



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 I - Generic Core					
Course Code	Course	Credits	FA	SA	Marks
GC - 01	Managerial Accounting	3	50	50	100
GC - 02	Organizational Behaviour	3	50	50	100
GC - 03	Economic Analysis for Business Decisions	3	50	50	100
GC - 04	Basics of Marketing	3	50	50	100
GC - 05	Operations and Supply Chain Management	3	50	50	100
GC - 06	Start Up and New Venture Management	3	50	50	100
GC - 07	Quantitative Techniques	2	0	50	50
GC - 08	Indian Knowledge System	2	0	50	50
	Total	22	300	400	700
Semester I - Generic Elective - Any 2					
Course Code	Course	Credits	FA	SA	Marks
GE - 01	Basics of Business Analytics	0	0	0	0
GE - 02	MS Excel	2	50	0	50
GE - 03	Written Analysis and Communication Lab (Compulsory)	2	50	0	50
GE - 04	Management Fundamentals				
GE - 05	Selling and Negotiation Skills Lab				
GE - 06	Contemporary Frameworks in Management				
GE - 07	Essentials of Psychology for Managers				
GE - 08	Demand Analysis and Forecasting				
GE - 09	Business, Government and Society				
GE - 10	Project Management				
	Total	4	100	0	100
	Grand Total	26	100	0	800
Semester II - Generic Core					
Course Code	Course	Credits	FA	SA	Marks
GC - 09	Marketing Management	3	50	50	100
GC - 10	Financial Management	3	50	50	100

GC - 11	Human Resource Management	3	50	50	100
GC - 12	Indian Economy	3	50	50	100
GC - 13	Legal Aspects of Business	2	0	50	50
	Total	14	200	250	450
Semester II - Research and Field Project					
Course Code	Course	Credits	FA	SA	Marks
RM - 01	Business Research Methodology	3	50	50	100
RM - 02	Industrial Analysis and Desk Research	2	50	0	50
FP- 01	Field Project	3	50	50	100
	Total	8	150	100	250
Semester II - Subject Elective Elective - Any 2 - Marketing					
Course Code	Course	Credits	FA	SA	Marks
SE - MKT - 01	Digital Marketing - I	2	50	0	50
SE - MKT - 02	Consumer Behaviour	2	50	0	50
SE - MKT - 03	Marketing Research				
SE - MKT - 04	Marketing of Financial Services - I				
	Total	4	100	0	100
Semester II - Subject Elective Elective - Any 2 - Finance					
Course Code	Course	Credits	FA	SA	Marks
SE - FIN - 01	Direct Taxation	2	50	0	50
SE - FIN - 02	Cost and Works Accounting	2	50	0	50
SE - FIN - 03	Banking and Financial Intermediation				
SE - FIN - 04	Financial Analytics				
	Total	4	100	0	100
Semester II - Subject Elective Elective - Any 2 - Human Resource Management					
Course Code	Course	Credits	FA	SA	Marks
SE - HR - 01	Learning and Development	2	50	0	50

SE - HR - 02	HR Operations	2	50	0	50
SE - HR - 03	Organizational Diagnosis and Development				
SE - HR - 04	Current Trends and Cases in Human Resource Management				
	Total	4	100	0	100
Semester II - Subject Elective Elective - Any 2 - Operations and Supply Chain Management					
Course Code	Course	Credits	FA	SA	Marks
SE - OPE - 01	Planning and Control of Operations	2	50	0	50
SE - OPE - 02	Inventory Management	2	50	0	50
SE - OPE - 03	Quality Management Standards				
SE - OPE - 04	Productivity Management				
	Total	4	100	0	100
Semester II - Subject Elective Elective - Any 2 - Business Analytics					
Course Code	Course	Credits	FA	SA	Marks
SE - BA - 01	Basic Business Analytics using R	2	50	0	50
SE - BA - 02	Data Mining	2	50	0	50
SE - BA - 03	Tableau				
SE - BA - 04	Data Warehousing Project Life Cycle Management				
	Total	4	100	0	100
	Grand Total Sem II	26	450	350	800
Semester III - Generic / Subject Core					
Course Code	Course	Credits	FA	SA	Marks
GC - 14	Strategic Management	3	50	50	100
SC - MKT - 01	Services Marketing	3	50	50	100
SC - FIN - 01	Digital Banking				
SC - HR - 01	Employee Relations and Labour Legislations				

