Tulsiramji Gaikwad - Patil  
College of Engg. & Tech.  
Meharaj, Warde Road, NAGPUR - 441108

*[Signature]*  
Dean Academics  
Dean Academics  
Tulsiramji Gaikwad-Patil  
College Of Engineering  
and Technology, Nagpur

*[Signature]*  
Principal, TGPCET  
Principal  
Tulsiramji Gaikwad Patil College Of  
Engineering and Technology, Nagpur.



Tulsiramji Gaikwad - Patil College of Engineering & Technology, Nagpur



Accredited with NAAC A+ Grade

An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur

Scheme of Instructions of Master of Business Administration


(w.e.f.: AY 2021-22)

**Comparison of Credit in the form of Percentage**

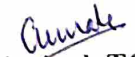
Course Component	Curriculum Content (% of total number of credits of the program)	Total number of credits
Program Core	38%	39
Program Electives	31%	32
Summer Project, Internships/Seminars, Final Dissertation	27%	27
Any Other (MOOCS)	4%	04
Total number of Credits		102

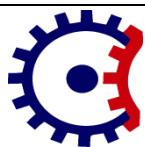
**List of Moocs Courses and Category:- Management & Commerce**

Sr. No	Title of Moocs	Sr. No	Title of Moocs
1	Accountancy	9	HRM & Organizational Behavior
2	Analytics & Decision Sciences	10	Management Information System
3	Banking & Insurance	11	Management Communication
4	Business Administration	12	Marketing Management
5	Computer Applications	13	Productions & Operations
6	Economics & Social Sciences	14	Public Policy
7	Entrepreneurship	15	Taxation
8	Finance		

  
HOD, MBA  
HOD  
MBA Dept.  
Tulsiramji Gaikwad - Patil  
College of Engg. & Tech.  
Mongla, Wardna Road, NAGPUR - 441102

  
Dean Academics  
Dean Academics  
Tulsiramji Gaikwad-Patil  
College Of Engineering  
and Technology, Nagpur

  
Principal, TGPCET  
Principal  
Tulsiramji Gaikwad Patil College Of  
Engineering and Technology, Nagpur



**Program: Master of Business Administration**

**Semester - II MMB1201: Marketing Management**

Teaching Scheme		Examination Scheme	
Theory	2 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	2	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Economics, Industrial Economics			Total Marks 100 Marks

**Course Objectives:**

1. Students (Managers) will be able **to develop** a suitable marketing mix for a given analytics marketing objective of a company.
2. Student managers will be able **to apply** the three steps of target marketing: market segmentation, target marketing, and market positioning for a given product.
3. Student managers will be able **to recommend** a suitable pricing strategy for various stages in the life cycle of the product.
4. Student managers will be able **to evaluate** different distribution channel options and their suitability for the company's product for a given company.
5. Student manager should be able **to develop** a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product for a given promotional objective of a company.

**Course Contents**

<b>Unit I</b>	<b>Introduction:</b> Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Marketing environment–macro and micro components and their impact on marketing decisions; Market segmentation and positioning.
<b>Unit II</b>	<b>Product Decisions:</b> Concept of a product; Classification of products; levels of product, Major product decisions; Product line strategies and product mix strategies; Product lifecycle–strategic implications; New product development and consumer adoption process. Packaging and labeling.
<b>Unit III</b>	<b>Pricing Decisions:</b> Pricing objectives, Factors affecting price determination; Pricing policies Methods and strategies, Initiating and responding to price change.
<b>Unit IV</b>	<b>Distribution Channels and Physical Distribution Decisions:</b> Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.
<b>Unit V</b>	<b>Promotion Decisions: Communication Process;</b> Promotion mix– advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion–tools and techniques.

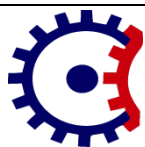
**Text Books**

T.1	Marketing Management, Rajan Saxena, 5th Edition, McGraw Hill Education, ISBN-13: 978-9339223304
T.2	Introduction to Marketing, Adrian Palmer, 3rd Edition, Oxford Publishing, ISBN: 9780199602131
T.3	Marketing Management, Philip Kotler and Keven Lane Keller, 15th Edition, Pearson Education, ISBN-13: 978-9332587403

Reference Books	
R.1	Principles of Marketing, 13th Edition, Philip Kotler, GaryArmstrong, Prafulla Agnihotri and Ehsan-UI-Haq, Pearson, ISBN – 978-81- 317-3101-7,Chapter 1,2,3
R.2	Principles of Marketing, 13th Edition, Philip Kotler, GaryArmstrong, Prafulla Agnihotri and Ehsan-UI-Haq, Pearson, ISBN – 978-81- 317-3101-7,Chapter 8,9
R.3	Principles of Marketing, 13th Edition, Philip Kotler, GaryArmstrong, Prafulla Agnihotri and Ehsan-UI-Haq, Pearson, ISBN – 978-81- 317-3101-7,Chapter 10,11
R.4	Principles of Marketing, 13th Edition, Philip Kotler, GaryArmstrong, Prafulla Agnihotri and Ehsan-UI-Haq, Pearson, ISBN – 978-81- 317-3101-7,Chapter 12,13
R.5	Principles of Marketing, 13th Edition, Philip Kotler, GaryArmstrong, Prafulla Agnihotri and Ehsan-UI-Haq, Pearson, ISBN – 978-81- 317-3101-7,Chapter 15,16
Useful Links	
1	<a href="https://www.economicsdiscussion.net/marketing-management/what-is-marketing-management/31788">https://www.economicsdiscussion.net/marketing-management/what-is-marketing-management/31788</a>
2	<a href="https://www.slideshare.net/gadekar1986/introduction-to-marketing-management-12816131">https://www.slideshare.net/gadekar1986/introduction-to-marketing-management-12816131</a>
3	<a href="https://en.wikipedia.org/wiki/Marketing_management">https://en.wikipedia.org/wiki/Marketing_management</a>

	Course Outcomes	CL	Class Sessions
MMB1201.1	<b>Apply</b> basic concepts of marketing.	3	4
MMB1201.2	<b>Analyze</b> the three steps of target marketing: market segmentation, target marketing, and market positioning.	4	4
MMB1201.3	<b>Evaluate</b> pricing policy & recommend a suitable pricing strategy.	5	4
MMB1201.4	<b>Recommend</b> different distribution channel options and their suitability for the company's product.	5	4
MMB1201.5	<b>Create</b> a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.	6	4





**Tulsiramji Gaikwad-Patil College of Engineering and Technology**

Wardha Road, Nagpur-441 108

**NAAC Accredited with A+ Grade**

**(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)**



**Program: Master of Business Administration**

**Semester - II MMB1202: Human Resource Management**

Teaching Scheme		Examination Scheme	
Theory	2 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	2	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Organization Behavior, Training & Development			Total Marks 100 Marks

**Course Objectives:**

1. Students should be able to **explain** the importance of Human Resource Management for an organization and also distinguish between Personnel and HR Management.
2. For a given job profile, students should be able to **develop** a job analysis and produce a job description and job specification.
3. Students should be able to **design** a Human Resource Plan for an organization and **construct** its Selection Process
4. Students should be able to **justify** the applicability of various techniques of Training
5. Students should be able to **outline** the performance appraisal process and **identify** and **explain** the utility of various modern and traditional methods of Performance Appraisal.

