



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)
Two Year Full Time Four Semester POST GRADUATE
PROGRAMME**

MBA Curriculum for the Batch of 2024 - 2026

Semester III - Generic / Subject Core					
Course Code	Course	Credits	FA	SA	Marks
GC - 14	Strategic Management	3	50	50	100
SC 01		3	50	50	100
	Total	3	50	50	200
Semester III - SIP - Compulsory for all Specialisations					
Course Code	Course	Credits	FA	SA	Marks
OJT 01	Summer Internship Program/On the Job Training	8	100	100	200
Semester III – Marketing Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC MKT-01	Services Marketing	3	50	50	100
	Total	3	50	50	100
Semester III - Specialization Elective - Any 4 - Marketing					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - MKT – 05	Personal Selling Lab	3	50	50	100
SE - MKT – 06	Product & Brand Management	3	50	50	100
SE - MKT – 07	Sales & Distribution Management	3	50	50	100
SE - MKT – 08	Business to Business Marketing	3	50	50	100
SE - MKT – 09	International Marketing	3	50	50	100
SE - MKT – 010	Integrated Marketing Communications	3	50	50	100
SE - MKT – 011	Marketing Analytics	3	50	50	100

SE - MKT – 012	Marketing 4.0	3	50	50	100
	Total	12	200	200	400
Semester III – Finance Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC FIN-01	Advanced Financial Management	3	50	50	100
	Total	3	50	50	100
Semester III – Specialization Elective - Any 4 - Finance					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - FIN-05	Digital Banking	3	50	50	100
SE - FIN-06	Financial Literacy	3	50	50	100
SE - FIN-07	Indirect Taxation	3	50	50	100
SE - FIN-08	Personal Financial Planning	3	50	50	100
SE - FIN-09	Financial Securities Evaluation and Portfolio Design	3	50	50	100
SE - FIN-010	Insurance Legislation and Compliance	3	50	50	100
SE - FIN-011	Financial Reporting	3	50	50	100
SE - FIN-012	International Finance	3	50	50	100
	Total	12	200	200	400
Semester III - Human Resource Management Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC HRM-01	Strategic Human Resource Management	3	50	50	100
	Total	3	50	50	100
Semester III - Specialization Elective - Any 4 - Human Resource Management					
Course Code	Specialization subject	Credits	FA	SA	Marks

SE - HR - 05	International HR	3	50	50	100
SE - HR - 06	Talent Acquisition & Talent Management	3	50	50	100
SE - HR - 07	HR Analytics	3	50	50	100
SE - HR – 08	Employee Relations and Labour Legislations	3	50	50	100
SE - HR – 09	HR Perspective in Merger & Acquisition	3	50	50	100
SE - HR – 010	Labour Economics & Costing	3	50	50	100
SE - HR – 011	Competency Based Human Resource Management System	3	50	50	100
SE - HR – 012	Conflict management and Negotiation Skills	3	50	50	100
	Total	12	200	200	400
Semester III – Operations and Supply Chain Management Subject Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC OPE- 01	Services Operations Management	3	50	50	100
	Total	3	50	50	100
Semester III – Specialization Elective - Any 4 - Operations and Supply Chain Management					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - OPE - 05	Logistics Management	3	50	50	100
SE - OPE- 06	Supply Chain Analytics	3	50	50	100
SE - OPE- 07	Operations & Service Strategy	3	50	50	100
SE - OPE– 08	Theory of Constraints	3	50	50	100
SE - OPE– 09	Manufacturing Resource Planning	3	50	50	100
SE - OPE– 010	Strategic Supply Chain Management	3	50	50	100

SE - OPE– 011	Business Excellence	3	50	50	100
SE - OPE– 012	Service Value Chain Management	3	50	50	100
	Total	12	200	200	400
Course Code	Specialization subject	Credits	FA	SA	Marks
SC BA – 01	Python	3	50	50	100
	Total	3	50	50	100
Semester III - Specialization Elective - Any 4 - Business Analytics					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - BA – 05	Machine Learning & Cognitive intelligence using Python	3	50	50	100
SE - BA – 06	Advanced Statistical Methods using R	3	50	50	100
SE - BA - 07	Cognos Analytics	3	50	50	100
SE - BA – 08	Visual Analytics	3	50	50	100
SE - BA – 09	E Commerce Analytics-I	3	50	50	100
SE - BA – 010	Industrial Internet of Things	3	50	50	100
SE - BA – 011	Supply & Operation Chain Analytics	3	50	50	100
SE - BA – 012	Economics of Network Industries	3	50	50	100
	Total	12	200	200	400
	Grand Total Sem III				
Semester IV - Generic / Subject Core					
Course Code	Course	Credits	FA	SA	Marks
GC - 01	Entrepreneurship, Innovation and Design Thinking	3	50	50	100
GC - 02	Enterprise Performance Management	2	0	50	50
SC - 01		3	50	50	100

