

**Pune University affiliated, Govt. of Maharashtra Recognised and AICTE approved  
 2 years Full Time MBA (Institute Code No. 6547 | DTE Choice Code MB 654710110 |  
 MBA Approval Letter No. : Govt. of Maharashtra GR No. CTC-2011/(222/2011)/Tanshi-4  
 Dated 1/8/2011 Pune University College Code: SIMMC 1311)**

### **Specializations Offered**

- Marketing Management
- Finance Management
- Information Technology Management
- Human Resources Management
- Technology Management
- Supply Chain Management
- Rural & Agribusiness Management
- Family Business Management
- Operations Management
- International Business Management
- Banking & Insurance Management
- Healthcare Management
- Entrepreneurship Management
- Service Management
- Retail Management
- Defence Management
- Digital Media & Communication Marketing Management
- Tourism & Hospitality Management

### **SEMESTER ONE**

<b>CODE</b>	<b>SUBJECT TITLE</b>
	<b>Generic Elective Courses - Select Any 4</b>
107	Management Fundamentals
108	Business Communication Lab
109	MS Excel & Advanced Excel Lab
110	Selling & Negotiation Skills Lab
111	Business, Government & Society
112	Leadership Lab
113	Personality Development Lab
114	Foreign Language - I Lab
115	Enterprise Analysis - Desk Research

## SEMESTER TWO

CODE	SUBJECT TITLE
201	Marketing Management
202	Financial Management
203	Human Resource Management
204	Decision Science
205	Operations & Supply Chain Management
206	Management Information System

## SEMESTER TWO

CODE	Semester - II Generic Elective Courses - Select Any 4
207	Emotional Intelligence and Managerial Effectiveness Lab
208	Statistical Software Lab
209	MS Project Lab
210	Life Skills Lab
211	Geopolitics & the World Economic System
212	Business Systems & Procedures
213	Computer Aided Personal Productivity Tools Lab
214	Foreign Language - II Lab
215	Industry Analysis - Desk Research

## SEMESTER THREE

CODE	SUBJECT TITLE Generic Core Courses
301	Strategic Management
302	Enterprise Performance Management
303	Startup and New Venture Management

304	Summer Internship Project
305	Specialization Paper I
306	Specialization Paper II
	<b>Subject Elective Courses</b>
307	Specialization Paper III
308	Specialization Paper IV

**Table IV – C: Subject Core Courses**

	<b>Subject Core Courses (Marketing)</b>
305MKT	Contemporary Marketing Research
306MKT	Consumer Behaviour
403MKT	Services Marketing
404MKT	Sales and Distribution Management
	<b>Subject Core Courses (Finance)</b>
305FIN	Direct Taxation
306FIN	Financial System of India, Markets and Services
403FIN	Indirect Taxation
404FIN	International Finance
	<b>Subject Core Courses (Information Technology)</b>
305 IT	IT Management and Cyber Laws
306 IT	E-Business and Business Intelligence
403 IT	Software Project Management
404 IT	Enterprise Resource Planning (ERP)
	<b>Subject Core Courses (Operations Management)</b>

305OPE	Planning& Control of Operations
306OPE	Inventory Management
403OPE	Operations Strategy and Research
404OPE	Total Quality Management
	<b>Subject Core Courses (Human Resources Management)</b>
305HR	Labour& Social Security Laws
306HR	Human Resource Accounting& Compensation Management
403HR	Employment Relations
404HR	Strategic Human Resource Management

	<b>Subject Core Courses (International Business Management)</b>
305IB	International Business Economics
306IB	Export Documentation and Procedures
403IB	International Business Environment
404IB	Indian Economy and Trade Dependencies
	<b>Subject Core Courses (Supply Chain Management)</b>
305 SCM	Essentials of Supply Chain Management
306 SCM	Logistics Management
403 SCM	Strategic Supply Chain Management
404 SCM	Knowledge Management in Supply Chains
	<b>Subject Core Courses (Rural&amp; Agribusiness Management)</b>
305RABM	Agriculture and Indian Economy
306RABM	Rural Marketing I
403RABM	Rural Credit and Finance

404RABM	RuralMarketingII
	<b>SubjectCoreCourses (FamilyBusiness Management)</b>
305FBM	EssentialsofFamily BusinessManagement –I
306FBM	ManagingInnovation- I
403FBM	EssentialsofFamily BusinessManagement –II
404FBM	ManagingInnovation–II