**Course Contents**

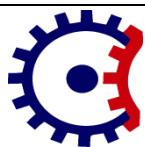
<b>Unit I</b>	<b>Introduction</b> , Nature, scope, objectives, importance and functions of HRM, Human resource as an asset in organization; Difference between Personnel Management and Human Resource Management, Roles and Qualities of HR Manager; human resource management in dynamic environment; Introduction to Strategic HRM. Organizational and HR Strategies.
<b>Unit II</b>	<b>Job Analysis</b> Meaning, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications & Role Analysis, Concept of Job Design, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis.
<b>Unit III</b>	<b>Human Resources Planning</b> ; Need, importance & Objectives of Human Resources Planning; Factors affecting HRP; Recruitment and Selection—Meaning, Sources and Process; Induction and Placement
<b>Unit IV</b>	<b>Introduction of Training</b> ; Objectives and Importance of Training; Training Process, Training Needs Identification. Types and Techniques of Training and Development; Evaluation of Training, Management/Executive Development Programs- Need and Importance & Objectives
<b>Unit V</b>	<b>Performance Appraisal</b> -concept, objectives, Importance, Methods; Potential Appraisals Compensation Management Concept and components; Job Evaluation; Components of salary, incentives, bonus, ESOPs, Fringe Benefits Ancillary Topics-Career Planning & Development, Employee Separations, Downsizing & Outplacement, HRIS, Industrial Relations.

**Text Books**

T.1	P. Jyothi and D.N Venkatesh (2013), “Human Resource Management”. Oxford Publication. 2nd Edition
T.2	V.S.P.Rao and C.B. Mamoria (2012), “Personal Management (Text and Cases)”, Himalaya Publications, Thirtieth Edition
T.3	Dr. Sunaina Sardana, “Human Resource Management”, Taxmann Publication Pvt. Ltd.

T.4	Human Resource Management, 11ed, David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Wiley, ISBN: 978-8126553785
<b>Reference Books</b>	
R.1	Human Resource Management–Text and Cases–Dr. S S Khanka , S. Chand Publication,Ch.1,3 Human Resource and Personnel Management – Text and cases , K. Aswathappa , Publication–McGraw- Hill Publishing co. ltd.Ch-1,3 Essentials of Human Resource Management &Industrial Relations – P.Subba Rao , 3 <sup>rd</sup> revised edition–Himalaya Publication - Ch-1,2
R.2	Human Resource and Personnel Management – Text and cases , K. Aswathappa , Publication –Mc Graw – Hill Publishing co. ltd.Ch-5 Essentials of Human Resource Management &Industrial Relations – P. Subba Rao , 3 <sup>rd</sup> revised edition – Himalaya Publication - Ch-3 Human Resource Management – Text and Cases - Dr. S S Khanka ,S. Chand Publication , Ch.5
R.3	Human Resource Management–Text and Cases - Dr. S S Khanka , S. Chand Publication , Ch.4,6,7,8 Essentials of Human Resource Management &Industrial Relations – P. Subba Rao,3 <sup>rd</sup> revised edition – Himalaya Publication - Ch-4,5,6 Human Resource and Personnel Management – Text and cases , K. Aswathappa , Publication–Mc Graw- Hill Publishing co. ltd.Ch-4,6,7,8
R.4	Essentials of Human Resource Management & Industrial Relations – P.Subba Rao, 3rd revised edition – Himalaya Publication- Ch-9,10 Human Resource Management – Text and Cases–Dr.S S Khanka, S.Chand Publication, Ch.10,11 Human Resource and Personnel Management – Text and cases, K. Aswathappa, Publication - McGraw- Hill Publishing co. ltd. Ch-9
R.5	Essentials of Human Resource Management & Industrial Relations – P.Subba Rao, 3rd revised edition – Himalaya Publication- Ch-8,11,14, 15,16,19 Human Resource and Personnel Management – Text and cases, K. Aswathappa, Publication - McGraw- Hill Publishing co. ltd. Ch- 10,11,12,13,21,22
<b>Useful Links</b>	
1	<a href="https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/">https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/</a>
2	<a href="https://www.hrdconnect.com/2019/05/22/what-is-hr-management-in-an-organisation/">https://www.hrdconnect.com/2019/05/22/what-is-hr-management-in-an-organisation/</a>
3	<a href="https://hbr.org/topic/human-resource-management">https://hbr.org/topic/human-resource-management</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1202.1	<b>Develop</b> roles and responsibilities of HR department in industries.	6	4
MMB1202.2	<b>Categorize</b> job analysis and design jobs.	4	4
MMB1202.3	<b>Reframe</b> job evaluation and how to estimate HR requirements.	5	4
MMB1202.4	<b>Justify</b> the applicability of various techniques of Training.	5	4
MMB1202.5	<b>Categorize</b> the performance appraisal process and classify the utility of various modern and traditional methods of Performance Appraisal.	4	4



**Program: Master of Business Administration**

**Semester - II MMB1203: Cost & Management Accounting**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Accounting For Managers , Fundamentals of Accounting			Total Marks 100 Marks

**Course Objectives:**

1.	Student will be able to <b>identify/classify</b> different elements/classification of cost and will be able to <b>prepare</b> cost sheet and prepare quotations for various business proposals, by giving information about basic conceptual framework of cost.
2.	Student will able to <b>compute</b> Break-even point , Marine of safety , Profit volume ratio , desired profit / desired sales as well as able to <b>evaluate</b> the decision making proposals (suitable product mix/ dropping a product line/fixation of selling price /make or buy decisions / Key Factor Analysis , giving an information about cost, volume and profit for specific product for mention time period.
3.	Student will be able to <b>classify</b> the cost by nature and <b>estimate</b> cost of operating a service, giving information about relevant expenses .
4.	Student will be able to <b>prepare</b> relevant functional level budgets for an organization, by providing information about Expenses & Income / Receipt & Payment / Projected Sales, .
5.	Student will be able to <b>determine</b> Direct Material and Direct Labor Variances, giving information about standard and actual performance.

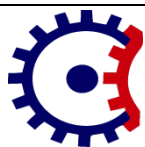
**Course Contents**

<b>Unit I</b>	<b>Conceptual framework of Cost Accounting:</b> Basic Concepts of Cost Accounting, Objectives, Importance and Advantages of Cost Accounting, Cost Centre, Cost Unit, Elements of Cost, Classification and Analysis of Costs, Relevant and Irrelevant Costs, Differential Costs, Sunk Cost, Opportunity Cost. Unit & Output Costing - Preparation of Cost Sheet and Tender/ Quotations.
<b>Unit II</b>	<b>Marginal Costing And Profit Volume Relationship And Decision Making :-</b> Introduction, Application of Marginal costing in terms of cost control, profit planning, dropping a product line, fixation of selling price, make or buy decisions, key or limiting factor, selection of suitable product mix, desired level of profits, level of activity planning- Break-even-analysis: Application of BEP for various Business problems
<b>Unit III</b>	<b>Operating Costing:-Concept of operating Costing Features of operating costing:</b> Transport costing (Standing charge, Repair and Maintenance Charge and Running charges and log sheet), Canteen, Hospital and hotels costing.
<b>Unit IV</b>	<b>Budgeting and Budgetary Control</b> – Concept of Budgeting and Budgetary Control, Essential features, Merits and Limitations of Budgetary Control. Types of Budgets, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget and Master Budget,
<b>Unit V</b>	<b>Standard Costing &amp; Variance Analysis:</b> Introduction, Meaning and limitations of Standard Costing, Standard costing as a management Tool, Historical costing, Estimated Costing and Standard Costing, Standard Cost and Budgeted Cost, Determination of Standard Cost for

