



Savitribai Phule Pune University
School of Open learning

Master of Business Administration

M.B.A. - (Rev. 2021) C.B.C.S. Distance Education

Total Credits for M.B.A.- (Rev. 2021) C.B.C.S. Distance Education

S. N.	Subject	Credit
1	Semester -I	24
2	Semester -II	24
3	Semester -III	26
4	Semester -IV	26
5	1 -MOOC (10 credit for MOOC)	10
Total Credits		110

Details of the Subjects - (First Year of M.B.A. SEM-I)
Core Subjects (CR)

S.N.	Subject Code	Subject	Credit	Semester
1	CR-11	Management Concepts & Applications	04	I
2	CR-12	Economics for Managers	04	I
3	CR-13	Organizational Behavior	04	I
4	CR-14	Elements Of Managerial Communication	04	I
5	CR-15	Computers Application for Business	04	I
6	CR-16	Basics of Marketing	04	I
Total Credits - SEM-I			24	

**Details of the Subjects - (First Year of M.B.A. SEM-II)
Core Subjects (CR)**

S.N.	Subject Code	Subject	Credit	Semester
7	CR-21	Basics of Human Resource Management	04	II
8	CR-22	Operational Management	04	II
9	CR-23	Management Accounting	04	II
10	CR-24	Management of Social Management	04	II
11	CR-25	Research Methodology	04	II
12	CR-26	Management Information System	04	II
Total Credits - SEM-II			24	

Major Specialization:

1. HUMAN RESOURCE MANAGEMENT
2. MARKETING MANAGEMENT
3. FINANCIAL MANAGEMENT
4. ENTREPRENEURSHIP
5. PROJECT MANAGEMENT
6. INTERNATIONAL BUSINESS MANAGEMENT
7. OPERATION & SUPPLY CHAIN MANAGEMENT
8. BUSINESS ANALYTICS

Minor Specialization:

1. PHARMA & HEALTHCARE MANAGEMENT
2. TOURISM AND HOSPITALITY MANAGEMENT
3. DIGITAL MARKETING
4. BANKING MANAGEMENT

Specialization Offered (Major-Minor combination)

- ❖ Learners may opt for only single major specialization (from Major subject's basket-07)
- ❖ Students can also get degree in major (Major subjects basket only-07) and minor (from all major and minor specialization basket-11) in combination as per their choice of interest or requirement.
- ❖ Students will have choice of minor specialization of selecting 04 other offered subjects by school of open learning.

Details of the Subjects - (Second Year of M.B.A. SEM-III)

S.N.	Subject Code	Subject	Credit	Semester
1	Code of the subjects will appear as per the selection of the Major and Minor specialization	Core Subject -1	04	III
2		Major Specialisation Subject 1	04	III
3		Major Specialisation Subject 2	04	III
4		Minor/Major Specialisation Subject 3	04	III
5		Minor/Major Specialisation Subject 4	04	III
6		Project Work 1	06	III
Total Credits - SEM-III			26	

Details of the Subjects - (Second Year of M.B.A. SEM-IV)

S.N.	Subject Code	Subject	Credit	Semester
7	Code of the subjects will appear as per the selection of the Major and Minor specialization	Core Subject -1	04	IV
8		Major Specialisation Subject 1	04	IV
9		Major Specialisation Subject 2	04	IV
10		Minor/Major Specialisation Subject 3	04	IV
11		Minor/Major Specialisation Subject 4	04	IV
12		Project Work 2	06	IV
Total Credits - SEM-IV			26	

MOOC COURSES

S.N.	Subject Code	Subject	Credit	Semester
1	MC - CR	MOOC Courses	10	I-IV (A certificate regarding successful completion of the MOOC course shall be presented mid of any semester but before completion of IV semester of the MBA)

Details of the Subjects - (Second Year of M.B.A. SEM-III & SEM-IV)

Core Subjects (CR)-SEM-III

S.N.	Subject Code	Subject	Credit	Semester
13	CR-31	Strategic Management	04	III
14	PRJ-36	Project Work	06	III