	<b>SubjectCoreCourses (Technology Management)</b>
305TM	Fundamentalsof Technology Management
306TM	ManagingInnovation– I
403TM	Technology Competitionand Strategy
404TM	ManagingInnovation– II
	<b>SubjectCoreCourses (Bankingand Insurance Management)</b>
305BIM	BankingConceptsand Operations
306BIM	Principlesand PracticesofInsurance
403BIM	BankingRegulations andLegalAspects
404BIM	TrendsInInsurance Management
	<b>SubjectCoreCourses (Healthcare Management)</b>
305HM	Introductionto Healthcare Management
306HM	InformationTechnology inHealthcare
403HM	IntroductiontoMedical / Healthcare Terminology

404HM	StrategicPlanningand Healthcare Management
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	<b>SubjectCoreCourses (Entrepreneurship Development)</b>
305 ED	Change,Creativity,Innovation andEntrepreneurship
306 ED	FinanceforEntrepreneurs
403 ED	SocialEntrepreneurship
404 ED	InvestinginScience & Technology

	<b>SubjectCoreCourses (Services Management)</b>
305SER	ServicesBusiness Management
306SER	ServicesPerformance Management
403SER	StrategicServices Marketing
404SER	SectoralServices Management

	<b>SubjectCoreCourses (RetailManagement)</b>
305RM	Introductionto Retailing
306RM	RetailStores & Operation Management
403RM	E-commerceand Digitalmarketingin Retail
404RM	InternationalRetailing

	<b>SubjectCoreCourses (DigitalMedia Communication Marketing)</b>
305MC	IntegratedMarketing Communication

306MC	InternetMarketingI
403MC	StrategicBrand Management
404MC	InternetMarketingII

	<b>SubjectCore Courses (Tourismand Hospitality Management)</b>
305THM	Fundamentals of Hospitality Management
306THM	Tourismand Travel Management
403THM	Strategic Hospitality Management
404THM	Tourism Planningand Development

	<b>Subject Core Courses(Defense Management(DF))</b>
305 DFM	Evolutionof StrategicThought of Defence
306 DFM	StrategicDefence Management
403 DFM	Defence Economics
404 DFM	NationalPower and Defence Policy

**TableIV–D:SubjectElectiveCourses**

	<b>SubjectElectiveCourses(Marketing Management)</b>
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307MKT	IntegratedMarketingCommunications
308MKT	ProductManagement
309MKT	StrategicBrandManagement
310MKT	PersonalSellingLab
311MKT	QualitativeMarketingResearch
312MKT	CustomerRelationshipManagement
313MKT	MarketingandtheLaw
314MKT	FinanceforMarketingProfessionals
315MKT	MarketingofFinancialServices- I
316MKT	TourismMarketing
317MKT	AgriculturalMarketing
318MKT	Businessto BusinessMarketing
405MKT	RetailMarketing
406MKT	RuralMarketing
407MKT	ServiceOperationsManagement
408MKT	InternationalMarketing
409MKT	ExportDocumentation& Procedures
410MKT	MarketingStrategy
411MKT	MarketingDecisionModels
412MKT	Marketingof HighTechnologyProducts
413MKT	E-Marketingandanalytics
414MKT	MarketingtoEmergingMarkets&Bottomof the Pyramid
415MKT	MarketingofFinancialServices- II
416MKT	CrossCulturalRelationshipMarketing

	<b>Subject Elective Courses (Financial Management)</b>
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307FIN	StrategicCostManagement
308FIN	Corporate& InternationalFinancialReporting
309FIN	CorporateFinance
310FIN	CorporateFinancialRestructuring
311FIN	EquityResearch,CreditAnalysis& Appraisal.
312FIN	RuralFinancialInstitutions
313FIN	BankingOperations- I
314FIN	TreasuryManagement
315FIN	FuturesandOptions
316FIN	FinancialInstruments&Derivatives
405FIN	BehavioralFinance
406FIN	FinancialModelingUsingExcel
407FIN	FinancialRiskManagement
408FIN	OnlineTradingof FinancialAssets
409FIN	BankingOperations–II
410FIN	Wealth& PortfolioManagement
411FIN	FixedIncomeSecurities& TechnicalAnalysis
412FIN	CommodityMarkets
413FIN	FinancingRuralDevelopment
414FIN	PrinciplesofInsurance

	<b>Subject Elective Courses (Information Technology Management)</b>
307IT	Software Engineering
308IT	Mobile Computing with Android
309IT	RDBMS with Oracle
310IT	Software Quality Assurance