	Direct Material, Direct Labour Cost. Variance Analysis: Direct Material Variance – Material Cost Variance, Material Rate Variance, Material Quantity Variance, Material Mix Variance, and Material Yield Variance, Direct labour Variance – Labour Cost Variance, Labour Rate Variance, Labour efficiency Variance, Labour Mix Variance, Idle Time Variance and Labour Yield Variance.
<b>Text Books</b>	
T.1	Cost Accounting: Texts and Problems, M C Shukla, T S Grewal, Dr. M P Gupta, Revised Edition, S Chand & Company, ISBN-13: 978- 8121919630
T.2	Cost Accounting, RSN Pillai, V. Bagawathi, , Revised Edition, S Chand & Company, ISBN-13: 978-8121904933
T.3	Cost Accounting, M Y Khan P K Jain, Second Edition, McGraw Hill Education, ISBN-13: 978-9339203443
T.4	Cost Accounting Text Book – V.K. Saxena C.D. Vashishtha, Sultan Chand Publication, ISBN-13: 9788180546112
<b>Reference Books</b>	
R.1	“Cost Accounting – Principles & Practices”- M N Arora (2013) Twelfth edition, Vikas Publishing House Pvt. Ltd. (1.1 – 1.15), (6.1 – 6.41)
R.2	“Cost & Management Accounting” – Ravi Kishore (2016), Taxmann Publication, 6th Edition, (484 – 493), (540-548)
R.3	“Cost & Management Accounting” – Ravi Kishore (2016), Taxmann Publication, 6th Edition, (408 – 422)
R.4	“Cost & Management Accounting” – Ravi Kishore (2016), Taxmann Publication, 6th Edition, (578 - 599)
R.5	“Cost & Management Accounting” – Ravi Kishore (2016), Taxmann Publication, 6th Edition, pg 631-653
<b>Useful Links</b>	
1	<a href="https://www.getsmarter.com/blog/career-advice/what-is-cost-and-management-accounting/">https://www.getsmarter.com/blog/career-advice/what-is-cost-and-management-accounting/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MB1203.1	<b>Identify</b> different elements/ classification of cost and will be able to prepare cost sheet and prepare quotations for various business proposals	3	4
MB1203.2	<b>Compute</b> Break-even point, Margin of safety, Profit volume ratio, desired profit / desired sales as well as able to evaluate the decision making proposals (suitable product mix / dropping a product line / fixation of selling price / make or buy decisions/Key Factor Analysis)	3	4
MB1203.3	<b>Classify</b> the cost by nature and estimate cost of operating a service	4	4
MB1203.4	<b>Illustrate</b> relevant functional level budgets for an organization	4	4
MB1203.5	<b>Determine</b> Direct Material and Direct Labour Variances.	3	4





**Program: Master of Business Administration**

**Semester - II MMB1204: Financial Management**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Finance , Cost Accounting			Total Marks 100 Marks

**Course Objectives:**

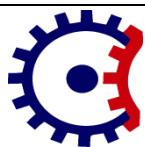
1.	Given financial cost parameters , the future manager will be able to <b>calculate</b> specific cost of capital (i.e. Cost of debt , preference ,equity and retained earnings) and the weighted average cost of capital for any specific given firm.
2.	Given different financing options , the future manager will be able to analyze the effect of operating and financial leverage on EPS and <b>recommend</b> a suitable long term financing mix for an organization by <b>applying</b> EBIT-EPS analysis , In difference Level of EBIT and Financial Break-even Analysis for given financing options.
3.	Given the cash-flows pertaining to a project , the future manager will be able to <b>estimate</b> projects 'cash flows to <b>distinguish</b> between value creating and value destroying investments using time-value intensive DCF techniques (viz. NPV, IRR, discounted payback period , profitability index) and Non-DCF techniques (i.e. Payback Period and Average rate for turn approach)
4.	Given the details pertaining to elements of working capital for a given level of activity , the future manager will be able to <b>ascertain</b> the components of current assets and current liabilities and <b>determine</b> the gross and net operating working capital requirement.
5.	Given the expected dividends , future price of shares , investor expectations and funding requirements ; the future manager will be able to <b>compute</b> the value of a share using various dividend discount models and <b>illustrate</b> whether dividend is relevant for firm valuation or not.

**Course Contents**

<b>Unit I</b>	<b>Cost of Capital:</b> Concept and Importance; Measurement of Specific Costs – Redeemable and Irredeemable Debt, Redeemable and Irredeemable Preference shares, Equity and Retained Earnings; Computation of Overall Cost of Capital using book value and market value weights.
<b>Unit II</b>	<b>Leverage:</b> Operating, Financial and Combined Leverage; EBIT-EPS Analysis; Indifference Level of EBIT and Financial Break-even Analysis.
<b>Unit III</b>	<b>Capital Budgeting:</b> Concept of Capital budgeting, Discounted and Non-discounted Cash Financial Management, Theory Concepts and Flow Techniques – NPV, IRR, PI, Discounted PBP, ARR & PBP.
<b>Unit IV</b>	<b>Working Capital Management:</b> Concept of Gross and Net Working Capital, Working Capital Approaches, Estimation and Calculations of Working Capital requirements
<b>Unit V</b>	<b>Dividend Policy:</b> Walter's Model; Gordon's Model and MM Hypothesis for Dividend Policy and Firm Valuation, Determinants and constraints of dividend decision.

Text Books	
T.1	Financial Management, I M Pandey, 10th Edition, Vikas Publishing House Pvt Ltd, ISBN: 9788125937142
T.2	Financial Management, Comprehensive Text book with Case studies, M. Ravi Kishore, 7th Edition, Taxmann Publications, ISBN: 9788171945207
T.3	Financial Management: Theory and Practice, Prasanna Chandra, 9th Edition, ISBN-13: 978-9339222574
T.4	Financial Management: Problems & Solutions, AN Sridhar and Padmavati Sridhar, 5th Edition, Packt Publsihers, ISBN: 9789350238929
Reference Books	
R.1	Financial Management, Theory Concepts and Problems, 5th Revised Edition, R.P. Rustagi, Taxmann Pulication, ISBN- 9878171949311 Chapter – 10 Financial Management, M. Y. Khan & P. K. Jain, McGraw Hill Publications, 6th Edition, Chap No. 11
R.2	Financial Management, Theory Concepts and Problems, 5th Revised Edition, R.P. Rustagi, Taxmann Pulication, ISBN- 9878171949311 Chapter – 11&12 Financial Management, M. Y. Khan & P. K. Jain, McGraw Hill Publications, 6th Edition, Chap No. 18
R.3	Problems, 5th Revised Edition, R.P. Rustagi, Taxmann Pulication, ISBN- 9878171949311 Chapter – 7 Financial Management, M. Y. Khan & P. K. Jain, McGraw Hill Publications, 6th Edition, Chap No. 9 & 10
Useful Links	
1	<a href="https://www.managementstudyguide.com/financial-management.htm">https://www.managementstudyguide.com/financial-management.htm</a>
2	<a href="https://en.wikipedia.org/wiki/Financial_management">https://en.wikipedia.org/wiki/Financial_management</a>

	Course Outcomes	CL	Class Sessions
MMB1204.1	<b>Calculate</b> specific cost of capital (i.e. Cost of debt, preference, equity and retained earnings) and the weighted average cost of capital for any specific given firm.	4	4
MMB1204.2	<b>Analyze</b> the effect of operating and financial leverage.	4	4
MMB1204.3	<b>Estimate</b> projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques.	5	4
MMB1204.4	<b>Apply</b> the components of current assets and current liabilities and determine the gross and net operating working capital requirement.	3	4
MMB1204.5	<b>Compute</b> the value of a share using various dividend discount models and illustrate whether dividend is relevant for firm valuation or not.	3	4



**Program: Master of Business Administration**

**Semester - II MMB1205: Research Methodology**

Teaching Scheme		Examination Scheme	
Theory	2 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	2	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Research Methodology			Total Marks 100 Marks

**Course Objectives:**

1. In context of research, the student will be able to **define** business research problems and will also able to formulate an abbreviated version of research proposal.
2. The student will be able to **describe** and **choose** appropriate sampling design and will also be able to **estimate** appropriate sample size.
3. The student will be able to develop measurement tools and construct appropriate scales therein.
4. The student will be able to **select** suitable method of data collection and will be able to **make** questionnaire/e-questionnaire
5. The student will be able to **derive** inferences by applying various techniques of interpretation and be and write various types of research reports.

