



Progressive Education Society's
MODERN COLLEGE OF ENGINEERING, PUNE-05.
An Autonomous Institute Affiliated to Savitribai Phule Pune University

Approved by AICTE & Government of Maharashtra
Accredited by NAAC (A++)

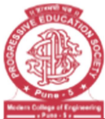


First Year – Master of Business Administration (F.Y. MBA)
National Education Policy (NEP)-2020 Compliant Curriculum

(w.e.f. A.Y. 2024 - 2025)

www.moderncoe.edu.in

**(Recommended by the Board of Studies and Approved by Academic Council)*



Acronym,

Acronym of Course Type*	Course Type
PCC	Program Core Courses
PEC	Program Elective Course
SIP	Summer Internship Program
OJT	On Job Training
SEC	Skill Development /Enhancement Courses
AEC	Ability Enhancement Courses
MC	Mandatory Courses

** Acronym of courses as per NEP Verticals and AICTE Domains.*

Acronym of Scheme Type	Scheme Type
CIE	Cumulative Internal Examinations
SEE	Semester End Examination
L	Lecture
P	Practical
TW	Term Work
OR	Oral



Progressive Education Society's Modern College of Engineering Pune, Maharashtra, India
An Autonomous Institute Affiliated to Savitribai Phule Pune University
First Year MBA (2024 Pattern)
(with effect from 2024-2025)

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MBA First Year		
Program Outcomes (POs)		
Management Graduates will be able to–		
PO1	Generic and Domain Knowledge	Apply knowledge of management theories and practice to solve problems in real-world business.
PO2	Problem Solving & Innovation	Ability to identify, formulate, and provide innovative solutions to business and social problems using modern quantitative and qualitative problem-solving tools and techniques.
PO3	Critical Thinking	Ability to take decisions related to complex business problems using research based knowledge.
PO4	Effective Communication	Ability to effectively communicate in cross cultural organizations to achieve organizational goals, especially in the business context and with society at large.
PO5	Leadership and Teamwork	Ability to lead and collaborate within diverse teams to achieve organizational success using strategic decision-making, and ethical leadership.
PO6	Social Responsiveness and Ethics	Understand, analyze and communicate global, economic, social, legal, and ethical aspects of business.
PO7	Entrepreneurship	Ability to possess the knowledge, skills, and mindset to innovate, launch, and manage successful business ventures in a dynamic global market.
PO8	Lifelong Learning and Sustainability	Ability to adapt in new environments, integrating new knowledge and skills, to mitigate the impact of business decisions for sustainable development.



MBA-I: Curriculum Structure (2024 Pattern) Semester I to Semester IV

Semester		I	II	III	IV	Total Credits
Professional Core Courses (PCC)	Major/ Professional Core Courses	15	15	12	15	57
Summer Internship Program (SIP)	Experiential Learning	-	-	04	-	04
On Job Training (OJT) / Seminar (OJT)	Course	-	-	-	03	03
Mandatory Courses (MC)	Value Added/ Mandatory Courses	04	04	-	-	08
Professional Elective Courses (PEC)	Professional Elective Courses relevant to specialization	04	04	08	06	22
Ability Enhancement Courses(AEC)	Ability Enhancement Courses /Humanities and Social Sciences Courses	03	03	-	-	06
Skill Development Courses (SEC)	Skill Enhancement Courses	-	-	02	02	04
Total Credits		26	26	26	26	104



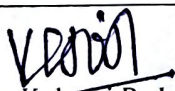


**First Year MBA: Curriculum Structure
(2024 Pattern)**

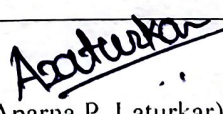
Semester – I												
Course Type	Course Code	Course Title	Teaching Scheme (Hours / week)		Examination / Assessment Scheme and Marks					Credit Scheme		
			L	P	CIE	SEE	TW	OR	Total	L	P	Total
MC	RMT06501	Research Methodology	4	-	40	60	-	-	100	4	-	4
PCC	MBA01501	Managerial Accounting	3	-	40	60	-	-	100	3	-	3
PCC	MBA01502	Behavioral Dynamics in Organization	3	-	40	60	-	-	100	3	-	3
PCC	MBA01503	Digital Business	3	-	40	60	-	-	100	3	-	3
PCC	MBA01504	Economics for Managers	3	-	40	60	-	-	100	3	-	3
PCC	MBA01505	Statistics for Business Analytics	3	-	40	60	-	-	100	3	-	3
PEC	-	Select any 1 course from GE basket	2	-	50	-	-	-	50	2	-	2
PEC	MBA10503	Computer Applications in Business	-	4	-	-	50	-	50	-	2	2
AEC	MBA04501	Professional Communication Skills-I	-	2	-	-	25	-	25	-	1	1
AEC	MBA04502	Contemporary Business Tools-I	-	2	-	-	25	-	25	-	1	1
AEC	HRT04501	Human Rights-I	-	2	-	-	25	-	25	-	1	1
Total Hours/week, Marks, Credits			21	10	290	360	125 Marks (TW)		775	21	5	26
TOTAL			31 Hours/week		650 Marks (TH)					26 Credits		

