



Empowering Minds to Elevate Lives.

Shree Chanakya Education Society's

Indira College of Engineering and Management

Affiliated to Savitribai Phule Pune University

And Approved by AICTE Delhi

Shree Chanakya Education Society's
Indira College of Engineering & Management,
(ICEM)
(An Autonomous Institute affiliated to SPPU)

Five Year Full Time Ten Semester
As Per National Education Policy (NEP) Guidelines



Integrated
Master of Business Administration (MBA)

Curriculum for A.Y: 2024 - 25
(2024 Pattern)

**GENERAL COURSE
STRUCTURE
&
CREDIT DISTRIBUTION**

INTEGRATED MBA COURSE STRUCTURE

Level 4.5 Semester - I

Course Type	Course	Course Code	Paper Title	Hours/Week	Credits	Internal	External	Total	
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV) 1									
Major Mandatory (12)	Major Mandatory 1 (Compulsory)	MM01	Principles of Management (Poster Making)	3	2	30	70	100	
	Major Mandatory 2 (Select Any one Specialization)	MMF02	Finance: Principles of Finance	3	2	30	70	100	
		MMM02	Marketing: Principles of Marketing						
		MMH02	HRM: Principles of Human Resource Management						
	Major Mandatory 3 (Select Any one Specialization other than selected in Major Mandatory 2)	MMF03	Finance: Principles of Finance	3	2	30	70	100	
		MMM03	Marketing: Principles of Marketing						
		MMH03	HRM: Principles of Human Resource Management						
	Open Elective (OE)	Open Elective 1	OE01	Business Mathematics -I	3	2	15	35	50
		Open Elective 2	OE02	Business Economics - Micro	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course	VSC01	EXCEL	3	2	15	35	50	
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	SEC01	Course on GST (Certification Course)	3	2	50	0	50	
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AEC01	Business Communication – Writing Skills	3	2	15	35	50	
Value Education Course (VEC)	Value Education Course (VEC)	VEC01	Environmental Awareness (To Run or Participate in Environmental Awareness Program including Field Visit and Project)	3	2	15	35	50	
Indian Knowledge System	Indian Knowledge System (IKS)	IKS01	Generic IKS (detail study and Presentation on any of the 3 books available at	3	2	15	35	50	

INTEGRATED MBA COURSE STRUCTURE

(IKS)			https://iksindia.org/book-list.php Ex. Chanakya Niti Shastra, History of Ancient India, Secret Wisdom From Ancient India or)					
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CC01	Yoga and Meditation / Physical Education / (any 1)	3	2	50	0	50
			Total	33	22	280	420	700

***Note: ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness.**

***UHV- Universal Human Value**

Level 4.5 Semester - II

Course Type	Course	Course Code	Paper Title	Hours/Week	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 4 (Compulsory)	MM04	Business Cost Accounting	3	2	30	70	100
	Major Mandatory 5 (As per the specialization selected in Semester I)	MMF05	Finance: Business Accounting	3	2	30	70	100
		MMM05	Marketing: Consumer Behavior and Sales Management					
		MMH05	HRM: Organizational Behavior					
	Major Mandatory 6 (As per the specialization selected in Semester I)	MMF06	Finance: Business Accounting	3	2	30	70	100
		MMM06	Marketing: Consumer Behavior and Sales Management					
MMH06		HRM: Organizational Behavior						
Minor	Minor 1	MN01	Legal and Ethical issues in business- Content Writing and Blogging	3	2	15	35	50
Open Elective (OE)	Open Elective 3	OE03	Business Statistics	3	2	15	35	50
	Open Elective 4	OE04	Business Economics - Macro	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	VSC02	Advanced Excel	3	2	15	35	50
Skill Enhancement Course	Skill Enhancement Course (SEC)	SEC2	Basics of Stock Market (Certification)	3	2	50	0	50

INTEGRATED MBA COURSE STRUCTURE

(SEC)								
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AEC02	Business Communication skills – II	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	VEC02	Indian Constitution	3	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CC02	Yoga and Meditation+ Health and Wellness / Physical Education/NSS (any 1)	3	2	50	0	50
Total				33	22	280	420	700