**Course Contents**

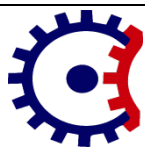
Unit I	<b>Theory Building and Research Proposal</b> - Meaning and nature of Theory, Nature of proposition, Scientific Method, Verifying Theory, Inductive and Deductive Reasoning, Nature of business problem, importance of problem definition, the process of problem definition, research questions and research objectives, research proposal, anticipating outcomes, Literature Review
Unit II	<b>Sampling Design</b> - Census and Sample Survey, Implication of Sample Design, Steps in Sample Design, Sampling Procedure, Different Types of Sampling Designs, How to select a random sample, Random sample from infinite universe, Sample size calculation.
Unit III	<b>Measurement and Scaling Techniques</b> - Measurement in research, Measurement Scales, Source of errors in measurement, Test for sound measurement, Techniques for developing measurement tools, Scaling - Meaning, Scale classification bases, Important Scaling Techniques, Scale construction techniques
Unit IV	<b>Methods of Data Collection</b> - Collection of Primary Data (Observation, Interview, Questionnaire, Schedules), Other methods of data collection, Collection of Secondary Data (Reliability, Suitability and Adequacy), Selection of appropriate method for data collection, Constructing Questionnaire/e-questionnaire/Schedule
Unit V	<b>Interpretation and Report Writing</b> - Meaning and TEchniques of Interpretation, Significance and Steps of Report Writing, Layout of research reports, types of reports, Mechanics and Precautions for writing a research report.

**Text Books**

T.1	Panneerselvam, "Research Methodology", Prentice Hall India
T.2	Donald Cooper and Pamela Schindler, "Business Research Methods ", Tata McGraw Hill
T. 3	Krishnaswami & Rangantham, "Methodology of Research ", Himalaya Publishing House
T. 4	Alan Bryman and Emma Bell, "Business Research Methods ", Oxford Publication

Reference Books	
R.1	Business Research Methods – William G. Zikmund, 7th Edition, Cengage Learning, ISBN – 978-81-315-0029-3, Chapter 3 & 6
R.2	Research Methodologies, Methods and Techniques –2nd Edition C R Kothari, New Age International (P) Ltd Publisher, ISBN – 978-81-224-2488-1 Chapter 4
R. 3	Research Methodologies, Methods and Techniques –2nd Edition C R Kothari, New Age International (P) Ltd Publisher, ISBN – 978-81-224-2488-1 Chapter 5
R. 4	Research Methodologies, Methods and Techniques –2nd Edition C R Kothari, New Age International (P) Ltd Publisher, ISBN – 978-81-224-2488-1 Chapter 6
R. 5	Research Methodologies, Methods and Techniques –2nd Edition C R Kothari, New Age International (P) Ltd Publisher, ISBN – 978-81-224-2488-1 Chapter 14
Useful Links	
1	<a href="https://gradcoach.com/what-is-research-methodology/">https://gradcoach.com/what-is-research-methodology/</a>
2	<a href="https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-8">https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-8</a>
3	<a href="https://www.scribbr.com/category/methodology/">https://www.scribbr.com/category/methodology/</a>

	Course Outcomes	CL	Class Sessions
MB1205.1	<b>Decide</b> business research problems and will also formulate an abbreviated version of research proposal.	4	4
MB1205.2	<b>Choose</b> appropriate sampling design and will also estimate appropriate sample size.	5	4
MB1205.3	<b>Develop</b> measurement tools and construct appropriate scales therein.	5	4
MB1205.4	<b>Create</b> suitable method of data collection and will make questionnaire/e-questionnaire.	6	4
MB1205.5	<b>Derive</b> inferences by applying various techniques of interpretation and be and write various types of research reports.	3	4



**Program: Master of Business Administration**

**Semester - II MMB1206: Corporate Social Responsibility & Sustainability**

Teaching Scheme		Examination Scheme	
Theory	3 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	3	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Corporate governance , Social responsibility & sustainability		Total Marks	100 Marks

**Course Objectives:**

1. Given the concept of CSR, the future manager will be able to identify the various activities which can benefit the organization under the banner of CSR.
2. Given a chance, the future manager will be able to frame and recommend the CSR policy according to sustainable development.
3. Given the framework, the future manager will be able to plan the CSR activity according to the various laws and regulations.
4. Given the details pertaining to government and non-government organizations, the future manager will be able to ascertain the role of various stakeholders in CSR activities and incorporate the guidelines issued by regulatory guidelines in CSR policy.
5. Given the task of CSR, the future manager will be able to plan and implement various activities to be taken under CSR activity and evaluate its effectiveness.

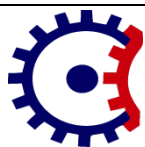
**Course Contents**

<b>Unit I</b>	<b>Introduction to CSR-</b> Meaning & Definition of CSR, History & evolution of CSR, Motives of CSR, Benefits and Internal scope of CSR, Enterprise Social Responsibility, Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; environmental aspect of CSR; Chronological evolution of CSR in India.
<b>Unit II</b>	<b>Framework of Social Orientations-</b> Management and Social Theories , Five types of managers, organization classification. International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.
<b>Unit III</b>	<b>CSR-Legislation In India &amp; the world-</b> Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board. The Drivers of CSR in India, Changing expectations of social responsibility, four faces of social responsibility, the regulatory environment in India Counter trends. Performance in major business and programs.
<b>Unit IV</b>	<b>Identifying key stakeholders of CSR &amp; their roles-</b> Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self- Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self- Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations
<b>Unit V</b>	<b>Current trends and opportunities in CSR-</b> CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives.

Text Books	
T.1	CV Baxi and Ajit Prasad, “Corporate Social Responsibility Concept and Cases, The Indian Experience”, Excel Books, 2006, ISBN 81-7446- 449-2
T.2	Nayan Mitra, René Schmidpeter, “Corporate Social Responsibility in India: Cases and Developments After the legal mandate”, Springer publications
Reference Books	
R.1	Corporate Social Responsibility in India. Trends, Issues and Strategies By Sateesh Gouda M, A.G. Khan, S.L. Hiremath, Anchor Academic Publishing, 2017, Pg-9-42 Corporate Social Responsibility: A Very Short Introduction By Jeremy Moon, Oxford University Press ,
R.2	Business Ethics, Text and cases by CSV Murthy , Himalaya Publishing House, ISBN 81-8318-418- 1, 2008, Pg 369-372
Useful Links	
1	<a href="https://globalcompactselfassessment.org/about%20this%20tool">https://globalcompactselfassessment.org/about this tool</a>
2	<a href="http://egyankosh.ac.in/handle/123456789/8107">http://egyankosh.ac.in/handle/123456789/8107</a>
3	<a href="http://egyankosh.ac.in/handle/123456789/16465">http://egyankosh.ac.in/handle/123456789/16465</a>

	Course Outcomes	CL	Class Sessions
MMB1206.1	<b>Apply</b> the various activities which can benefit the organization under the banner of CSR.	3	4
MMB1206.2	<b>Recommend</b> the CSR policy according to sustainable development.	5	4
MMB1206.3	<b>Discriminate</b> CSR activity according to the various laws and regulations.	4	4
MMB1206.4	<b>Decide</b> the role of various stakeholders in CSR activities and incorporate the guidelines issued by regulatory guidelines in CSR policy.	5	4
MMB1206.5	<b>Plan</b> various activities to be taken under CSR activity and evaluate its effectiveness.	6	4





**Program: Master of Business Administration**

**Semester - II MMB1207: Communication & Character Development**

Teaching Scheme		Examination Scheme	
Theory	2 Hrs/week	CT-I	-
Tutorial	-	CT-II	-
Total Credits	2	CA	25 Marks
Duration of ESE: 1.5 Hrs.		ESE	25 Marks
Pre-Requisites: Communication, English Communication			Total Marks 50 Marks

**Course Objectives:**

1. Students are able to learn the basic concepts of computer and its function.
2. Students are able to learn the MS word thoroughly.
3. Students are able to learn the MS presentation in a detail.
4. Students are able to learn the importance of the cyber security and its importance.
5. Students are able to learn the importance of the Networking and troubleshooting.