311IT	E-Learning
312IT	SoftwareMarketing
313IT	ITforRetailing
314IT	TechnicalWriting
405IT	WebDesigningandMultimedia
406IT	NetworkTechnologiesand Security
407IT	DatabaseAdministration
408IT	SoftwareTesting
409IT	InformationSecurityandAudit
410IT	DataWarehousingandDataMining
411IT	GeographicalInformationSystem
412IT	E-Governance
413IT	InternetMarketing
414IT	MicrosoftOffice2010Lab

	<b>Subject Elective Courses (Operations Management)</b>
307OPE	ProductivityManagement
308OPE	MaintenanceManagement
309OPE	FacilitiesPlanning
310OPE	ManufacturingResourcePlanning
311OPE	TechnologyManagement
312OPE	Six Sigma
313OPE	DesigningOperationsSystems
314OPE	ToyotaProductionSystem
315OPE	ProjectManagement
316OPE	TheoryofConstraints

405OPE	QualityManagementStandards
406OPE	WorldClassManufacturing
407OPE	BusinessProcessreengineering
408OPE	EnterpriseResourcePlanning
409OPE	FinancialPerspectivesinOperations Management
410OPE	ServiceOperationsManagement
411 OPE	BusinessProcessManagement
412 OPE	ChallengesandOpportunitiesinOperations Management
413 OPE	LeanManufacturing

	<b>Subject Elective Courses (Human Resources Management)</b>
307HR	EmployeeHealth,Safety&Welfare
308HR	CompensationManagement
309HR	HR Audit
310HR	HumanResourceInformationSystem
311HR	Outsourcingof HR
312HR	PublicRelations& CorporateCommunication
313HR	QualityManagementSystem
314HR	Lab inRecruitmentandSelection
315HR	Lab inJobDesignand Analysis
316HR	Lab inTraining
317HR	Lab in LabourLaws-I
318HR	Lab in Personnel Administration & Appln Procedures
405HR	OrganizationalDesignandDevelopment
406HR	GlobalHRI
407HR	EmployeeRewardManagement

408HR	ChangeManagement
409HR	Conflict& NegotiationManagement
410HR	Lab inCSR
411HR	Lab inIndustrialRelations
412HR	Lab in LegalCompliances
413HR	Lab in MentoringandCoaching
414HR	EmergingTrends inHR
415HR	DesigningHR Policies
416HR	CompetencyMapping

	<b>Subject Elective Courses (International Business Management)</b>
307IB	InternationalManagement
308IB	InternationalMarketing
309IB	InternationalMarketingResearch
310IB	InternationalFinancialManagement
311IB	GlobalITManagement
312IB	GlobalLogistics& SupplyChains
313IB	DesigningOrganizationsforUncertain Environment
314IB	LegalDimensionsofInternationalBusiness
315IB	GlobalStrategicManagement
316IB	InternationalRelations& Management
317IB	ForeignLanguageforInternationalBusiness– I
405IB	Environment& GlobalCompetitiveness
406IB	MarketingtoEmergingMarkets & Bottomof thePyramid
407IB	Cross-CulturalRelationshipMarketing
408IB	ForeignExchangeManagement

409IB	E Commerce
410IB	EnterpriseResourcePlanning
411IB	GlobalHR
412IB	WTOandIntellectualPropertyRights
413IB	GlobalCompetitivenessandStrategic Alliances
414IB	InternationalDiversityManagement
415IB	ForeignLanguageforInternationalBusiness– II

	<b>Subject Elective Courses (Supply Chain Management)</b>
307 SCM	ManagingMaterialFlowin SupplyChains
308 SCM	InventoryManagement
309 SCM	Purchasing & Supplier Relationship Management–I
310 SCM	Six Sigma
311 SCM	SupplyChainPlanning
312 SCM	SupplyChainCoordination
313 SCM	DecisionModelingforSupplyChains
314 SCM	TheoryofConstraints
315 SCM	SupplyChainPractices–I
405 SCM	GreenLogistics& SupplyChains
406 SCM	EnterpriseResourcePlanning
407 SCM	Purchasing & Supplier Relationship Management–II
408 SCM	SupplyChainRiskManagement
409 SCM	ProjectManagement
410 SCM	SupplyChainPerformanceMeasurement
411 SCM	Supply Chain Management - Financial Perspectives
412 SCM	GlobalLogistics