INTEGRATED MBA COURSE STRUCTURE

Level 5.0 Semester - III
(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (08)	Major Mandatory 7	MMF07	Management Accounting- MOOCs	3	4	30	70	100
	Major Mandatory 8	MMF08	Entrepreneurship and Startup Ecosystem	3	4	30	70	100
Minor	Minor	MNF02	Sales & Distribution Management	3	4	30	70	100
Open Elective (OE)	Open Elective 5	OEF05	(Business Demography)	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	VSCF03	Business Analytics/ Google Applications	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AECF03	Modern Indian Languages (study and analyze a BOOK based on best business Autobiography in Hindi/ Marathi)	3	2	15	35	50
Field Projects (FP)	Project	FP F01	Related to Major Course (Finance Research Project)	3	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CCF03	Visit to Companies or Industry Visit + /NSS/Yoga and Meditation/Physical Education	3	2	15	35	50
Total				24	22	165	385	550

Level 5.0 Semester - IV
(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours /Week	Credits	Internal	External	Total
Major Mandatory (08)	Major Mandatory 9	MMF09	Business Taxation	3	4	30	70	100
	Major Mandatory 10	MMF10	Banking and Finance	3	4	30	70	100
Minor	Minor 3	MNF03	Rural marketing	3	4	30	70	100
Open Elective (OE)	Open Elective 6	OEF06	Essentials of psychology	3	2	15	35	50
Skill	Skill	SEC F03	Fundamental of	3	2	15	35	50

INTEGRATED MBA COURSE STRUCTURE

Enhancement Course (SEC)	Enhancement Course (SEC)		Computers					
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AECF04	Modern Indian Languages 2 (Basics of Hindi/ Marathi)	3	2	15	35	50
Community Engagement and Service corresponding to the Major (CEP)	Project	CEPF01	Related to Major Subject Community Engagement Project 1: Project on Cooperative soc, Banking literacy, financial frauds etc., visit school	3	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CCF04	Yoga and Meditation+ Health and Wellness / Physical Education/(Dance/ Indian Vocal Music)	3	2	15	35	50
Total				24	22	165	385	550

Level 5.5 Semester - V (Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 11	MMF11	Analysis of Financial Statements	4	4	30	70	100
	Major Mandatory 12	MMF12	Legal Aspects in Finance- Research Writing and Publication	4	4	30	70	100
	Major Mandatory 13	MMF13	Supply Chain and Logistics Management	3	2	15	35	50
Major Elective	Major Elective 1	MEF01	Cases in Finance, Fin Tec	4	4	30	70	100
Minor	Minor 4	MNF04	Digital Marketing	4	4	30	70	100
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	VSCF04	Power BI/ SPSS	3	2	15	35	50
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	FPF02/CEPF02	Related to Major Subject -field Project Finance	3	2	15	35	50
Total				25	22	165	385	550

Level 5.5 Semester - VI
(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 14	MMF14	Financial management	4	4	30	70	100
	Major Mandatory 15	MMF15	Project management	4	4	30	70	100
	Major Mandatory 16	MMF16	Fundamentals of Life Insurance	3	2	15	35	50
Major Elective	Major Elective 2	MEF02	To be selected from the bucket provided by SPPU/AIETE - Investment Banking/Personnel financial Planning	4	4	30	70	100
Minor	Minor 5	MNF05	International marketing	4	4	30	70	100
On Job Training (OJT)	On Job Training	OJTF01	Internship/ On job Training (Internship with project)	After the final exams of Sem V	4	30	70	100
Total				19	22	165	385	550

(Exit option: Award of UG Degree in a Major with 120-132 credits
OR continue with Major and Minor)

Level 6.0 Semester – VII (honours)
(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 17	MMF17	New venture Creation & Start ups	4	4	30	70	100
	Major Mandatory 18	MMF18	Business Law	4	4	30	70	100
	Major Mandatory 19	MMF19	Operations Management	4	4	30	70	100
Major Elective	Major Elective 3	MEF03	Financial Derivatives	4	2	15	35	50
	Major Elective 4	MNF04	Project Finance and Trade Finance	3	2	15	35	50
	Major Elective 5	MNF05	Business Analysis & Valuation	3	2	15	35	50
Minor	Minor 4	MNF06	Research Methodology -1	4	4	30	70	100

INTEGRATED MBA COURSE STRUCTURE

		Total	26	22	165	385	550
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Level 6.0 Semester – VIII (honours)

(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 20	MMF20	Research Writing and Publication	4	4	30	70	100
	Major Mandatory 21	MMF21	Content Writing and Blogging - Entrepreneurship & Small Business Management	4	4	30	70	100
	Major Mandatory 22	MMF22	Business Reporting & analysis	4	4	30	70	100
	Major Mandatory 23	MEF23	Business Strategy and Strategic Corporate Finance	2	2	15	35	50
Major Elective	Elective	MEF06	2 Massive Open Online Course (MOOC) of 2 Credits each -Financial Modelling	4	4	30	70	100
OJT		OJT02	On the job training	After the final exams of Sem V	4	50	50	100
			Total (6Subjects)	-	22	185	365	550

(Four Year UG Honours Degree in a Major and Minor with 160 -176 Credits.)