**Course Contents**

<b>Unit I</b>	<b>Communication:</b> Communication and its Role in Business, Process of Communication, Forms of Communication, Media of Communication, and Barriers to Communication, Essentials of good communication.
<b>Unit II</b>	<b>Business Correspondence:</b> Etiquettes of Business writing, Business letters: Memos, minutes, agendas, enquiries, orders, sales letters, notice, tenders, letters of application, letter of complaints, Job applications/Covering letters, Report writing, Types of report (Sales report, Committee report and technical report) . E-Mail Etiquettes, Formal & Informal email writing.
<b>Unit III</b>	<b>Types of Communications: Verbal:</b> Elements of Punctuation, Emphasis, Use of quotations and anecdotes in Oral Presentation, Group Discussion and Speech; Non-verbal: Open and Closed features, Appearance, Gestures, Postures, Eye contact, Proxemics, Expressions & kinesics, Cultural Conventions, Meta-messages, Emotive Intelligence.
<b>Unit IV</b>	<b>Exercises for Oral Communications:</b> Individual and Group Presentations, Extempore, Role Playing, Debates and Quiz <b>Exercises for Written Communications:</b> Essay writing, Poster Making, Writing an Advertisement Copy, Slogans, Captions, & preparing Press notes
<b>Unit V</b>	<b>Exercise in Communications:</b> Exercises on Corporate Writing, Group Discussion and Employment Interviews, Designing Visual Communication, Creating and Delivering Sales Pitch /Presentations, E-mail writing.

**Text Books**

T.1	Business Communication, by Sona Prasad, SaiJyoti Publication.
T.2	Basic Business Communication - By Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill.

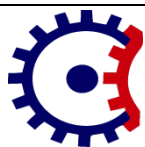
**Reference Books**

R.1	Business Communication - By Nawal, Cenage India Learning
R.2	Herta A Murphy & Herbert W Hildebrandt - Effective Business Communication - Mc Graw - Hill international Edition.

Useful Links	
1	<a href="https://nptel.ac.in/courses/110/101/110101131/">https://nptel.ac.in/courses/110/101/110101131/</a>

	Course Outcomes	CL	Class Sessions	Practical Session
MMB1207.1	<b>Exercise</b> the various aspects of Business Communication.	3	2	2
MMB1207.2	<b>Enhance</b> the ability of written communication for effective business.	3	2	2
MMB1207.3	<b>Compare</b> verbal & Non – verbal communication to eradicate the barriers of communication.	4	2	2
MMB1207.4	<b>Collaborate</b> the oral & written communication for effective communication.	4	2	2
MMB1207.5	<b>Generate</b> the presentation and speech delivering ability.	3	2	2





**Program: Master of Business Administration**

**Semester - II MMB1208: Performance Management**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
<b>Pre-Requisites: Human Resource Management, Organizational Behavior</b>		<b>Total Marks</b>	<b>100 Marks</b>

**Course Objectives:**

1.	Students should be able to distinguish the concept of Performance appraisal & Performance Management and also should be able to establish relationship of performance management with Strategic Planning.
2.	Students should be able to determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution.
3.	Students should be able to justify the use of various modern and traditional methods of Performance Appraisal under given situation.
4.	Students should be able to justify the use of various Performance Assessment Models under given situations; also the student should be able to determine the steps of giving a constructive feedback.
5.	Students should be able to discuss the importance and Principles of ethics in performance management.

**Course Contents**

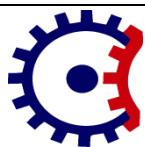
<b>Unit I</b>	<b>Introduction to Performance Management:</b> Concept – Performance appraisal, Performance Management, Performance management system, Objectives and functions of Performance Management system, Linkage of Performance Management to strategic planning.
<b>Unit II</b>	<b>Process of Performance Management:</b> Introduction to Performance Management Process, Performance Management Planning Process, Mechanism of Performance Management Planning and Execution.
<b>Unit III</b>	<b>Performance Appraisal:</b> Definitions & Objectives of PA and Characteristics of PA, Importance, Advantages & Disadvantages of PA, Process of PA, Pitfall of PA, Achieving effective PA, Methods of PA, Performance Appraisal Methods: Performance Appraisal Methods, Traditional Methods, Modern Methods
<b>Unit IV</b>	<b>Models for Assessing Performance-Balance score card;</b> Objectives and process of Performance monitoring, Performance management linked with reward systems. Building a High Performance culture-Performance Management & Employee Development.
<b>Unit V</b>	<b>Ethics in Performance Appraisal:</b> Ethics – An Overview, Ethics in Performance Management, Principles of ethical performance management Ethical issues and dilemmas in performance management

**Text Books**

T.1	Human Resource Management: Text and Cases, V. S. P. Rao, Excel Books, ISBN-13: 978-8174464484
-----	-----------------------------------------------------------------------------------------------

T.2	Human Resource Management: Text and Cases, 6th Edition, K. Aswathappa, McGraw Hill Education, ISBN-13: 978-0070682139
<b>Reference Books</b>	
R.1	Human Resource Management, 15th Edition, Gary Dessler, Pearson Education, ISBN-13: 978-9352862658
R.2	Performance Management: Concepts, Skills and Exercises, 2nd Edition, Robert L Cardy & Brian Leonard, Prentice Hall India Learning Private Limited, ISBN-13: 978-8120343238
<b>Useful Links</b>	
1	<a href="https://nptel.ac.in/courses/110/105/110105154/">https://nptel.ac.in/courses/110/105/110105154/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1208.1	<b>Distinguish</b> the concept of Performance appraisal & Performance Management.	3	8
MMB1208.2	<b>Determine</b> the Mechanism of Performance Management, various steps in performance planning and performance execution.	3	8
MMB1208.3	<b>Evaluate</b> the use of various modern and traditional methods of Performance Appraisal under given situation.	5	8
MMB1208.4	<b>Justify</b> the use of various Performance Assessment Models under given situations.	4	8
MMB1208.5	<b>Establish</b> the importance and Principles of ethics in performance management.	3	8



**Program: Master of Business Administration**

**Semester - II MMB1209: Digital and Social Media Marketing**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Marketing Management, Organization Behavior, Business Ethics		Total Marks	100 Marks

**Course Objectives:**

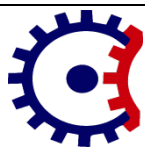
1. Students will be able to understand the concept of marketing in digital environment.
2. Students will be able to understand the concept of digital marketing research to examine online consumer behavior and imagine its utility in online marketing strategies
3. Students will be able to understand the search engines and its utility in digital marketing area.
4. Students will be able to use the different social media in digital marketing and evaluate their use in actual marketing campaigns
5. Students will be able to create online reputation for organizations they serve. Students will also be able to understand the current trends in digital marketing area and estimate future trends in it.

**Course Contents**

Unit I	<b>Introduction:</b> Digital Marketing and its Significance. Traditional marketing V/s digital marketing. Marketing in digital environment, Introduction to E-commerce, types of E-commerce & business models, advantages & Disadvantages, hybrid & multi-channel options, online media and types.
Unit II	<b>Digital marketing research:</b> Features of marketing research, steps in marketing research, methods of digital marketing research, audience profiling and segmentation. The internet: uses, purposes, online consumer behavior, direct marketing. Online research methods, behavioral targeting, blogs and types, building customer profiles, competitor analysis, integrating online strategies, offline marketing strategies.
Unit III	<b>Search Engine Marketing:</b> Introduction, email campaign creation and management, search and display on search engines, pricing models, page rankings, search engine optimization (SEO) and process, key words, search engine marketing (SEM), paid and natural search, and search methodology.
Unit IV	<b>Social Media:</b> Introduction to social media, Facebook, LinkedIn, Twitter, YouTube, creating a channel on YouTube, social media measuring, forums and discussion boards, forums and communities, blogs, viral campaigns, building online relationships with different stakeholders. Mobile Marketing Fundamentals, Mobile consumers, Digital consumption, M commerce, Technological change and marketing, Overview of mobile and app based marketing, Mobile websites, Conducting Mobile Audits, Strategic objectives, Ethical issues in SMM