413 SCM	SupplyChainPractices–II
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	<b>Subject Elective Courses (Rural &amp; Agribusiness Management)</b>
307RABM	RuralDevelopmentI
308RABM	SpecialAreasin RuralMarketing
309RABM	CommodityMarkets–I
310RABM	AgriculturalMarketing&PriceAnalysis–I
311RABM	Microfinance
312RABM	AgriculturalMarketing
313RABM	RuralResearchMethods
314RABM	RuralBanking
315RABM	AgriSupplyChainsManagement
316RABM	ICT forAgricultureManagement
317RABM	TourismMarketing–I
318RABM	MillenniumDevelopmentGoals
405RABM	RuralDevelopmentII
406RABM	SpecialAreasinAgroproduceManagement
407RABM	CommodityMarkets–II
408RABM	AgriculturalMarketingandPriceAnalysis–II
409RABM	AgriculturalFinanceandProjectManagement
410RABM	Managementof AgriculturalInputMarketing
411RABM	IntellectualPropertyManagement
412RABM	FoodRetailManagement
413RABM	Agri-Entrepreneuership
414RABM	Managementof AgribusinessCooperatives
415RABM	TourismMarketing–II

416RABM	Agriculture& WTO
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	<b>Subject Elective Courses(Family Business Management)</b>
307FBM	BusinessPlan
308FBM	PrivateEquity
309FBM	Franchising
310FBM	SocialEntrepreneurship
311FBM	Intrapreneurship
312FBM	Trends in Entrepreneurship
313FBM	Small Scale Industries Management
314FBM	Entrepreneurial Case Study
405FBM	Creativity and Change in Organizations
406FBM	Accounting for Small Business
407FBM	Management of Intellectual Property Rights
408FBM	Managing, Growing and Exiting the new Venture
409FBM	Project Management
410FBM	Environment and Laws
411FBM	Information, Disaster and Health Management
412FBM	Business Incubation

	<b>Subject Elective Courses(Technology Management)</b>
307TM	Technology Forecasting
308TM	Strategies for information goods and network economies-I
309TM	Advanced Manufacturing Technology
310TM	Product Strategies for High Technology Companies-I
311TM	Foundations of Knowledge Management

312TM	BusinessIntelligenceandAnalytics
313TM	DesigningOrganizationsforUncertain Environment
314TM	TechnologyTransferandCommercialization
315TM	DigitalMarketing
405TM	Innovation,ProductDevelopmentand Commercialization
406TM	Strategiesforinformationgoodsandnetwork economies–II
407TM	TechnologyUseand Assessment
408TM	ProductStrategiesforHighTechnology Companies–II
409TM	Systems&Technologiesfor Knowledge Management
410TM	StrategicManagementof IntellectualProperty Rights
411TM	Change,Creativity& Innovation
412TM	SeminaronManagingEmergingtechnologies
413TM	MarketingofHighTechnologyProducts

	<b>SubjectElectiveCourses(Banking and InsuranceManagement)</b>
307BIM	TreasuryManagement
308BIM	Practiceof LifeInsurance
309BIM	Retail&UniversalBanking
310BIM	Practiceof GeneralInsurance
311BIM	E- Banking
312BIM	FinancialInclusion
313BIM	CorporateInsuranceManagement
314BIM	MarketingofFinancialServices
315BIM	MarketingofInsuranceServices
316BIM	RuralBankingandMicro-finance



317BIM	PersonalFinancialPlanning
318BIM	PropertyInsurance
405BIM	AdvanceTechnologyin Banking&Insurance
406BIM	Practiceof MarineInsurance
407BIM	FireandConsequentialLossInsurance
408BIM	HealthInsurance& Medi-claimInsurance
409BIM	AgriculturalInsurance
410BIM	AgencyManagement
411BIM	InternationalBanking
412BIM	VehicleInsurance
413BIM	LifeInsuranceProducts
414BIM	CommercialBankingandCooperativeBanking
415BIM	CentralBanking
416BIM	InnovationsinBankingandInsuranceIndustry

	<b>Subject Elective Courses (Healthcare Management)</b>
307HM	HealthcareSysteminIndia –Publicand Private
308HM	HealthcareSystemintheUS/UK
309HM	HealthcareDataAnalyticsPart- I
310HM	HealthcareOperationsPart- I
311HM	HealthInsuranceIndustry
312HM	HealthcareclinicalandNonclinicalservices
405HM	HealthcareOrganizationalBehavior
406HM	HealthcareOrganizationalLeadership
407HM	HealthcareOperationsPart- II
408HM	HealthcareDataAnalyticsPart- II

409HM	Healthcare Services
410HM	IndianHealthStatisticsandInformationof HealthinIndia