Level 6.0 Semester – VII (Hons. with Research)

(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hour s /	Credit s	Interna l	Externa l	Tota l
				Week				
Major Mandator y	Major Manatory 24	MMF24	Investment & Financial Plan	4	4	50	50	100
	Major Mandator y 25	MMF25	Digital Banking	4	4	50	50	100
Major Elective	Major Elective	MEF07	Advance Financial Resources	2	2	15	35	50
	Major Elective	MEF08	International Finance	2	2	15	35	50

INTEGRATED MBA COURSE STRUCTURE

	Major Elective	MEF09	Security Analysis & Portfolio Management	2	2	15	35	50
Minor	Minor	MNF05	Research Methodology -2	2	2	15	35	50
SIP	SIP F01	SIP F01	Summer Internship Project	2	8	100	100	200
			Total	18	24	260	440	600

Level 6.0 Semester – VIII (Hons. with Research)

(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours /	Credits	Internal	External	Total
				Week				
Major Mandatory	Major Mandatory 26	MMF26	Enterprise Performance Management/	4	4	50	50	100
	Major Mandatory 27	MMF27	Banking Laws & Regulations	4	4	50	50	100
	Major Mandatory 28	MMF28	Business Ethics and Corporate social responsibility	4	4	50	50	100
Major Elective	Major Elective	ME F10	Rural & Micro Finance - Research Writing and Publication	2	2	15	35	50
	Major Elective	ME F11	Financial Analytics -MOOCs	2	2	15	35	50
	Major Elective	ME F12	Direct Tax- Content Writing and Blogging	2	2	15	35	50
Minor	Minor	MNF06	Tourism & Hospitality Marketing	2	2	15	35	50
Research Project	RP	RP F01	Research Project	2	6	50	100	200
			Total	22	26	260	390	700

(Four Year UG Honours with Research Degree in Major and Minor with 160-176 Credits)

MBA SEM I

Level 6.0 Semester - VII

(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
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INTEGRATED MBA COURSE STRUCTURE

Major Mandatory (10)	Major Mandatory 17	MMF17	New venture Creation & Start ups	4	4	30	70	100	
	Major Mandatory 18	MMF18	Business Law	4	4	30	70	100	
	Major Mandatory 19	MMF19	Production & Operation Management	4	4	30	70	100	
Major Elective	Major Elective 3	MEF03	Financial Derivatives	4	2	15	35	50	
	Major Elective 4	MNF04	Project Finance and Trade Finance	3	2	15	35	50	
	Major Elective 5	MNF05	Business Analysis & Valuation	3	2	15	35	50	
Minor	Minor 4	MNF06	Research Methodology Course -I	4	4	30	70	100	
				Total	26	22	165	385	550

MBA SEM II

Level 6.0 Semester - VIII

(Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total	
Major Mandatory (10)	Major Mandatory 20	MMF20	Strategic Corporate Finance- Research Writing and Publication	4	4	30	70	100	
	Major Mandatory 21	MMF21	Entrepreneurship & Small Business Management - MOOCs	4	4	30	70	100	
	Major Mandatory 22	MMF22	Business Reporting & analysis	4	4	30	70	100	
	Major Mandatory 23	MEF23	Business Strategy	2	2	15	35	50	
Major Elective	Elective	MEF06	Financial Modelling	4	4	30	70	100	
OJT		OJT02	On the job training/SIP Summer Internship Program	After the final exams of Sem V	4	50	50	100	
				Total (6Subjects)	-	22	185	365	550

Exit Option: Diploma 44-52 Credits after Three-year UG Degree (with additional 4 Credits of OJT)

MBA SEM III

Level 6.5 Semester - IX

(Major Finance+ Minor Marketing)

INTEGRATED MBA COURSE STRUCTURE

Course Type	Course	Course Code	Paper Title	Hour s /	Credit s	Interna l	Externa l	Tota l
				Week				
Major Mandator y	Major Manatory 24	MMF24	Investment & Financial Plan-Content Writing and Blogging	4	4	50	50	100
	Major Mandator y 25	MMF25	Digital Banking	4	4	50	50	100
Major Elective	Major Elective	MEF07	Advance Financial Resources	2	2	15	35	50
	Major Elective	MEF08	International Finance	2	2	15	35	50
	Major Elective	MEF09	Security Analysis & Portfolio Management	2	2	15	35	50
Minor	Minor	MNF05	Research Methodology -2	2	2	15	35	50
SIP	SIP F01	SIP F01	Summer Internship Project	2	8	100	100	200
Total				18	24	260	440	600