Core Subjects (CR)-SEM-IV

S.N.	Subject Code	Subject	Credit	Semester
15	CR-41	Entrepreneurship Development	04	IV
16	PRJ-46	Project Work	06	IV

MARKETING SEMESTER-III AND IV

Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
17	MKTG-MJ-32	Critical Thinking in Digital and Social Media Marketing(SEM-III)	04	III
18	MKTG-MJ-33	Advertising Strategy(SEM-III)	04	III
19	MKTG-MJ-42	Launching New Products and Services(SEM-IV)	04	IV
20	MKTG-MJ-43	Marketing Strategy for Growth and Defence(SEM-IV)	04	IV
21	MKTG-MN-34	Technology Marketing(SEM-III)	04	III
22	MKTG-MN-35	Digital Marketing Implementation(SEM-III)	04	III
23	MKTG-MN-44	Business-to-Business Marketing(SEM-IV)	04	IV
24	MKTG-MN-45	Entrepreneurial Tools for Digital Marketing	04	IV

HUMAN RESOURCE MANAGEMENT SEMESTER-III AND IV

Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
25	HR-MJ-32	Strategic Human Resource Management (SEM-III)	04	III
26	HR-MJ-33	Labour Law -01(SEM-III)	04	III
27	HR-MJ-42	Labour Law-02(SEM-IV)	04	IV
28	HR-MJ-43	Cases in Human Resource Management(SEM-IV)	04	IV
29	HR -MN-34	Compensation Management(SEM-III)	04	III
30	HR -MN-35	Labour Economics (SEM-III)	04	III
31	HR -MN-44	Industrial Relation(SEM-IV)	04	IV
32	HR -MN-45	HR Analytics(SEM-IV)	04	IV

FINANCIAL MANAGEMENT SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
33	FIN-MJ-32	Financial Management (SEM-III)	04	III
34	FIN -MJ-33	Management Control System(SEM-III)	04	III
35	FIN -MJ-42	Portfolio Management(SEM-IV)	04	IV
36	FIN -MJ-43	The Goods and Services Tax(SEM-IV)	04	IV
37	FIN -MN-34	International finance(SEM-III)	04	III
38	FIN -MN-35	Mergers and Acquisitions(SEM-III)	04	III
39	FIN -MN-44	Cost Accounting (SEM-IV)	04	IV
40	FIN -MN-45	Small business and corporate finance(SEM-IV)	04	IV

ENTREPRENEURSHIP SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
41	ENR-MJ-32	Entrepreneurship Management(SEM-III)	04	III
42	ENR -MJ-33	Economic Environment of Business(SEM-III)	04	III
43	ENR -MJ-42	Corporate Law(SEM-IV)	04	IV
44	ENR -MJ-43	Launching a New Venture(SEM-IV)	04	IV
45	ENR -MN-34	Working Capital Management(SEM-III)	04	III
46	ENR MN-35	Innovation and Creativity(SEM-III)	04	III
47	ENR -MN-44	MSME and Family Business(SEM-IV)	04	IV
48	ENR -MN-45	Launching Start-Up(SEM-IV)	04	IV

PROJECT MANAGEMENT SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)

S.N.	Subject Code	Subject	Credit	Semester
49	PRJ-MJ-32	Basis of Project Management(SEM-III)	04	III
50	PRJ -MJ-33	Managing Projects & Resources(SEM-III)	04	III
51	PRJ -MJ-42	Product Pricing Strategies(SEM-IV)	04	IV
52	PRJ -MJ-43	Resources Considerations in projects(SEM-IV)	04	IV
53	PRJ -MN-34	Project Identification and Selection(SEM-III)	04	III
54	PRJ MN-35	Case Studies in Project Management(SEM-III)	04	III
55	PRJ -MN-44	Project Performance Measurement (SEM-IV)	04	IV
56	PRJ -MN-45	Project Execution and Control(SEM-IV)	04	IV

