



संदर्भ क्र. : शिवाजी वि./अमं /148

दिनांक:- २८/०२/२०२४

प्रति,

मा. संचालक,

दूरशिक्षण व ऑनलाईन शिक्षण केंद्र,
शिवाजी विद्यापीठ, कोल्हापूर

मा. प्राचार्य/संचालक,

सर्व संलग्नित महाविद्यालये/मान्यताप्राप्त संस्था,
शिवाजी विद्यापीठ, कोल्हापूर

विषय :- दूरशिक्षण व ऑनलाईन शिक्षण केंद्राकडे ऑनलाईन मोडद्वारे सुरु असलेल्या
एम.बी.ए.(ऑनलाईन) या पाठ्यक्रमाच्या अभ्यासक्रमातील नियमावली सुधारणेबाबत

संदर्भ :- SU/BOS/Com & Mamt./0067 Date 04/04/2022 रोजीचे पत्र

महोदय/महोदया,

उपरोक्त विषय संदर्भानुसार आपणास कळविण्यात येते की, विद्यापीठ अधिकार मंडळाच्या निर्णयानुसार शैक्षणिक वर्ष 2021-22 पासून दूरशिक्षण केंद्रांतर्गत ऑनलाईन एम.बी.ए. हा अभ्यासक्रम ऑनलाईन मोडद्वारे सुरु करणेत आला. तसेच अधिकार मंडळाच्या निर्णयानुसार SU/BOS/Com & Mamt./0067 Date 04/04/2022 रोजीच्या पत्रानुसार सदरचा अभ्यासक्रम लागू करण्यात आला आहे.

दूरशिक्षण व ऑनलाईन शिक्षण केंद्रांतर्गत ऑनलाईन एम.बी.ए. अभ्यासक्रमाकरीता विद्यार्थ्यांची प्रवेश परीक्षा, यु.जी.सी. अथवा ए.आय.सी.टी.ई मार्फत प्रवेश परीक्षेस अनुसरून 4 सप्टेंबर, 2020 चे राजपत्र तसेच शैक्षणिक वर्ष, 2023-24 करिता असणा-या प्रवेशाबाबतच्या मार्गदर्शक सूचना, प्रश्नपत्रिका स्वरूप, प्रवेशाची पात्रता इत्यादी बाबींचा विचार करून विद्यापीठ अधिकार मंडळाने घेतलेल्या निर्णयानुसार एम.बी.ए. ऑनलाईन अभ्यासक्रम व त्याच्या नियमावलीत दुरुस्ती करण्यात आली आहे. (सोबत :सुधारित अभ्यासक्रम व नियमावली जोडली आहे.)

उपरोक्त बाब सर्व संबंधित शिक्षक व विद्यार्थी यांच्या निदर्शनास आणावे. तसेच सुधारित अभ्यासक्रम व नियमावली विद्यापीठ संकेतस्थळावर www.unishivaji.ac.in (Online Syllabus) ठेवण्यात आली आहे.

कळावे,

अफिला विश्वासू
(डॉ. एस. एम. कुबल)
उपकुलसचिव

सोबत : वरील प्रमाणे

प्रत :

1. मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, शिवाजी विद्यापीठ, कोल्हापूर
2. मा. संचालक, परीक्षा व मूल्यमापन मंडळ
3. परीक्षक नियुक्ती अ व ब विभाग
4. इतर परीक्षा 1 विभाग
5. आय.टी. सेल

माहितीसाठी व पुढील योग्य त्या कार्यवाहीसाठी



Estd:1962
NAAC "A++" Grade with CGPA 3.52

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Syllabus For

Master of Business Administration (MBA)
Through Online Mode
Part – I (Semester- I & II)

Under the Faculty of Commerce and Management

(To be implemented from 2021-22)

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
Through Online Mode
(AICTE Approved)
(Introduced from the Academic Year 2021-2022 onwards)

Shivaji University, Kolhapur is one of the oldest, premier, NAAC 'A++' Reaccredited, State University. Centre for Distance and Online Education is offering AICTE Approved Master of Business Administration (MBA) programme through Online Mode from the academic year 2021-2022 under the Faculty of Commerce and Management. It has one thousand intake capacities and the programme is designed by considering the achievements of the following aims:

1. Aims of the Programme:

1. To strengthen conceptual base of executives.
2. To help them improve decision making ability, creative and logical thinking.
3. To improve analytical ability, problem solving skills and judgmental ability.

2. Duration of the Programme:

- The duration of the programme is two years divided into four semesters.
- There will be semester end examination in the winter and summer session for all the semesters, besides that in each semester, a candidate has to complete continuous internal evaluation as prescribed by the Centre for Distance and Online Education.