MBA SEM IV Level 6.5 Semester - X (Major Finance+ Minor Marketing)

Course Type	Course	Course Code	Paper Title	Hour s /	Credit s	Interna l	Externa l	Tota l
				Week				
Major Mandator y	Major Mandator y 26	MMF26	Enterprise Performance Management	4	4	50	50	100
	Major Mandator y 27	MMF27	Banking Laws & Regulations	4	4	50	50	100
	Major Mandator y 28	MMF28	Business Ethics and Corporate social responsibility	4	4	50	50	100
Major Elective	Major Elective	ME F10	Rural & Micro Finance	2	2	15	35	50

INTEGRATED MBA COURSE STRUCTURE

	Major Elective	ME F11	Financial Analytics	2	2	15	35	50
	Major Elective	ME F12	Direct Tax	2	2	15	35	50
Minor	Minor	MNF06	Documentary & AD Film making	2	2	15	35	50
Research Project	RP	RP F01	Research Project	2	6	50	100	200
			total	22	26	260	390	700

INTEGRATED MBA COURSE STRUCTURE

Level 5.0 Semester - III
(Major Marketing + Human Resource Management)

Course Type	Course		Paper Title	Hours/Week	Credits	Internal	External	Total
Major Mandatory (08)	Major Mandatory 7	MMM07	Marketing Environment Analysis and Strategies-MOOCs	3	4	30	70	100
	Major Mandatory 8	MMM08	Entrepreneurship and Startup Ecosystem	3	4	30	70	100
Minor	Minor 2	MNM02	Human Resource Management Functions & Practices	3	4	30	70	100
Open Elective (OE)	Open Elective 5	OEM05	To be adopted from other faculty in exchange (Business Demography)	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	VSCM03	Business Analytics/ Google Applications	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AECM03	Modern Indian Languages 1 Modern Indian Languages (study and analyze a BOOK based on best business Autobiography in Hindi/ Marathi)	3	2	15	35	50
Field Projects (FP)	Project	FPM01	Related to Major Course-Major Specific Project - Marketing Research Project	3	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CCM03	Visit to Companies or Industry Visit + /NSS/Yoga and Meditation/Physical Education	3	2	15	35	50
Total (8 Subjects)				24	22	165	385	550

Level 5.0 Semester - IV
(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (08)	Major Mandatory 9	MMM09	Advertising and sales Promotion	3	4	30	70	100
	Major Mandatory 10	MMM10	Retail Management	3	4	30	70	100
Minor	Minor 3	MNM03	Employee Recruitment and Record Management	3	4	30	70	100

INTEGRATED MBA COURSE STRUCTURE

Open Elective (OE)	Open Elective 6	OEM06	To be adopted from other faculty in exchange (Personality Development)	3	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	SECM03	Fundamental of Computers	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AECM04	Modern Indian Languages (study and analyze a BOOK based on trade and commerce in Hindi/ Marathi)	3	2	15	35	50
Community Engagement and Service corresponding to the Major (CEP)	Project	CEPM01	Related to Major Subject-Community Engagement Project 1: Project on self-help group, Indian swadeshi products etc.)	3	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CCM04	Yoga and Meditation+ Health and Wellness / Physical Education/(Dance/ Indian Vocal Music)	3	2	15	35	50
Total				24	22	165	385	550

Level 5.5 Semester - V
(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 11	MMM11	Digital Marketing	4	4	30	70	100
	Major Mandatory 12	MMM12	Legal Aspects in Marketing- Research Writing and Publication	4	4	30	70	100
	Major Mandatory 13	MMM13	Supply Chain Management	3	2	15	35	50
Major Elective 1	Major Elective 1	MEM01	Cases in Marketing	4	4	30	70	100
Minor	Minor 4	MNM04	Global HRM	4	4	30	70	100
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	VSCM04	Power BI/Advanced Excel/SPSS	3	2	15	35	50
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	CEPM02	Related to Major Subject- Field Project 2 - Marketing	3	2	15	35	50
			Total	25	22	165	385	550

Level 5.5 Semester - VI
(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 14	MMM14	International Brand Management	4	4	30	70	100
	Major Mandatory 15	MMM15	International Marketing Management	4	4	30	70	100
	Major Mandatory 16	MMM16	Customer Relationship Management	3	2	15	35	50
Major Elective 2	Major Elective 2	MEM02	To be selected from the bucket provided by SPPU- Integrated	4	4	30	70	100