	<b>Subject Elective Courses (Entrepreneurship Development)</b>
307ED	Women Entrepreneurship
308ED	Managing Inventory
309ED	Planning for Operational Efficiency
310ED	Manufacturing Resource Planning
311ED	Legal Compliances for Entrepreneurs
312ED	Managing Entrepreneurial Profile
313ED	Quality Management System
314ED	Microfinance
315ED	IT for Entrepreneurs
316ED	Supply Chain Management
317ED	Using Excel for Business Intelligence
318ED	Leadership Skills for Entrepreneurs
405ED	Digital Entrepreneurship
406ED	Understanding Logistics for International Business
407ED	Legal Issues in International Business
408ED	International Marketing
409ED	Avenues for Entrepreneurs
410ED	IPR Strategies
411ED	Managing for Growth
412ED	Agri-Entrepreneurship
413ED	Documentation for International Business

414ED	Marketingto EmergingMarkets&Bottomof the Pyramid
415ED	ProjectManagement& FeasibilityAnalysis
416ED	CorporateEntrepreneurship

	<b>SubjectElectiveCourses(Services Management)</b>
307SER	ProjectManagementin Services
308SER	RelationshipManagementinServices
309SER	InformationTechnologyEnabledServices Management
310SER	SeviceValueChainManagementLab
311SER	ServiceTechnologyLab
312SER	ServiceLeadershipLab
405SER	GlobalScenarioof Services
406SER	CorporateGovernance& LegalFrameworkin Services
407SER	Computer Applicationin ServiceManagement
408SER	ServicesOperationsManagement
409SER	ServiceExcellence
410SER	DocumentationManagementinservices

	<b>SubjectElectiveCourses (RetailManagement)</b>
307RM	RetailMerchandiseManagement
308RM	WarehouseManagement
309RM	Retailsellingskill
310RM	IT forRetailing
311RM	FoodRetailManagement
312RM	Managingretailstore
405RM	RetailLogisticsManagement

406RM	RetailCustomerService
407RM	RetailPricing
408RM	RetailcustomerbuyingbehaviorandCRM
409RM	Retailpromotion
410RM	RetailingStrategy

	<b>Subject Elective Courses (Digital Media Communication Marketing)</b>
307MC	Mass Communication Media and Culture - I
308MC	Public Relations – I
309MC	Event Management
310MC	Communications Theory – I
311MC	Media Planning & Buying
312MC	Digital Consumer and Digital Branding
313MC	Social Media Marketing
314MC	Email Marketing
315MC	Mobile Marketing
405 MC	Mass Communication Media and Culture – II
406 MC	Public Relations – II
407 MC	Global Marketing Communications
408 MC	Communications Theory – II
409 MC	Media and the Laws
410 MC	Digital Analytics for Marketers
411 MC	Data Mining for Marketing Insights
412 MC	Affiliate Marketing
413 MC	Measuring Brand Equity

<b>Course Code</b>	<b>Subject Elective Courses (Tourism and Hospitality Management)</b>
307THM	Hospitality and Tourism Laws
308THM	Financial Management for Hospitality Management
309THM	Accounting for Hospitality Management
310THM	Information and Communication Technology for Hospitality
311THM	Services Management
312THM	Accommodation Management
313THM	Facilities and Securities Management
314THM	Culture and Ethics Management
405THM	Hotel Administration Management
406THM	Data Analytics Lab
407THM	Economic Analysis for services
408THM	Event Management
409THM	Logistics and Supply Chain Management
410THM	Food and Beverages Management
411THM	Professional Skills Development Lab
412THM	Statistics for Hospitality and Tourism

	<b>Subject Elective Courses (Defense Management (DFM))</b>
307DFM	Legal aspects of Security & Defence Management
308DFM	Defence – Marketing Management I
309DFM	Defence Acquisition Planning Procedure
310DFM	Defence Manpower Management I
311DFM	Defence Information System Management

312DFM	DefenceOperationManagement
313DFM	DefenceSupplyChainManagement-I
314DFM	NegotiatinginBusiness& Organisation
315DFM	InternationalBusinessEconomics- I
316DFM	ExportDocumentation& Procedure
317DFM	Defencemechanismof India
405DFM	Defence-MarketingManagementII
406DFM	EconomicsofOrganisations& Strategy
407DFM	Defence- ManpowerManagementII
408DFM	Defence-EnterpriseResourcePlanning
409DFM	CyberLaws
410DFM	DefenceQualityManagement Standards
411DFM	DefenceSupplyChainManagement-II
412DFM	DefenceProcurementProcedure
413DFM	ManagingStrategicInnovations- DefenceManagement
414DFM	InternationalBusiness Economics-II
415DFM	InternationalLaw