RP	Research project	6	100	50	150
	Total	14	200	200	400
Semester IV – Marketing Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC MKT-02	Marketing Strategy	3	50	50	100
	Total	3	50	50	100
Semester IV – Specialization Elective - Any 4- Marketing					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - MKT- 13	Marketing 5.0	3	50	50	100
SE - MKT- 14	Rural & Agriculture Marketing	3	50	50	100
SE - MKT- 15	Customer Relationship Management	3	50	50	100
SE - MKT- 16	Digital Marketing-II	3	50	50	100
SE - MKT- 17	Retail Marketing	3	50	50	100
SE - MKT - 18	Marketing of Financial Services	3	50	50	100
SE - MKT- 19	Recent trends in Marketing	3	50	50	100
SE - MKT- 20	Contemporary Market Research	3	50	50	100
	Total	12	200	200	400
Semester IV – Finance Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC FIN-02	Financial Markets and Banking Operations	3	50	50	100
	Total	3	50	50	100
Semester IV - Specialization Elective - Any 4 – Finance					

Course Code	Specialization subject	Credits	FA	SA	Marks
SE - FIN-13	Rural and Micro Finance	3	50	50	100
SE - FIN-14	Current Trends & Cases in Finance	3	50	50	100
SE - FIN-15	Financial Modeling	3	50	50	100
SE - FIN-16	Fixed Income Securities	3	50	50	100
SE - FIN-17	Project Finance and Trade Finance	3	50	50	100
SE - FIN-18	Strategic Cost Management	3	50	50	100
SE - FIN-19	Corporate Financial Restructuring	3	50	50	100
SE - FIN-20	Commodities Market	3	50	50	100
	Total	12	200	200	400
Semester IV – Human Resource Management Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC HR-02	Labour Welfare	3	50	50	100
	Total	3	50	50	100
Semester IV - Specialization Elective - Any 4 - Human Resource Management					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - HR - 13	Best Practices in HRM	3	50	50	100
SE - HR - 14	Compensation & Reward Management	3	50	50	100
SE - HR - 15	e HRM	3	50	50	100
SE - HR - 16	Performance Management System	3	50	50	100
SE - HR - 17	Change Management & New Technologies in HRM	3	50	50	100
SE - HR - 18	Designing HR Policies	3	50	50	100
SE - HR - 19	Mentoring & Coaching	3	50	50	100

SE - HR - 20	Employee Engagement and Ownership	3	50	50	100
	Total	12	200	200	400
Semester IV – Operations and Supply Chain Management Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC OSCM-02	Supply Chain Management	3	50	50	100
	Total	3	50	50	100
Semester IV - Specialization Elective - Any 4 - Operations and Supply Chain Management					
Course Code	Specialization subject	Credits	FA	SA	Marks
SE - OPE- 13	Industry 4.0	3	50	50	100
SE - OPE- 14	Six Sigma for Operations	3	50	50	100
SE - OPE- 15	Toyota Production System	3	50	50	100
SE - OPE- 16	Supply Chain Strategy	3	50	50	100
SE - OPE- 17	World Class Manufacturing	3	50	50	100
SE - OPE- 18	Financial Perspectives in Operations Management	3	50	50	100
SE - OPE- 19	Facilities Planning	3	50	50	100
SE - OPE- 20	Sustainable Supply Chains	3	50	50	100
	Total	12	200	200	400
Semester IV – Business Analytics Specialization Core Courses					
Course Code	Specialization subject	Credits	FA	SA	Marks
SC BA-02	Artificial Intelligence in Business Applications	3	50	50	100
	Total	3	50	50	100
Semester IV - Specialization Elective - Business Analytics					
Course Code	Specialization subject	Credits	FA	SA	Marks

SE - BA-13	Workforce Analytics	3	50	50	100
SE - BA-14	Social media, Web & Text Analytics	3	50	50	100
SE - BA-15	Sparks & Scala	3	50	50	100
SE - BA-16	E Commerce Analytics-II	3	50	50	100
SE - BA-17	Healthcare Analytics	3	50	50	100
SE - BA-18	Predictive Modelling using SPSS Modeler	3	50	50	100
SE - BA-19	Marketing Analytics	3	50	50	100
SE - BA-20	Retailing Analytics	3	50	50	100
	Total	12	200	200	400
	Grand Total Sem IV	26	400	400	800

	No. OF SUBJECTS	Credit
GC (Generic Core)	3	8
RP (Research Project, Dissertation)	1	6
SC (Subject Core)	2	6
SE (Subject Elective)	8	24
OJT (On the job training, SIP)	1	8
Total	15	52

Year	Sem	Credits	Marks
1	I	26	800
1	II	26	800

2	III	26	800
2	IV	26	800
Total	IV	104	3200

AK