INTEGRATED MBA COURSE STRUCTURE

			Marketing Communication					
Minor	Minor 5	MNM05	HRM Accounting	4	4	30	70	100
On Job Training (OJT)	On Jot Training	OJTM01	Internship	After the final exams of Sem V	4	30	70	100
Total				19	22	165	385	550

(Exit option: Award of UG Degree in a Major with 120-132 credits
OR continue with Major and Minor)

Level 6.0 Semester – VII (honours)

(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 17	MMM17	New venture Creation & Start ups	4	4	30	70	100
	Major Mandatory 18	MMM18	Business Law	4	4	30	70	100
	Major Mandatory 19	MMM19	Production & Operation Management	4	4	30	70	100
Major Elective	Major Elective	MEM03	NeuroMarketing	4	2	15	35	50
Major Elective	Major Elective	MNM04	Social Media Marketing	3	2	15	35	50
Major Elective	Major Elective	MNM05	E Business & Marketing	3	2	15	35	50
Minor	Minor 4	MNM06	Research Methodology -1	4	4	30	70	100
Total (7Subjects)				26	22	165	385	550

Level 6.0 Semester – VIII (honours)

(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 20	MMM20	Research Writing and Publication	4	4	30	70	100
	Major Mandatory 21	MMM21	Content Writing and Blogging - Entrepreneurship & Small Business Management	4	4	30	70	100
	Major	MMM22	Business	4	4	30	70	100

INTEGRATED MBA COURSE STRUCTURE

	Mandatory 22		Reporting & analysis					
	Major Mandatory 23	MEM23	Business Strategy and Fundamentals of Rural Business development	2	2	15	35	50
Major Elective	Elective	MEM06	E- Commerce- 2 Massive Open Online Course (MOOC) of 2 Credits each	4	4	30	70	100
OJT		OJT02	Field Projects/ Internship/ Apprenticeship/ Community Engagement and services	After the final exams of Sem V	4	50	50	100
			Total	18	22	185	365	550

(Four Year UG Honours Degree in a Major and Minor with 160 -176 Credits.)

Level 6.0 Semester - VII (Hons. with Research)

(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Manatory 24	MMM24	Integrated Marketing Communication	4	4	50	50	100
	Major Mandatory 25	MMM25	Services Marketing	4	4	50	50	100
Major Elective+ Minor	Major Elective	MEM07	Business to Business Marketing	2	2	15	35	50
	Major Elective	MEM08	Marketing Analytics	2	2	15	35	50
	Major Elective	MEM09	Marketing of Financial Services	2	2	15	35	50
	Minor 5	MNM05	Research Methodology -2	2	2	15	35	50
SIP	SIP F01	SIP M01	Summer Internship Project	2	8	100	100	200

INTEGRATED MBA COURSE STRUCTURE

			Total	18	24	260	340	600
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Level 6.0 Semester - VIII (Hons. with Research)

(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Mandatory 26	MMM26	Enterprise Performance Management	4	4	50	50	100
	Major Mandatory 27	MMM27	Business Ethics and Corporate social responsibility	4	4	50	50	100
	Major Mandatory 28	MMM28	Marketing Strategy	4	4	50	50	100
Major Elective	Major Elective	MEM07	Research Writing and Publication on - Rural & Agriculture Marketing	2	2	15	35	50
	Major Elective	MEM08	MOOCs -Tourism & Hospitality Marketing	2	2	15	35	50
	Major Elective	MEM09	Content Writing and Blogging - Marketing of Luxury Products	2	2	15	35	50
Minor	Minor 6	MI6	Compensation management	2	2	15	35	50
Research Project	RP	RP F01	Research Project	2	6	50	100	200
			Total	22	26	260	390	700

(Four Year UG Honours with Research Degree in Major and Minor with 160-176 Credits)

MBA SEM I Level 6.0 Semester - VII

(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 17	MMM17	New venture Creation & Start ups	4	4	30	70	100
	Major Mandatory 18	MMM18	Business Law	4	4	30	70	100
	Major Mandatory 19	MMM19	Production & Operation Management	4	4	30	70	100
Major Elective	Major Elective	MEM03	NeuroMarketing	4	2	15	35	50
Major Elective	Major Elective	MNM04	Social Media Marketing	3	2	15	35	50
Major Elective	Major Elective	MNM05	E Business & Marketing	3	2	15	35	50
Minor	Minor 4	MNM06	Research Methodology -1	4	4	30	70	100
Total (7Subjects)				26	22	165	385	550