SC - OPE - 01	Supply Chain Management				
SC - BA - 01	Artificial Intelligence in Business Applications				
	Total	6	100	100	200
Semester III - SIP - Compulsory for all Specialisations					
Course Code	Course	Credits	FA	SA	Marks
OJT 01	Summer Internship Program	8	100	100	200
	Total	8	100	100	200
Semester III - Subject Elective Elective - Any 4 - Marketing					
Course Code	Course	Credits	FA	SA	Marks
SE - MKT - 05	Product & Brand Management	3	50	50	100
SE - MKT - 06	Sales & Distribution Management	3	50	50	100
SE - MKT - 07	Digital Marketing - II	3	50	50	100
SE - MKT - 08	Business to Business Marketing	3	50	50	100
SE - MKT - 09	Marketing Analytics				
SE - MKT - 10	Marketing of Financial Services - II				
SE - MKT - 11	International Marketing				
SE - MKT - 12	Personal Selling Lab				
		12	200	200	400
Semester III - Subject Elective Elective - Any 4 - Finance					
Course Code	Course	Credits	FA	SA	Marks
SE - FIN - 05	Behavioural Finance	3	50	50	100
SE - FIN - 06	Advance Financial Resources	3	50	50	100
SE - FIN - 07	Financial Literacy	3	50	50	100
SE - FIN - 08	Mutual Funds	3	50	50	100

SE - FIN - 09	International Finance				
SE - FIN - 10	Security Analysis & Portfolio Management				
SE - FIN - 11	Investment & Financial Plan				
SE - FIN - 12	Technical Analysis of Financial market				
		12	200	200	400
Semester III - Subject Elective Elective - Any 4 - Human Resource Management					
Course Code	Course	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	Testing and Assessment	3	50	50	100
SE - HR - 08	Compensation and Rewards Management	3	50	50	100
SE - HR - 09	HR Audit				
SE - HR - 10	HR Perspectives in Mergers and Acquisition				
SE - HR - 11	Conflict and Negotiation Management				
SE - HR - 12	HR Analytics				
		12	200	200	400
Semester III - Subject Elective Elective - Any 2 - Operations and Supply Chain Management					
Course Code	Course	Credits	FA	SA	Marks
SE - OPE - 05	Service Operations Management-I	3	50	50	100
SE - OPE - 06	Supply Chain Analytics	3	50	50	100
SE - OPE - 07	Enterprise Resource Planning	3	50	50	100
SE - OPE - 08	Material Management	3	50	50	100
SE - OPE - 09	Quality Management Standards				

SE - OPE - 10	Six Sigma for Operations				
SE - OPE - 11	Toyota Production System				
SE - OPE - 12	Manufacturing Resource Planning				
		12	200	200	400
Semester III - Subject Elective Elective - Any 4 - Business Analytics					
Course Code	Course	Credits	FA	SA	Marks
SE - BA - 05	Machine Learning & Cognitive intelligence using Python	3	50	50	100
SE - BA - 06	Basic Business Analytics using R	3	50	50	100
SE - BA - 07	Visual Analytics	3	50	50	100
SE - BA - 08	Social Media, Web & Text Analytics	3	50	50	100
SE - BA - 09	Industrial Internet of Things				
SE - BA - 10	E commerce Analytics - I				
SE - BA - 11	Predictive Modelling using SPSS Modeler				
SE - BA - 12	Cognos Analytic				
		12	200	200	400
	Grand Total Sem III	26	400	400	800
Semester IV - Generic / Subject Core					
Course Code	Course	Credits	FA	SA	Marks
GC - 15	Enterprise Performance Management	3	50	50	100
GC - 16	Business Ethics	2	0	50	50
SC - MKT - 02	Marketing Strategy	3	50	50	100
SC - FIN - 02	Financial laws				
SC - HR - 02	Competency Based Human Resource Management Systems				
SC - OPE - 02	Logistics Management				

