



**DR. D. Y. PATIL VIDYAPEETH, PUNE
(DEEMED TO BE UNIVERSITY)**

**GLOBAL BUSINESS SCHOOL AND
RESEARCH CENTRE
TATHAWADE, PUNE**

**SYLLABUS
FOR
MASTER OF BUSINESS ADMINISTRATION
(MBA)**

ACADEMIC BATCH: 2025-27

Programme Pattern: The Programme comprises of 4 semesters and adopts the Choice Based Credit System (CBCS) and Grading System. Each semester includes the core subjects and also value added activities like Personality development, Corporate Grooming; Skill Developments etc.

Semester	Credits
I	30
II	30
III	35
IV	10
Total	105

Evaluation System:

Pattern of Examination: The 'Evaluation Scheme' comprises of:

- 1) Comprehensive Continuous Evaluation (CCE) (Internal)
- 2) University Evaluation (External)

The 'Evaluation Scheme' of the programmes will be as follows:

Sr. No.	Programme	Comprehensive Continuous Evaluation (CCE) (Internal)	University Evaluation (External)	Total Marks
1	MBA	50%	50%	100

A) Concurrent Evaluation:

Comprehensive Continuous Evaluation (CCE) Scheme in Semester system is spread throughout the entire duration of course and is done by the respective course faculty. Faculty members are empowered to select and apply relevant component of evaluation from the suggested list of components of evaluation.

Internal / External	Sr. No.	Particulars	No. of Evaluations	Marks Out of	% Marks Allotted (Weightage)
Comprehensive Continuous Evaluations (CCE)	1	Comprehensive Continuous Evaluation (CCE) 1 (Any 1 Group from A to E)	Any 1 for each course per Semester	10 marks per course	50%
	2	Comprehensive Continuous Evaluation (CCE) 2 (Any 1 Group from A to E except Group opted earlier)	Any 1 for each course per Semester	10 marks per course	
	3	Comprehensive Continuous Evaluation (CCE) 3 (Any 1 Group from A to E except Group opted earlier)	Any 1 for each course per Semester	10 marks per course	
	4	Term End Examination	Per course per Semester	20 marks per course	
External Evaluation	5	University Examination	Per course per Semester	50 marks per course	50%
Total					100%

Important Note:

- 1) For each Course Comprehensive Continuous Evaluation (CCE): Internal Evaluation is of 50% and External Evaluation is of 50%.
- 2) 1 Credit of the course is equal to 15 contact hours.
- 3) **Class Participation and Attendance:** As per the norms of Dr. D. Y. Patil Vidyapeeth 75% and above Class Participation and Attendance is mandatory.
- 4) The course faculty shall prepare the scheme of Comprehensive Continuous Evaluation (Formative Assessment) before commencement of the term.
- 5) Each CCE tool shall be of 10 marks.

Faculty members shall have the flexibility to design the Comprehensive Continuous Evaluation for ensuring balanced evaluation of student, by selecting components from given groups relevant to the course requirement:

B) SIP Evaluation:

Sr. No.	Courses	Comprehensive Continuous Evaluation Parameters			
		Duration	Assessment of Project Report & Outcome	Viva Voce	Marks
1	MB311 Summer Internship Project	2 months (60 Days)	50 Marks (Internal)	50 Marks (External)	100 Marks

Important Note: The Evaluation Scheme of SIP will consist of ‘Assessment of Project Report & Outcome for 50 Marks (Internal) and ‘Viva Voce’ for 50 Marks (External). The ‘Viva Voce’ will be conducted by panel of experts consisting of External Experts and Internal Experts.

COURSE STRUCTURE: DUAL SPECIALIZATION
(With Marketing Management and Business Analytics)
SEMESTER : I