MBA SEM II Level 6.0 Semester - VIII

(Major Marketing + Human Resource Management)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 20	MMM20	Fundamentals of Rural Business development - Research Writing and Publication	4	4	30	70	100
	Major Mandatory 21	MMM21	Entrepreneurship & Small Business Management- MOOCs	4	4	30	70	100
	Major Mandatory 22	MMM22	Business Reporting & analysis	4	4	30	70	100
	Major Mandatory 23	MEM23	Business Strategy	2	2	15	35	50
Major Elective	Elective	MEM06	E- Commerce	4	4	30	70	100
OJT		OJT02	Field Projects/ Internship/ Apprenticeship/ Community	After the final exams of Sem V	4	50	50	100

INTEGRATED MBA COURSE STRUCTURE

			Engagement and services					
			Total	18	22	185	365	550

Exit Option: Diploma 44-52 Credits after Three-year UG Degree (with additional 4 Credits of OJT)

MBA SEM III Level 6.5 Semester - IX (Major Marketing + Human Resource Management)								
Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Manatory 24	MMM24	Integrated Marketing Communication-Content Writing and Blogging	4	4	50	50	100
	Major Mandatory 25	MMM25	Services Marketing	4	4	50	50	100
Major Elective+ Minor	Major Elective	MEM07	Business to Business Marketing	2	2	15	35	50
	Major Elective	MEM08	Marketing Analytics	2	2	15	35	50
	Major Elective	MEM09	Marketing of Financial Services	2	2	15	35	50
	Minor 5	MNM05	Research Methodology -2	2	2	15	35	50
SIP	SIP F01	SIP M01	Summer Internship Project	2	8	100	100	200
			Total	18	24	260	340	600

MBA SEM IV Level 6.5 Semester - X (Major Marketing + Human Resource Management)								
Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total

INTEGRATED MBA COURSE STRUCTURE

Major Mandatory	Major Mandatory 26	MMM26	Enterprise Performance Management	4	4	50	50	100
	Major Mandatory 27	MMM27	Business Ethics and Corporate social responsibility	4	4	50	50	100
	Major Mandatory 28	MMM28	Marketing Strategy	4	4	50	50	100
Major Elective	Major Elective	MEM07	Rural & Agriculture Marketing	2	2	15	35	50
	Major Elective	MEM08	Documentary & AD Film making	2	2	15	35	50
	Major Elective	MEM09	Marketing of Luxury Products	2	2	15	35	50
Minor	Minor 6	MI6	Compensation management	2	2	15	35	50
Research Project	RP	RP F01	Research Project	2	6	50	100	200
			Total	22	26	260	390	700

INTEGRATED MBA COURSE STRUCTURE

INDIRA COLLEGE OF ENGINEERING & MANAGEMENT
Integrated MBA
(Major Human Resource Management + Finance)

Level 5.0 Semester - III

Course Type	Course		Paper Title	Hours / Week	Credits	Internal	External	Total	
Major Mandatory (08)	Major Mandatory 7	MMH07	Human Resource Management Functions & Practices - MOOCs	3	4	30	70	100	
	Major Mandatory 8	MMH08	Entrepreneurship and Startup Ecosystem	3	4	30	70	100	
Minor	Minor 2	MNH02	Financial management	3	4	30	70	100	
Open Elective (OE)	Open Elective 5	OEH05	To be adopted from other faculty in exchange (Business Demography)	3	2	15	35	50	
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	VSCH03	Business Analytics/ Google Applications	3	2	15	35	50	
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AECH03	Modern Indian Languages (study and analyze a BOOK based on best business Autobiography in Hindi/ Marathi)	3	2	15	35	50	
Field Projects (FP)	Project	FPH01	Related to Major Course - Major Specific Project - HRM Research Project	3	2	15	35	50	
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	CC HO 3	Visit to Companies or Industry Visit/NSS/Yoga and Meditation/Physical Education	3	2	15	35	50	
				Total	24	22	165	385	550

(Major Human Resource Management + Finance)

Level 5.0 Semester - IV

Course Type	Course		Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (08)	Major Mandatory 9	MMH09	Employee Recruitment and Record Management	3	4	30	70	100
	Major Mandatory 10	MMH10	Cross - Cultural Human Resource and International Relations	3	4	30	70	100
Minor	Minor 3	MNH03	Banking and Finance	3	4	30	70	100

INTEGRATED MBA COURSE STRUCTURE

Open Elective (OE)	Open Elective 6	OEH06	To be adopted from other faculty in exchange (Personality Development)	3	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	SECH03	Fundamental of Computers	3	2	15	35	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	AECH04	Modern Indian Languages (study and analyze a BOOK based on best business Autobiography in Hindi/ Marathi)	3	2	15	35	50
Community Engagement and Service correspondin g to the Major (CEP)	Project	CEPH01	Related to Major Subject-Community Engagement Project 1: Project on self-help group, Indian swadeshi products etc.)	3	2	15	35	50
				3	2	15	35	50