<b>Unit V</b>	<b>Online Reputation and Recent Trends:</b> Introduction, reputation management process, features of online reputation management, strategies and tools of online reputation management, handling negative comments, recent trends in digital marketing, localization of content and advertising, marketing using mobile networks, journey from traditional to mobile banking, consumer engagement and methods.
<b>Text Books</b>	
T.1	Internet Marketing: Start to Finish, Catherine Joun, Dunlie Greiling, Pearson, 2012.
T.2	Facebook Marketing: Designing Your Next Marketing Campaign, Justin Levy, Pearson, 2011.
<b>Reference Books</b>	
R.1	Advertising, Promotion and other Aspects of Marketing, Terence Shimp, Craig Andrews, Cengage Learning, 2016.
R.2	Online Retailing: A New Paradigm, The ICFAI University Press, 2008.
<b>Useful Links</b>	
1	<a href="https://nptel.ac.in/courses/110/101/110101131/">https://nptel.ac.in/courses/110/101/110101131/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1209.1	<b>Determine</b> the use of various channel options available for digital marketing.	3	8
MMB1209.2	<b>Apply</b> the concept of digital marketing research.	3	8
MMB1209.3	<b>Measure</b> search engines and their utility in digital marketing area.	5	8
MMB1209.4	<b>Explain</b> the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.	4	8
MMB1209.5	<b>Create</b> favorable online reputation, later, as future managers, for organizations they serve.	6	8



**Program: Master of Business Administration**

**Semester - II MMB1210: Project Appraisal And Finance**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Finance, Project Appraisal		Total Marks	100 Marks

**Course Objectives:**

1.	The student will be able to assess capital budgeting decisions under uncertain and risk bearing situation and will also be able to build and interpret the decision tree approach for decision making
2.	The student will be able to choose between acquisition of long term assets either through lease or financing methods and will also be able to learn process of Private Equity and Venture Capital
3.	The student will be able to compare the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm
4.	The student will be able to evaluate and compare the pre and post merger financial position of the firms.
5.	The student will be able to determine/ estimate the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability.

**Course Contents**

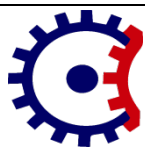
Unit I	<b>Long-term Investment Decisions:</b> Capital Budgeting–Identification of Cash Flows and evaluation of proposals, Risk and Uncertainty Analysis, Certainty Equivalent Approach, Sensitivity Analysis, Probability Distribution Approach and Decision Tree Approach
Unit II	<b>Leasing, Hire-purchase &amp; Project Finance</b> -Types of leases, rationale for leasing, Mechanics of leasing, Operating lease, Leasing as financial decision, Lease Vs borrow & buy evaluation, Hire purchase arrangement, Choice between leasing & hire purchase, Project finance – Private Equity, Venture Capital.
Unit III	<b>Capital structure &amp; Value of firm</b> - Assumptions & definitions, NI approach, NOI approach, Traditional Position, MM position, Taxation & capital structure, Trade off theory, Signaling theory , Pecking order theory, Factors determining Capital Structure, Financial Distress, Project Financing and Project Beta
Unit IV	<b>Mergers &amp; Acquisitions</b> – M & A –Exchange ratio Financial evaluation of mergers, M&A as capital budgeting decision, Economic value added & market value added Taxation aspects.
Unit V	<b>Management of Cash</b> - Motives of holding cash, factors determining the cash balance, Managing the cash flow, Cash budget, Reports for control, Cash collection & disbursement, Options for investing surplus funds & strategies for managing surplus funds, Models- The Baumol model, The Beranek Model, The Miller-Orr Model. Management of Receivables - Credit policies, Evaluating the debtors, Credit analysis & decision, Credit terms & collection policies, Control of accounts receivables, Heuristic approach, Factoring and forfeiting.

**Text Books**

T.1	Financial Management, I M Pandey, 10th Edition, Vikas Publishing House Pvt Ltd, ISBN: 9788125937142
-----	-----------------------------------------------------------------------------------------------------

T.2	Financial Management, Comprehensive Text book with Case studies, M. Ravi Kishore, 7th Edition, Taxmann Publications, ISBN: 9788171945207
<b>Reference Books</b>	
R.1	Financial Management: Theory and Practice, Prasanna Chandra, 9th Edition, ISBN-13: 978-9339222574
R.2	Financial Management: Problems & Solutions, AN Sridhar and Padmavati Sridhar, 5th Edition, Packet Publishers, ISBN: 9789350238929
<b>Useful Links</b>	
1	<a href="https://nptel.ac.in/courses/110/107/110107144/">https://nptel.ac.in/courses/110/107/110107144/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1210.1	<b>Explain</b> the capital budgeting decisions under uncertain and risk bearing situation.	3	8
MMB1210.2	<b>Choose</b> between acquisitions of long term assets either through lease or financing methods.	5	8
MMB1210.3	<b>Compare</b> the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm.	4	8
MMB1210.4	<b>Evaluate</b> and compare the pre and post merger financial position of the firms.	3	8
MMB1210.5	<b>Determine/ estimate</b> the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability.	4	8



**Program: Master of Business Administration**

**Semester - II MMB1211: Operation Research**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Operation Management, Quantitative Techniques		Total Marks	100 Marks

**Course Objectives:**

- The students will be able to attempt operation related problems by suggesting various operation research tools.
- The students will be able to analyze LPP and Game Problems and find solutions for business decisions.
- The students will be able to analyze and evaluate assignment problems to find solutions.
- The students will be able to analyze and evaluate Transportation problems to optimize costs.
- The students will be able to apply PERT/ CPM tools for optimizing time and cost in project management.

**Course Contents**

<b>Unit I</b>	<b>Introduction to Operation Research:</b> Concept of Operation research, Main phases of operation research, Problem solving and decision making. Application of Operation research in Business.
<b>Unit II</b>	<b>Linear Programming &amp; Game Theory:</b> Formulation of Linear Programming problems, graphical method for solution of LPP, Game models, 2 persons, zero sum games and their solutions. Solution of 2 x n and m x 2 games by graphical methods.
<b>Unit III</b>	<b>Assignment:</b> Assumptions and formulation of Assignment problems, Hungarian method, Maximization problems. Network Models - Shortest path problem, Successive shortest path problem, Maximum flow problem, Minimum Cost flow problem.
<b>Unit IV</b>	<b>Transportation:</b> Steps involved in transportation problems, Initial feasible solutions – NWCR, LCM, VAM, Testing degeneracy, testing optimality, MODI method. Travelling salesman Problem (TSP) - Branch and bound algorithm for TSP, Heuristics for TSP, Chinese Postman Problem, Vehicle Routing Problem.
<b>Unit V</b>	<b>PERT / CPM:</b> Network rules and network diagrams, calculation of Earliest Start and Finish Times, Latest Start and Finish Times, identification of critical path, and project duration.

**Text Books**

T.1	Operations Research, 7th Edition, PK Gupta & DS Hira, S Chand ISBN-13: 978-8121902816
T.2	Operations Research—Introduction to Management Science, Kanti Swaroop, PK Gupta, Man Mohan, Sultan Chand and Sons, ISBN-13: 978-9351611011
T. 3	Operations Research: An Introduction, 9e Hamdy A Taha, Pearson Education India, ISBN-13: 978-9332518223

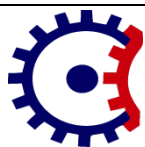
**Reference Books**

R.1	Operations Research: Principles and Applications, 3rd Edition, G. Srinivasan, PHI Learning Private Limited, ISBN-13: 978-8120353107
R.2	J K Sharma, Operations Research Problems Solution, McMillan Publication,

R. 3	Operations Research: Principles and Applications, 3rd Edition, G. Srinivasan, PHI Learning Private Limited, ISBN-13: 978-8120353107
<b>Useful Links</b>	
1	<a href="https://nptel.ac.in/courses/110/101/110101131/">https://nptel.ac.in/courses/110/101/110101131/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1211.1	<b>Apply</b> operation related problems by suggesting various operation research tools.	3	8
MMB1211.2	<b>Analyze</b> LPP and Game Problems and find solutions for business decisions.	4	8
MMB1211.3	<b>Evaluate</b> the assignment problems to find solutions.	5	8
MMB1211.4	<b>Analyze</b> and evaluate Transportation problems to optimize costs.	4	8
MMB1211.5	<b>Build</b> PERT/ CPM tools for optimizing time and cost in project management.	6	8