Program Elective Courses List

Any 1 courses to be selected from the following list in Semester I	
Course No.	Course
MBA10501	Business Law
MBA10502	Creativity and Innovation Management


(Prof. Dr. Mrs. Kalyani R. Joshi)
Principal, PESMCOE




(Dr. Mrs. Aparna P. Laturkar)
Dean Academics

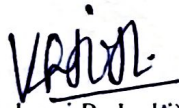


**First Year MBA: Curriculum Structure
 (2024 Pattern)**

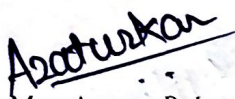
Semester II												
Course Type	Course Code	Course Title	Teaching Scheme (Hours / week)		Examination / Assessment Scheme and Marks					Credit Scheme		
			L	P	CIE	SEE	TW	OR	Total	L	P	Total
MC	CYS06551	Introduction to Cyber Security	4	-	40	60	-	-	100	4	-	4
PCC	MBA01551	Financial Management	3	-	40	60	-	-	100	3	-	3
PCC	MBA01552	Human Resources Management	3	-	40	60	-	-	100	3	-	3
PCC	MBA01553	Marketing Management	3	-	40	60	-	-	100	3	-	3
PCC	MBA01554	Operations & Supply Chain Management	3	-	40	60	-	-	100	3	-	3
PCC	MBA01555	Entrepreneurship and Start Up Management	3	-	40	60	-	-	100	3	-	3
PEC	-	Select any 1 course from GE basket	2	-	50	-	-	-	50	2	-	2
PEC	MBA10553	Industry Analysis-Desk Research	-	4	-	-	50	-	50	-	2	2
AEC	MBA04551	Professional Communication Skills-II	-	2	-	-	25	-	25	-	1	1
AEC	MBA04552	Contemporary Business Tools -II	-	2	-	-	25	-	25	-	1	1
AEC	HRT04551	Human Rights-II	-	2	-	-	25	-	25	-	1	1
Total Hours/week, Marks, Credits			21	10	290	360	125 Marks (TW)		775	21	5	26
TOTAL			31 Hours/week		650 Marks (TH)					26 Credits		

Program Elective Courses List

Any 1 courses to be selected from the following list in Semester II	
Course No.	Course
MBA10551	International Business Management
MBA10552	Knowledge Management


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 (Dr. Mrs. Aparna P. Laturkar)
 Dean Academics



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: RMT06501	Course Name: Research Methodology	
Semester: I		
Teaching Scheme: Lecture: 04 Hrs./ week	Credit Theory: 04	Examination Scheme: Cumulative Internal Examination (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Objectives: <ul style="list-style-type: none"> To understand the fundamental concepts and objectives of research. To develop the skills necessary for conducting effective literature reviews and synthesizing information ethically. To demonstrate proficiency in developing research proposals and understand the principles of research design. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO501.1: Explain the fundamental concepts and role of literature review of research methodology		Unit I
CO501.2: Interpret the fundamentals of designing sample surveys.		Unit II
CO501.3: Apply various data analysis techniques in research.		Unit III
CO501.4: Demonstrate Ethical Considerations in Research Methodology.		Unit IV
Course Contents		
Unit I	Introduction to Research Methodology and Design	10 Hours
Introduction and Meaning of research, types of research, research methods vs. methodology, significance and process of research, criteria of good research. Research Problem Definition: Selecting the problem, defining the problem Literature Review: Process of reviewing literature- selecting, and reviewing existing literature, and developing theoretical and conceptual frameworks, writing the literature review Hypothesis in Research: Definition and characteristics, testing hypotheses, types of hypotheses Research Design: Meaning and features of a research design, key concepts in research design, types of research design- exploratory, descriptive and experimental Exemplar/Case Study: Draft a questionnaire to find online social sites of top 10 business practices.		
Unit II	Sampling Design and Data Collection	10 Hours
Design of Sample Surveys: Introduction, sample design, sampling and non-sampling errors, sample survey versus census survey, types of sampling designs. Measurement and Scaling: Qualitative and quantitative data, classifications of measurement scales, goodness of measurement scales, sources of error in measurement, techniques of developing measurement tools, scaling, Scale classification bases, scaling techniques, multidimensional scaling, deciding the scale. Data Collection: Introduction, experimental and surveys, collection of primary data and secondary data, selection of appropriate method for data collection, case study method.		
Unit III	Data Analysis and Interpretation	10 Hours
Data Analysis: Types of analysis, descriptive statistics- measure of central tendency, dispersion, skewness, measures of relationship. Interpretation: Meaning, need, techniques, and precautions in interpreting research results. Linear Regression Analysis: Definition of regression, purpose and use, linear regression; interpretation of regression co-efficient, regression analysis, curve fitting and developing correlation, parameter estimation, multivariate statistics, moments and response curve methods.		
Unit IV	Report Writing, and Ethical Considerations in Research	10 Hours
Report Writing: Significance, steps, types of reports, oral presentation, writing mechanics,		