Course Code	Course Title	Marks		Total	Credits	No. of Sessions			Total Sessions (hrs)
		Internal	External			L	T	P	
MB101	Organizational Behavior	50	50	100	2	20	5	5	30
MB102	Accounting for Business Decisions	50	50	100	3	35	5	5	45
MB103	Managerial Economics	50	50	100	3	35	5	5	45
MB104	Business Law	50	50	100	2	20	5	5	30
MB105	Entrepreneurship Development and Project Management	50	50	100	2	20	5	5	30
MB106	Advanced Statistics and Quantitative Techniques	50	50	100	3	35	5	5	45
MB107	Generative AI for Business	50	50	100	2	15	5	10	30
MB108	Python for Business Analytics	50	50	100	3	25	5	15	45
MB109	Visual Analytics- Tableau, Power BI	50	50	100	2	25	5	15	30
MB110	Design Thinking	50	50	100	2	20	5	5	30
MB111	Advanced Excel and Spreadsheet Modeling	50	-	50	2	10	5	15	30
MB112	Domain Elective (Only 1)								
I	Fundamentals of Marketing	50	50	100	3	35	5	5	45
II	Fundamentals of Business Analytics								
III	Fundamentals of Finance								
IV	Fundamentals of Human Resource								
V	Fundamentals of Operations and SCM								
VI	Fundamentals of Agribusiness								
VII	Fundamentals of Hospital and Healthcare								
VIII	Fundamentals of International Business								
IX	Fundamentals of IT and System								
X	Fundamentals of Pharma								
XI	Fundamentals of Biotechnology and Bioinformatics								
MB113	Business English	50	-	50	1	10	3	2	15
Total				1200	30				

SEMESTER : II

Course Code	Course Title	Marks		Total	Credits	No. of Sessions			Total Sessions (hrs)
		Internal	External			L	T	P	
MB201	AI Driven Marketing Management	50	50	100	2	20	5	5	30
MB202	Financial Management	50	50	100	3	35	5	5	45
MB203	AI Driven Human Resource Management	50	50	100	2	20	5	5	30
MB204	AI Driven Operations and SCM	50	50	100	2	20	5	5	30
MB205	Business Research Methods	50	50	100	3	35	5	5	45
MB206	Machine Learning for Managers	50	50	100	2	20	5	5	30
MB207	Data Analytics for Business	50	50	100	3	35	5	5	45
MB208	Specialization- I, Paper- 1	50	50	100	3	35	5	5	45
MB209	Specialization- I, Paper- 2	50	50	100	3	35	5	5	45
Choice of any 2 Courses from MB210 to MB212									
MB210	Specialization- II, Paper- 1	50	50	100	3	35	5	5	45
MB211	Specialization- II, Paper- 2	50	50	100	3	35	5	5	45
MB212	Specialization- II, Paper- 3	50	50	100	3	35	5	5	45
MB213	Introduction to Disaster Management	50	-	50	1	10	3	2	15
Total				1150	30				

SEMESTER : III

Course Code	Course Title	Marks		Total	Credits	No. of Sessions			Total Sessions (hrs)
		Internal	External			L	T	P	
MB301	AI Driven Innovation and Strategic Management	50	50	100	2	20	5	5	30
MB302	AI Driven Start Up and New Venture Management	50	50	100	2	20	5	5	30
MB303	Specialization- I, Paper- 3	50	50	100	3	35	5	5	45
MB304	Specialization- I, Paper- 4	50	50	100	3	35	5	5	45
MB305	Specialization- I, Paper- 5	50	50	100	3	35	5	5	45
MB306	Specialization- I, Paper- 6	50	50	100	3	35	5	5	45

Choice of any 4 Courses from MB307 to MB311									
MB307	Specialization- II, Paper- 4	50	50	100	3	35	5	5	45
MB308	Specialization- II, Paper- 5	50	50	100	3	35	5	5	45
MB309	Specialization- II, Paper- 6	50	50	100	3	35	5	5	45
MB310	Specialization- II, Paper- 7	50	50	100	3	35	5	5	45
MB311	Specialization- II, Paper- 8	50	50	100	3	35	5	5	45
MB312	Summer Internship Project (SIP)	50	50	100	6	-	-	-	60 Days
MB313	Introduction to Cyber Security	50	-	50	1	10	3	2	15
Total				1150	35				

SEMESTER : IV

Course Code	Course Title	Marks		Total	Credits	No. of Sessions			Total Sessions (hrs)
		Internal	External			L	T	P	
MB401	Capstone Project- AI Enabled Business Solution	50	50	100	3	-	-	45	45
MB402	Specialization- I, Paper- 7 (Case Study Writing / Research Paper Writing)	50	-	50	3	-	-	45	45
Choice of any 1 Course from MB403 and MB404									
MB403	Specialization- II, Paper- 9 (Field Project / Live Project)	50	-	50	3	-	-	45	45
MB404	Specialization- II, Paper- 10 (Seminar / Desk Research)	50	-	50	3	-	-	45	45
MB405	Business Ethics and Corporate Governance	50	-	50	1	10	3	2	15
Total				250	10				

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MB109	Visual Analytics- Tableau, Power BI	30
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