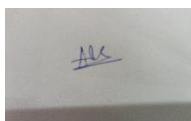
SC - BA - 02	Business Intelligence Platform for Analytics				
	Total	8	100	150	250
Semester IV - Research Project - Compulsory for all Specialisations					
Course Code	Course	Credits	FA	SA	Marks
RP 01	Research Project	6	50	100	150
	Total	6	50	100	150
Semester IV - Subject Elective Elective - Any 4 - Marketing					
Course Code	Course	Credits	FA	SA	Marks
SE - MKT - 13	Marketing 4.0	3	50	50	100
SE - MKT - 14	Customer Relationship Management	3	50	50	100
SE - MKT - 15	Rural & Agriculture Marketing	3	50	50	100
SE - MKT - 16	Tourism & Hospitality Marketing	3	50	50	100
SE - MKT - 17	Marketing of High Technology Products				
SE - MKT - 18	Marketing of Luxury Products				
SE - MKT - 19	Retail Marketing				
SE - MKT - 20	Retailing Analytics				
	Total	12	200	200	400
Semester IV - Subject Elective Elective - Any 4 - Finance					
Course Code	Course	Credits	FA	SA	Marks
SE - FIN - 13	Rural & Micro Finance	3	50	50	100
SE - FIN - 14	Current Trends & Cases in Finance	3	50	50	100
SE - FIN - 15	Fixed Income Securities	3	50	50	100
SE - FIN - 16	Financial Reporting	3	50	50	100
SE - FIN - 17	Project Finance management				
SE - FIN - 18	Corporate Restructuring				

SE - FIN - 19	Banking Laws & Regulations				
SE - FIN - 20	Agricultural Insurance				
	Total	12	200	200	400
Semester IV - Subject Elective Elective - Any 4 - Human Resource Management					
Course Code	Course	Credits	FA	SA	Marks
SE - HR - 13	Best Practices in HRM	3	50	50	100
SE - HR - 14	Designing HR Policies	3	50	50	100
SE - HR - 15	Labour Costing	3	50	50	100
SE - HR - 16	Mentoring and Coaching	3	50	50	100
SE - HR - 17	e-HRM				
SE - HR - 18	Labour Welfare				
SE - HR - 19	Strategic Human Resource Management				
SE - HR - 20	Leadership and Succession Planning				
	Total	12	200	200	400
Semester IV - Subject Elective Elective - Any 4 - Operations and Supply Chain Management					
Course Code	Course	Credits	FA	SA	Marks
SE - OPE - 13	Sustainable Practices in OSCM	3	50	50	100
SE - OPE - 14	Sustainable Supply Chains	3	50	50	100
SE - OPE - 15	E-Supply Chain & Logistics	3	50	50	100
SE - OPE - 16	Industry 5.0	3	50	50	100
SE - OPE - 17	Strategic Sourcing in Supply Management				
SE - OPE - 18	Service Operations Management -II				
SE - OPE - 19	Purchasing and supplier Relationship Management				

SE - OPE - 20	World Class Manufacuturing				
	Total	12	200	200	400
Semester IV - Subject Elective Elective - Any 4 - Business Analytics					
Course Code	Course	Credits	FA	SA	Marks
SE - BA - 13	ETL, Data Profiling and Data Modelling	3	50	50	100
SE - BA - 14	Sparks & Scala	3	50	50	100
SE - BA - 15	Economic Network Industries	3	50	50	100
SE - BA - 16	Analytics across domain	3	50	50	100
SE - BA - 17	E Commerce Analytics - II				
SE - BA - 18	Data Warehousing Project Life Cycle Management				
SE - BA - 19	Workforce Analytics				
SE - BA - 20	Advanced Statistical Methods using R				
	Total	12	200	200	400
	Grand Total Sem IV	26	350	450	800

Course Type	No. of Subjects	Credits
Generic Core (Major)	13	36
General Elective	2	4
Subject (Specialisation) Elective	2	4
Research (RM)	2	5
Field Project	1	3
Total	20	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



BOS Chairman

Dean Academics

Principal ICEM