Co-Curricular Courses(CC)	Co-Curricular Courses (CC)	CCH04	Yoga and Meditation+ Health and Wellness / Physical Education/(Dance / Indian Vocal Music)						
				Total	24	22	165	385	550
(Major Human Resource Management + Finance)									
Level 5.5 Semester V									
Course Type	Course	Course Code		Hours / Week	Credits	Internal	External	Total	
Major Mandatory (10)	Major Mandatory 11	MMH11	Change Management and Organizational Development	4	4	30	70	100	
	Major Mandatory 12	MMH12	Legal Aspects in HRM- Research Writing and Publication	4	4	30	70	100	
	Major Mandatory 13	MMH13	Supply Chain Management	3	2	15	35	50	
Major Elective	Major Elective 1	MEH01	Cases in HRM	4	4	30	70	100	
Minor	Minor 4	MNH04	Business Research Methods	4	4	30	70	100	
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	VSCH04	Power BI/Advanced Excel/SPSS	3	2	15	35	50	
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	CEPH02	Related to Major Subject	3	2	15	35	50	
				Total	25	22	165	385	550

(Major Human Resource Management + Finance)
Level 5.5 Semester VI

Course Type	Course	Course Code		Hours /Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 14	MMH14	Performance Management System	4	4	30	70	100
	Major Mandatory 15	MMH15	International Human Resource Management	4	4	30	70	100
	Major Mandatory 16	MMH16	To be selected from the bucket provided by SPPU- Cross Cultural HRM	3	2	15	35	50
Major Elective	Major Elective 2	MEH02	To be selected from the bucket provided by SPPU- Current Trends in Human Resource Management	4	4	30	70	100
Minor	Minor 5	MNH05	Entrepreneurs hip finance	4	4	30	70	100
On Job Training (OJT)	On Jot Training	OJTH01	Internship	After the final exams of Sem V	4	30	70	100
			Total	19	22	165	385	550

(Exit option: Award of UG Degree in a Major with 120-132 credits)

OR continue with Major and Minor)

(Major Human Resource Management +Finance)
Level 6.0 Semester VII (honours)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 17	MMH17	New venture Creation & Start ups	4	4	30	70	100
	Major Mandatory 18	MMH18	Business Law	4	4	30	70	100
	Major Mandatory 19	MMH19	Production & Operation Management	4	4	30	70	100
Major Elective	Major Elective	MEH03	Behavioral testing and training for employee retention.	4	2	15	35	50
Major Elective	Major Elective	MNH04	HR Analytics	3	2	15	35	50
Major Elective	Major Elective	MNH05	Talent acquisition and management	3	2	15	35	50
Minor	Minor 4	MNH06	Research Methodology -1	4	4	30	70	100
			Total	26	22	165	385	550

Level 6.0 Semester VIII (honours)
(Major Human Resource Management +Finance)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 20	MMH20	Research Writing and Publication	4	4	30	70	100
	Major Mandatory 21	MMH21	Content Writing and Blogging - Entrepreneurship & Small Business Management	4	4	30	70	100
	Major Mandatory 22	MMH22	Business Reporting & analysis	4	4	30	70	100
	Major Mandatory 23	MMH23	Business Strategy and Fundamentals of Rural Business development	2	2	15	35	50
Major Elective	Elective	MEH06	Marketing Research - 2 Massive Open	4	4	30	70	100

			Online Course (MOOC) of 2 Credits each					
OJT			Field Projects/ Internship/ Apprenticeship/ Community Engagement and services	After the final exams of Sem V	4	50	50	100
			Total	18	22	185	365	550

(Four Year UG Honours Degree in a Major and Minor with 160 -176 Credits.)