**Program: Master of Business Administration**

**Semester - II MMB1212: Data Visualization for Managers**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Computer, Information Technology		Total Marks	100 Marks

**Course Objectives:**

1.	The students will be able to identify and use Interactive data visualization software desktop tools and will also be able to create Interactive data visualization software desktop workspace
2.	The student will be able to connect data and will also be able to use Interactive data visualization software's File Types effectively
3.	The student will be able to create analytics pane and will also be able to use Sort, Filters, Sets, Groups and Hierarchy functions
4.	The student will be able to create calculations to enhance the data visualization
5.	The student will be able to build effective dashboard

**Course Contents**

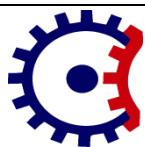
<b>Unit I</b>	<b>Introduction:</b> Data visualization, benefits of data visualization, Data Visualization for Analysis and Decision-Making, Making Performance Comparisons. The Interactive data visualization software, Software Ecosystem, Introducing Interactive data visualization software Desktop Workspace
<b>Unit II</b>	<b>Connecting Data</b> – How to connect Data, What are generated values, Use of Data Connection and Data Extract, Joining Database Table with Tableau, Blending different Data sources in single Worksheet, Data Quality Problem Data modeling, Filtering data in power view-Different types of filters, filtering different data types, multiple and advance filters, visualization level filters, filter hierarchy.
<b>Unit III</b>	<b>Creating Calculations to Enhance Data-</b> Aggregation, Calculated Values and Table Calculations, Using Calculation Dialogue box, Binding Formulas using Table Calculations, Table Calculation Functions, Flexibility to Calculation Parameters, Function Reference appendix.
<b>Unit IV</b>	<b>Building Visualization:</b> Charts in power view, multiple charts, specifying the layout of multiple chart visualization, scatter charts, bubble charts Mapping data-bing maps, Maps in power view, Filtering map data, Multi value series, highlighting map data, multiple maps by region, drilling down in maps. Discovering and loading data, The get and transform query, data set shaping, Filtering data.
<b>Unit V</b>	<b>Bringing together with Dashboard</b> – Dashboard as facilitator, Interactive data visualization software for improving Dashboard, Right and Wrong Ways to build a Dashboards, Best practices to build Dashboard, Building advanced Dashboard, Sharing Dashboard with Interactive data visualization software Reader and Server, Designing Mobile Consumption, Interactive data visualization software and Load Speed

**Text Books**

T.1	High Impact Data Visualization in Excel with Power View, 3D Maps, Get & Transform and Power BI -Adam Aspin-Second Edition(2016)-APress
-----	----------------------------------------------------------------------------------------------------------------------------------------

T.2	“Financial Accounting & Analysis” –Narender Ahuja & Varun Dawar, Taxmann Publication (2015), 1 <sup>st</sup> Edition, (216– 235)
T. 3	“Financial Accounting & Analysis” – Narender Ahuja & Varun Dawar, Taxmann Publication (2015), 1 <sup>st</sup> Edition, (216– 235)
<b>Reference Books</b>	
R.1	Business Communication for Managers, Payal Mehra, Pearson Education India; Second edition, ISBN-13: 978-9332576643
R.2	Mastering MS Office: Computer Skill Development - Be Future Ready, Bittu Kumar, V&S Publishers, ISBN-13: 978-9350578780
<b>Useful Links</b>	
1	<a href="https://nptel.ac.in/courses/110/101/110101131/">https://nptel.ac.in/courses/110/101/110101131/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1212.1	<b>Describe</b> the strategic importance of visualization in analyzing Data	3	8
MMB1212.2	<b>Describe</b> the importance of data filtration for business intelligence and decision-making	3	8
MMB1212.3	<b>Measuring</b> the data in different layouts	5	8
MMB1212.4	<b>Mapping</b> the visuals to filter and the data.	4	8
MMB1212.5	<b>Construct</b> effective dashboard for data visuals for different types of data sets	6	8



**Program: Master of Business Administration**

**Semester - II MMB1213: Business Plan Formulation**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3 Hrs.		ESE	60 Marks
Pre-Requisites: Business Analytics		Total Marks	100 Marks

**Course Objectives:**

1.	On completion of module, the student will be able to <b>understand</b> the concept and importance of a business plan in entrepreneurship. They will also be able to <b>explain</b> the elements of a good business plan, in order to be effective.
2.	On studying this module, the students will be able to <b>classify</b> projects into categories and will also be able to <b>formulate</b> a basic business plan project).
3.	Up ongoing through this module, students will be in a position to understand how to <b>develop</b> ideas for a business project. They will also be able to <b>assess</b> the role of environment on different economic sectors and opportunities in India.
4.	On properly studying this module, the student will be able to <b>examine</b> the importance of project appraisal and can <b>evaluate</b> the different parameters that contribute to feasibility of a business project.
5.	Detailed study of this module will enable students to <b>formulate</b> steps in starting a small enterprise and visualize a model of small business. They will be able to <b>relate</b> the project to various permissions required for entrepreneurial ventures.

**Course Contents**



<b>Unit I</b>	Business plan: meaning and significance of a business plan, major contents, formulation of a business Plan, common mistakes in business plan.
<b>Unit II</b>	Project: classification, project cycle, phases. Project identification. Project formulation
<b>Unit III</b>	Project ideas: entrepreneurial environment scanning, identification of opportunities, selecting a product, network analysis, project report.
<b>Unit IV</b>	Project appraisal: meaning and concept, methods of project appraisal, project feasibility analysis, and sample feasibility report.
<b>Unit V</b>	Steps in starting a small enterprise, whom to approach for what, sample project profile... Osterwalder's business model canvas.

**Text Books**

T.1	1. Entrepreneurial Development, S.S. Khanka, S. Chand & Co., 2016, pages 303-316. 2. Entrepreneurship: A South-Asian Perspective, Kuratko, T.V. Rao, Cengage Learning, 2012, pages 335-360.
T.2	1. Dynamics of entrepreneurial development and management, Vasant Desai, Himalaya Publishing House, Page 212-253,
T. 3	1. Small scale industries & entrepreneurship, Vasant Desai, Himalaya Publishing House, pages 374-405.



	2. Small scale industries & entrepreneurship, Vasant Desai, Himalaya Publishing House, pages 254-274
T. 4	1. Entrepreneur Development, Satish Taneja, Himalaya Publishing House, 2010, pages 93-Page73of99 2. Entrepreneurial Development, S.S. Khanka, S. Chand & Co., 2016, pages 321-333.
T. 5	1. Small scale industries & entrepreneurship, Vasant Desai, Himalaya Publishing House, pages 407-420. 2. Essentials of Entrepreneurship and Small Business Management, Scarborough & Cornwall, Pearson, 2016, pages 150-157.
<b>Reference Books</b>	
R.1	Entrepreneurship Development and Small Business Enterprises, 2e, Poornima M Charantimath, Pearson Education India, ISBN-13: 978- 8131762264
R.2	Project Management, Vasant Desai Himalaya Publications, ISBN-13: 978-9351420378
R.3	Entrepreneur 5 P.M. to 9 A.M.: Launching a Profitable Start-Up, Kanth Miriyala, Reethika Sunder, Rupa Publications India; First edition ISBN-13: 978-8129123930
<b>Useful Links</b>	
1	<a href="https://nptel.ac.in/courses/110/106/110106141/">https://nptel.ac.in/courses/110/106/110106141/</a>