**INTERNATIONAL BUSINESS MANAGEMENT -SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
57	IB-MJ-32	Import Export Documentation and Procedures (SEM-III)	04	III
58	IB -MJ-33	Cross Cultural Management and Global Leadership (SEM-III)	04	III
59	IB -MJ-42	Global Trade and Logistics Management (SEM-IV)	04	IV
60	IB -MJ-43	International Business and Employment Laws (SEM-IV)	04	IV
61	IB -MN-34	International Banking and Foreign Exchange Management (SEM-III)	04	III
62	IB -MN-35	Global Competitiveness, Value Chains and Alliances (SEM-III)	04	III
63	IB -MN-44	New Venture Creation and Start-ups (SEM-IV)	04	IV
64	IB -MN-45	International Relations Management (SEM-IV)	04	IV

**OPERATION & SUPPLY CHAIN MANAGEMENT SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
65	OSCM-MJ-32	Production And Operation Management (SEM-III)	04	III
66	OSCM -MJ-33	World Class Manufacturing(SEM-III)	04	III
67	OSCM -MJ-42	Total Quality Management(SEM-IV)	04	IV
68	OSCM -MJ-43	Supply Chain Management (SEM-IV)	04	IV
69	OSCM -MN-34	Logistics And Distribution Management (SEM-III)	04	III
70	OSCM -MN-35	Inventory and Stores Management(SEM-III)	04	III
71	OSCM -MN-44	Six Sigma(SEM-IV)	04	IV
72	OSCM -MN-45	Purchasing & Materials Management(SEM-IV)	04	IV

**BUSINESS ANALYTICS SEMESTER-III and IV
Major Specialization Subjects (MJ) Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
73	BA-MJ-32	Business Analytics & Statistical Methods using R (SEM-III)	04	III
74	BA -MJ-33	Machine Learning & Cognitive intelligence using Python (SEM-III)	04	III
75	BA -MJ-42	Data Science (SEM-IV)	04	IV
76	BA -MJ-43	Artificial Intelligence in Business Applications (SEM-IV)	04	IV
77	BA -MN-34	Software Project Management (SEM-III)	04	III
78	BA -MN-35	E commerce Analytics (SEM-III)	04	III
79	BA -MN-44	Industrial Internet of Things (SEM-IV)	04	IV
80	BA -MN-45	Big Data Analytics (SEM-IV)	04	IV

**PHARMA & HEALTH CARE MANAGEMENT
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
81	OHC -MN-34	Essentials of Pharma and Healthcare Administration	04	III
82	OHC -MN-35	Healthcare Management	04	III
83	OHC -MN-44	HRM in Pharma & Healthcare Management	04	IV
84	OHC -MN-45	Legal Aspects of Healthcare	04	IV

**TOURISM AND HOSPITALITY MANAGEMENT
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
85	THM -MN-34	Introduction to Hospitality and Tourism Management	04	III
86	THM -MN-35	Banquet Management	04	III
87	THM -MN-44	Tourism and development Management	04	IV
88	THM -MN-45	International Tourism	04	IV

**DIGITAL MARKETING
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
89	DMKG -MN-34	Basics of Digital Marketing	04	III
90	DMKG -MN-35	Lead Generation & E Mail Marketing	04	III
91	DMKG -MN-44	Digital Media Laws	04	IV
92	DMKG -MN-45	Content Marketing	04	IV

**BANKING MANAGEMENT
SEMESTER-III and IV
Minor Specialization Subjects (MN)**

S.N.	Subject Code	Subject	Credit	Semester
93	BNKM -MN-34	Banking Fundamentals	04	III
94	BNKM -MN-35	Corporate Banking	04	III
95	BNKM -MN-44	Branch Banking & Role of Branch Managers	04	IV
96	BNKM -MN-45	Introduction to Insurance and Risk Management	04	IV

MOOC COURSES

S.N.	Subject Code	Subject	Credit	Semester
97	MC -CR	MOOC Courses	10	I-IV(A certificate regarding successful completion of the MOOC course shall be presented mid of any semester but before completion of IV semester of the MBA)