Level 6.0 Semester - VII (Hons. with Research)

(Major Human Resource Management +Finance)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Manatory 24	MMH24	Strategic Management	4	4	50	50	100
	Major Mandatory 25	MMH25	Employee Relations and Labour Legislations	4	4	50	50	100
Major Elective	Major Elective	MEH07	Compensation and Rewards Management	2	2	15	35	50
	Major Elective	MEH08	International HR	2	2	15	35	50
	Major Elective	MEH09	HR Perspectives in Mergers and Acquisition	2	2	15	35	50
	Minor	MNH05	Research Methodology -2	2	2	15	35	50
SIP	SUMMER INTERNSHIP PROGRAM	SIP H01	Summer Internship Project	2	8	100	100	200
			Total	18	24	260	340	600

Level 6.0 Semester - VIII (Hons. with Research)

(Major Human Resource Management +Finance)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Manatory 26	MMH26	Enterprise Performance Management	4	4	50	50	100

	Major Mandatory 27	MMH27	Business Ethics and Corporate social responsibility	4	4	50	50	100
	Major Mandatory 28	MMH28	Compensation management	4	4	50	50	100
Major Elective	Major Elective	MEH07	Research Writing and Publication - Public Relations and Corporate Communications	2	2	15	35	50
	Major Elective	MEH08	Labour Welfare - MOOCs	2	2	15	35	50
	Major Elective	MEH09	Strategic Human Resource Management- Content Writing and Blogging	2	2	15	35	50
	Major Elective	MEH10	Best Practices in HRM	2	2	15	35	50
	Research Project	RP	RPH01	Research Project	2	6	50	100
			Total	22	26	260	390	700

(Four Year UG Honours with Research Degree in Major and Minor with 160-176 Credits)

(Major Human Resource Management +Finance)

MBA SEM I

Level 6.0 Semester VII

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 17	MMH17	New venture Creation & Start ups	4	4	30	70	100
	Major Mandatory 18	MMH18	Business Law	4	4	30	70	100
	Major Mandatory 19	MMH19	Production & Operation Management	4	4	30	70	100
Major Elective	Major Elective	MEH03	Behavioral testing and training for employee retention.	4	2	15	35	50
Major Elective	Major Elective	MNH04	HR Analytics	3	2	15	35	50
Major Elective	Major Elective	MNH05	Talent acquisition and management	3	2	15	35	50

Minor	Minor 4	MNH06	Research Methodology -1	4	4	30	70	100
			Total	26	22	165	385	550
MBA SEM II Level 6.0 Semester VIII (Major Human Resource Management +Finance)								
Course Type	Course	Course Code	Paper Title	Hours /Week	Credits	Internal	External	Total
Major Mandatory (10)	Major Mandatory 20	MMH20	Fundamentals of Rural Business development - Research Writing and Publication	4	4	30	70	100
	Major Mandatory 21	MMH21	Entrepreneurship & Small Business Management-MOOCs	4	4	30	70	100
	Major Mandatory 22	MMH22	Business Reporting & analysis	4	4	30	70	100
	Major Mandatory 23	MMH23	Business Strategy	2	2	15	35	50
Major Elective	Elective	MEH06	Marketing Research	4	4	30	70	100
OJT			Field Projects/ Internship/ Apprenticeship/ Community Engagement and services	After the final exams of Sem V	4	50	50	100
			Total	18	22	185	365	550

Exit Option: Diploma 44-52 Credits after Three-year UG Degree (with additional 4 Credits of OJT)

MBA SEM III Level 6.5 Semester IX (Major Human Resource Management +Finance)								
Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Mandatory 24	MMH24	Strategic Management- Content Writing and Blogging	4	4	50	50	100
	Major Mandatory 25	MMH25	Employee Relations and Labour Legislations	4	4	50	50	100

Major Elective	Major Elective	MEH07	Compensation and Rewards Management	2	2	15	35	50
	Major Elective	MEH08	International HR	2	2	15	35	50
	Major Elective	MEH09	HR Perspectives in Mergers and Acquisition	2	2	15	35	50
	Minor	MNH05	Research Methodology -2	2	2	15	35	50
SIP	SUMMER INTERNSHIP PROGRAM	SIP H01	Summer Internship Project	2	8	100	100	200
Total				18	24	260	340	600

**MBA SEM VI
Level 6.5 Semester X**

(Major Human Resource Management +Finance)

Course Type	Course	Course Code	Paper Title	Hours / Week	Credits	Internal	External	Total
Major Mandatory	Major Manatory 26	MMH26	Enterprise Performance Management	4	4	50	50	100
	Major Mandatory 27	MMH27	Business Ethics and Corporate social responsibility	4	4	50	50	100
	Major Mandatory 28	MMH28	Compensation management	4	4	50	50	100
Major Elective	Major Elective	MEH07	Public Relations and Corporate Communications	2	2	15	35	50
	Major Elective	MEH08	Labour Welfare	2	2	15	35	50
	Major Elective	MEH09	Strategic Human Resource Management	2	2	15	35	50
	Major Elective	MEH10	Best Practices in HRM	2	2	15	35	50

Research Project	RP	RPH01	Research Project	2	6	50	100	200
			Total	22	26	260	390	700

(Integrated MBA)