	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1213.1	<b>Apply</b> the concept and importance of a business plan in entrepreneurship. They will also be able to use the elements of a good business plan, in order to be effective.	3	8
MMB1213.2	<b>Classify</b> projects into categories and will also be able to point out a basic business plan project).	3	8
MMB1213.3	<b>Analyse</b> ideas for a business project. They will also be able to assess the role of environment on different economic sectors and opportunities in India.	4	8
MMB1213.4	<b>Evaluate</b> the importance of project appraisal and the different parameters that contribute to feasibility of a business project.	5	8
MMB1213.5	<b>Formulate</b> steps in starting a small enterprise and visualize a model of small business.	3	8

		<b>Tulsiramji Gaikwad-Patil College of Engineering and Technology</b> Wardha Road, Nagpur-441 108 <b>NAAC Accredited with A+ Grade</b> <b>(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)</b>			
<b>Program: Master of Business Administration</b>					
<b>Semester - II</b>		<b>MMB1214: E- Governance</b>			
<b>Teaching Scheme</b>				<b>Examination Scheme</b>	
<b>Theory</b>	4 Hrs/week			<b>CT-I</b>	15 Marks
<b>Tutorial</b>	-			<b>CT-II</b>	15 Marks
<b>Total Credits</b>	<b>4</b>			<b>CA</b>	10 Marks
<b>Duration of ESE: 3 Hrs.</b>			<b>ESE</b>	60 Marks	
<b>Pre-Requisites: Information Technology</b>				<b>Total Marks</b>	<b>100 Marks</b>
<b>Course Objectives:</b>					
1.	Guide students related to operational aspects of e-Governance				
2.	Provide students' knowledge about tools and techniques of e-Governance				
3.	Students will be able to generate skills of implementing e-Governance in appropriate situations				
4.	Students will explore data warehousing data mining				
5.	Students will identify about how to prepare and solve case studies.				
<b>Course Contents</b>					
<b>Unit I</b>	Introduction: Definition, Why e- governance?, G to G , G to C, C to G , G to B and B to G , issues in e-governance applications and digital divide, Evolution of e-governance Stages in E-Governance Evolution				
<b>Unit II</b>	E-Governance Models Broadcasting/ Wider Dissemination model, Critical Flow model Comparative Analysis model, Interactive service model/Government –to-Citizen to Government Model (G2C2G) Evolution in E- Governance and Maturity Models E-Governance : strategies for success				
<b>Unit III</b>	E- Governance infrastructure Data Systems Infrastructure, Legal infrastructural preparedness Institutional infrastructural preparedness, Human infrastructural preparedness, Technological infrastructural preparedness				
<b>Unit IV</b>	Applications of Data Warehousing and Data Mining in Government				
<b>Unit V</b>	Case studies, especially, on E- Governance in India				
<b>Text Books</b>					
T.1	E- Governance Concepts and case Studies- C.S.R Prabhu , Prentice Hall of India				
<b>Reference Books</b>					
R.1	Microsoft Excel Power Pivot & Power Query For Dummies, Michael Alexander, Wiley, ISBN-13: 978-8126562305.				
<b>Useful Links</b>					
1	<a href="http://www.egovamc.com/">www.egovamc.com/</a>				
2	<a href="http://egovstandards.gov.in/">egovstandards.gov.in/</a>				


	<b>Course Outcomes</b>	<b>CL</b>	<b>Class Sessions</b>
MMB1214.1	<b>Review</b> operational aspects of e-Governance	3	8
MMB1214.2	<b>Derive</b> tools and techniques of e-Governance	5	8
MMB1214.3	<b>Examine</b> skills of implementing e-Governance in appropriate situations	4	8
MMB1214.4	<b>Explore</b> data warehousing data mining	3	8
MMB1214.5	<b>Identify</b> about how to prepare and solve case studies.	4	8





	<b>Tulsiramji Gaikwad-Patil College of Engineering and Technology</b> Wardha Road, Nagpur-441 108 NAAC Accredited with A+ Grade (An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)			
<b>Program: Master of Business Administration</b>				
<b>Semester - II</b>		<b>MMB1215: Agricultural Development in India</b>		
<b>Teaching Scheme</b>			<b>Examination Scheme</b>	
<b>Theory</b>	4 Hrs/week		<b>CT-I</b>	15 Marks
<b>Tutorial</b>	-		<b>CT-II</b>	15 Marks
<b>Total Credits</b>	4		<b>CA</b>	10 Marks
Duration of ESE: 3 Hrs.			<b>ESE</b>	60 Marks
<b>Pre-Requisites: Rural Development</b>			<b>Total Marks</b>	<b>100 Marks</b>
<b>Course Objectives:</b>				
1.	Students will able to understand about the basic concepts of agriculture and its impacts.			
2.	Students will able to understand the basics of food security & Indian food production.			
3.	Students will able to know about the institution working in the agricultural area.			
4.	Students will able to know the other approaches to the agricultural area.			
5.	Students will able to know the global prospective regarding agriculture.			
<b>Course Contents</b>				
<b>Unit I</b>	<b>Agriculture &amp; Economic Development :-</b> The importance of Agriculture in National Economy; Agricultural Policies and Programs in India since the 1st Five Year Plan till NITI Ayog- Land reforms: History, and their impact; Green Revolution: Its impact & limitations; Trends in Agriculture Growth in India since independence; Land ownership pattern and extent of landlessness, Farm size and productivity, Thrust Areas in Indian Agriculture; New Agricultural policy, Agriculture price policy, Agriculture and technology.			
<b>Unit II</b>	<b>Food Security in India :</b> Concept of Food Security; its Dimensions; Food Subsidies: Input Subsidies, Marketing Subsidies and Distribution Subsidies; Agricultural Subsidies: Growth of India's Food Production and Food Security; Public distribution system and Food Security			
<b>Unit III</b>	<b>Agriculture and Rural Credit Institutions:-</b> Rural Indebtedness: Extent, Cause and Consequences; Sources of Rural Credit: Institutional and Non-Institutional; Agrarian Crisis and Farmers Suicides; Role of NABARD; Role of Cooperative Credit Institutions; Role of Commercial Banks; Role of Regional Rural Banks, Functioning of Lead Bank Scheme.			
<b>Unit IV</b>	<b>Agricultural Extension :-</b> Concept of Agricultural Extension – Approaches of Agricultural Extension Services – Evolution of Agriculture Extension Service System – Problems and Challenges in Agricultural Extension Services			
<b>Unit V</b>	<b>Agriculture and Globalization in India :-</b> Indian Agriculture and WTO – Globalization effects in Indian Agriculture			
<b>Text Books</b>				
T.1	Singh, Himmat, 2001, Green Revolution Reconsidered. The Rural World of Contemporary Punjab, Oxford University Press, New Delhi.			
T.2	Subramaniam, C., 1979, The New Strategy in Indian Agriculture, Vikas, New Delhi.			
<b>Reference Books</b>				
R.1	Jha, Dayanatha (2004), Agricultural R &D in India: Growth, equity and institutional Challenges.			

R.2	India's Agricultural Challenges: Reflections on Technology, Policy and Other Issues, Centre for Trade and Development, New Delhi.
<b>Useful Links</b>	
1	<a href="http://www.ifpri.org/pubs/ib/ib11.pdf">www.ifpri.org/pubs/ib/ib11.pdf</a>

	Course Outcomes	CL	Class Sessions
MMB1215.1	Acquire basic concept of agriculture and its importance	3	8
MMB1215.2	Apply to innovate new ideas in agriculture	3	8
MMB1215.3	Evaluate position of agriculture aspects in India	5	8
MMB1215.4	Measure agriculture aspects in brief	3	8
MMB1215.5	Modify all new aspects related to agriculture development	6	8

  
 HOD, M.B.A.  
 HOD  
 MBA Dept.  
 Tulsiramji Gaikwad - Patil  
 College of Engg. & Tech.  
 Melgaon, Warane Road, NAGPUR - 441108

  
 Dean Academics  
 Dean Academics  
 Tulsiramji Gaikwad-Patil  
 College Of Engineering  
 and Technology, Nagpur

  
 Principal, TGPCET  
 Principal  
 Tulsiramji Gaikwad Patil College Of  
 Engineering and Technology, Nagpur