3. Eligibility Criteria for Admission:

A Learner residing within or outside India may enroll for M.B.A. through Online Mode programme by fulfilling following norms:

- Graduate of minimum 03 years duration from any faculty from any recognized University with minimum 50% marks for General Category and 45% for reserved categories. (for reserve category, candidate has to produce relevant documents that are applicable to concern Reservation Policy from time to time.)
- If Candidate obtained Graduation from any Foreign Institute, then Learner has to produce 'Equivalence Certificate issued by the Association of Indian Universities' for admissions.

4. Entrance Test:

- To get admission to Online MBA Programme; **there will not be any Entrance Exam.** Learners may directly apply for Admission whenever notified by Shivaji University, Kolhapur.

5. Fee Structure

- **Fee Structure for MBA through Online Mode Programme**

Learners have to pay the prescribed fees through Internet Banking, Credit Card/ Debit Card (RuPay/Visa/MasterCard/Maestro), Internet Banking, IMPS, Cash Cards/ Mobile Wallets (additional service charges, as per rules, shall be applicable in addition to the application form processing fees). This fee is non- refundable and non-transferable under any circumstances.

For Learners from India	₹ 1,20,000 /- (Excluding Examination and Other Fees) (For 4 Semesters)
For Foreign Learners	US \$ 1760 (Excluding Examination and Other Fees) (For 4 Semesters)

6. Documents Required for the Admission

❖ For Indian Learners

- Colour Scan Copy of SSC, HSC and Graduation mark sheets.
- Caste Certificate (If applicable).
- Recent passport size photograph Scan copy and Scan signature of the student.
- Any Govt. ID Proof such as Aadhaar Card, PAN Card, Passport etc.

❖ For Foreign Learners

If Learner obtained Graduation from any Foreign Institute, then he / she has to produce 'Equivalence Certificate issued by the Association of Indian Universities' for admissions.

7. Pattern of Examination:

Examination of each course will be divided as 20 Marks for Internal Evaluation and 80 Marks for Semester-End-Examination.

1. Internal Evaluation (of 20 Marks) for each Course will consists of;

a. For Semester-I and II:

Home Assignments to be hand written by Learner and to be uploaded on LMS.

b. For Semester- III and IV:

Uploading the Recorded Video on Case Presentation on LMS.

2. Semester End Evaluation (of 80 Marks) for each Course will consists of;

Nature of Question paper and Scheme of marking for all courses are as follows:

1	Nature of Examination	Proctored Online Examination through LMS
2	Nature of Questions	Multiple Choice Questions (MCQs)
3	Number of Questions	80 Multiple Choice Questions (MCQs)
4	Marks for Each Question	01 Mark
5	Marking Scheme	01 Mark for Every Correct Answer. No Negative Marking
6	Specific Nature of Questions	Multiple Choice Questions (MCQs) be asked in the form of- <ul style="list-style-type: none">• Case Study followed by MCQs (Long Case followed by 05 MCQs)• Caselet followed by 01 MCQ
7	Difficulty Level	Question Paper must have – <ul style="list-style-type: none">• 30 MCQs- Easy Level-Covering Basic Conceptions• 30 MCQs- Moderate Level- Covering Quick Decision-Making abilities.• 20 MCQs- Hard Level- Covering Analytical Thinking and its Applications
8	Time Duration	03 Hours (i.e., 180 Minutes)

8. Standard of Passing

1. Standard of Passing:

1. There will be separate head of passing for internal evaluation and Semester-End-Examination. Such internal evaluation is of the 20 Marks and learner required to earn at least 10 Marks for passing of one course and there are 80 Marks for Semester-End-Examination and learner has to earn at least 40 Marks for one course, that means 50% Marks learner has to earn for passing under each head.
2. No Class / Grade will be awarded to any part of examination. It will be awarded in aggregate; after successfully completion of all the courses.

2. Passing Rules:

1. For admission to MBA Part-II, a Learner has to clear at least 11 courses of Sem-I and II all together.
2. If a Learner fails in any no. of Courses of Sem.-I; shall be allowed to proceed to Sem.-II. Similarly, if a Learner fails in any no. of Courses of Sem.-III; shall be allowed to proceed to Sem.-IV.
3. Learners have to complete MBA Programme within 2+4 years from the date of admission. If Learners fail to complete the programme within the stipulated period, then their registration to the said programme stand cancel.

9. Program Outcomes:

1. Recognize the functioning of business opportunities involvement of business enterprises and exploring the entrepreneurial opportunities.
2. Develop incubation center and entrepreneurship development center for students who intent to take up start up or grow existing business.
3. Develop skills on analyzing the business data application of relevant analysis and problem solving.
4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross-cultural understanding.
5. Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.
7. Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the uses of diverse skill of team members in the related context.

10. Syllabus of Master Business Administration through Online Mode:

The entire MBA through Online Mode programme is of 2900 Marks.

Each paper is of 100 marks. Project Viva Voce is of 200 Marks.

MBA Part-I Semester-I

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
1		Management Philosophy	4	20	80	100
2		Management Accounting	4	20	80	100
3		Business Statistics and Analytics for Decision Making	4	20	80	100
4		Managerial Economics	4	20	80	100
5		Computer applications for business	4	20	80	100
6		Managerial Skills for Effectiveness	4	20	80	100
7		Organizational Behavior	4	20	80	100
		Total	28	140	560	700

MBA Part-I Semester-II

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
8		Marketing Management	4	20	80	100
9		Financial Management	4	20	80	100
10		Human Resource Management	4	20	80	100
11		Operations Management	4	20	80	100
12		Legal and Business Environment	4	20	80	100
13		Research Methodology	4	20	80	100
14		Strategic Management	4	20	80	100
		Total	28	140	560	700

MBA Part-II Semester-III

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
15		Chh. Shivaji Maharaj -The Management Guru	4	20	80	100
16		Project Report and Viva	8	100	100	200
17		Elective I-Paper I	4	20	80	100
28		Elective I-Paper II	4	20	80	100
19		Elective I-Paper III	4	20	80	100
20		Elective II- Paper I	4	20	80	100
21		Elective II- Paper II	4	20	80	100
22		Elective II- Paper II	4	20	80	100
Tota			36	240	660	900

MBA Part-II Semester-IV

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
23		Elective I- Paper IV	4	20	80	100
24		Elective I- Paper V	4	20	80	100
25		Elective I- Paper VI	4	20	80	100
26		Elective II- Paper IV	4	20	80	100
27		Elective II- Paper V	4	20	80	100
28		Elective II- Paper VI	4	20	80	100
Tota			24	120	480	600

***27courses of 100 Marks each and 1 course of Project Viva Voce of 200 Marks**

-Grand Total 2900 Marks. Each course is of 4credits. Total programme is of 116 credits.

*** Candidates are required to select any Two Electives (Elective I & Elective II) from the lists given below for the two courses separately.**

Each elective has 6 papers which are included in–

(i) Semester- III

- Elective-I (Paper I, II and III)
- Elective-II (Paper I, II and III)

(ii) Semester- IV

- Elective-I (Paper IV, V and VI)
- Elective II (Paper IV, V and VI)

Electives:

1. Marketing Management
2. Financial Management
3. Human Resource Management
4. Production & Operations Management
5. International Business
6. Entrepreneurship
7. Business Analytics
8. Hospitality Management
9. Health Care Management

Project Work:

The students have to undergo practical training of 50 days in any manufacturing or service organization and they have to submit their project report up to the fourth semester. The project work must have a Certification from the organization.

List of Elective Courses:

Course s	Elective 1 Marketi ng Manage ment	Elective 2 Financia l Manage ment	Elective 3 Huma n Resour ce Managem ent	Elective 4 Produ ction and Operatio ns Managem ent	Elective 5 Internati onal Business	Elective-6 Entreprene urship	Elective-7 Busi ness Analy tics	Elective-8 Hospital ity Manage ment	Elective -9 Manag ement
Sem este rIII Paper-I	Sales and Distrib ution Manage ment	India n Fina ncial Syst em	Human Resour ce Plann ing and Procure ment	Operatio ns Manage ment Strategy	Internati onal Busine s Environ ment	Project Planning and Implement ation	Busine s Data Manage ment	Fundame ntals of Hospital ity Manage ment	Fundamen tals of Hospital Administ rations
Sem este rIII Paper-II	Integrated Marketing Communi cation	Fina ncial Deci sion Anal ysis	Human Resour ce Develop ment	Product ion Plann ing and Control	Export and Import Policy	Startups and New Venture	Busine s Analytic s in Manage ment	Hotel Manage ment	Health Care Service Manage ment
Sem este rIII Paper-III	Cons umer Beha viour	Project Apprais al and Finance	Compens ation Manage ment	Mate rials and Inve ntory Manage ment	Cross Cultural Manage ment	Institution al Support and Venture Funding	Data Visualiz ationfor Manager s	Tourism Manage ment	Medico Legal Environm ent in Healthcar e
Sem este rIV Paper-IV	Service Marketi ng And Retai l Mark eting	Investm ent Manage ment and Portfolio Analysis	Strategi c HRM and Internat ional Perspecti ves	Supply Chain Manage ment	Issues in Internati onal Busine s	Family Business Managem ent	Cloud Comp uting and Virtualiza tion	Travel Agenc y and Tour Operatio ns Managem ent	Facility Manage ment
Sem este rIV Paper-V	Digit al Mark eting	Behavi oural Finance	Industria l Relation s and Labour Laws	Global Operat ions and Logi stics	Internati onal Marketi ng	Venture Valuatio n and Account ing	Busi ness Analy tics usin g R	Custom er Relation ship Manage ment	Healt hcare Mark eting

Sem este rIV Paper-VI	Contemp orary Issues in Marketin g	Internati onal Finance	Organizat ional Change and Organizat ional Developm ent	World Class Producti on Managem ent	Internati onal Busines s Negotiat ions	Innovat ion Techno logy Managem ent	Busine ss Foreca sting	Event Managem ent	IT Applicatio nsin Healthcare
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