Ethical Considerations in Research Design: Intellectual Property Rights (IPR) - Introduction to IPR, publications & patents, **patenting Process**, international scenario, patents & copyrights.

Exemplar/Case Study: Draft the documentation required for e-filing of copyright and intellectual property rights (IPR).

Exemplar/Case Study-Exploring thesis writing, focusing on structure, style guidelines, and cautious interpretation of findings.

Total Hrs. 40 Hours

Learning Resources

Text Books:

1. C. R. Kothari and Gaurav Garg, "Research Methodology Methods and Techniques", 4th Edition, New Age International Publishers, 2019
2. Ranjit Kumar, "Research Methodology": A Step by Step Guide for Beginners, 3rd Edition, Sage Publications, 2011
3. T. Ramappa, "Intellectual Property Rights under WTO: Tasks before India", Wheeler Publications, 2010
4. Debora J. Halbert, "Resisting Intellectual Property", Routledge, Taylor & Francis Group, 2005

Reference Books:

1. William G. Zikmund, Barry J. Babin, John C. Carr, and Mitch Griffin, "Business Research Methods", Cengage Learning, 2013
2. Royce Singleton and Bruce C. Straits, "Approaches to Social Research", Oxford University Press, 2017

MOOC Courses (Web Links):

https://onlinecourses.nptel.ac.in/noc21_ge03/preview

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO501.1	2	1	1	-	-	-	-	-
CO501.2	3	2	2	-	-	-	-	-
CO501.3	2	3	3	-	-	-	-	3
CO501.4	-	2	2	-	-	-	-	2
CO501	2.33	2.00	2.00	-	-	-	-	2.50



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01501	Course Name: Managerial Accounting	
Semester: I		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites: <ul style="list-style-type: none"> Basic Mathematical Skills Basic understanding of Business functioning 		
Course Objectives: <ul style="list-style-type: none"> Basic understanding of process of accounting and how to prepare financial statement Basic understanding of decision-making areas of cost management e.g. Cost sheet, marginal costing, budgetary control and standard costing. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO502.1: Recall the basic concepts related to financial accounting and Prepare journal entries, ledgers, and trial balances.		Unit I
CO502.2: Summarize the financial transactions into the final accounts for a sole proprietary firm		Unit II
CO502.3: Identify and use different types of costs and their relevance in decision-making.		Unit III
CO502.4: Examine marginal costing methods for various short term business scenarios.		Unit IV
CO502.5: Explain the importance of budgetary control in business planning.		Unit V
CO502.6: Apply standard costing techniques for problem solving and improve cost management strategies within an organization.		Unit VI
Course Contents		
Unit I	Basic Concepts in Financial Accounting	07 Hours
Meaning and Importance of Accounting in Business Organization, Basic concepts and terms used in accounting, Users of Accounting Information. Accounting Concepts and Conventions, Fundamental Accounting Equation, Journal, Ledger and Trial Balance.		
Unit II	Financial Statements	10 Hours
Meaning of Financial Statements, Importance and Objectives of Financial Statements. Preparation of Final Accounts of sole proprietary firm.		
Unit III	Basics of Cost Accounting	08 Hours
Basic Concepts of Cost Accounting, Objectives, Importance and Advantages of Cost Accounting, Cost Centre, Cost Unit, Elements of Cost, Classification and Analysis of Costs, Relevant and Irrelevant Costs, Differential Costs, Sunk Cost, Opportunity Cost, Preparation of Cost Sheet.		
Unit IV	Short Term Business Decision Techniques – Marginal Costing	07 Hours
Meaning, Principles, Advantages and Limitations, Contribution, P/V Ratio, Break-Even Point (BEP), Cost Volume Profit (CVP) Analysis, Short Term Business Decisions– Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions.		
Unit V	Budgetary Control	07 Hours
Meaning of Budget and Budgeting, Importance, Advantages and Disadvantages, Cash Budget and Flexible Budget, Functional Budgets (overview).		
Unit VI	Standard Costing	06 Hours
Meaning, Importance, Advantages and Disadvantages, Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and		



Material Yield Variance.	
Total Hours	45 Hours
Learning Resources	
Text Books:	
1. M Y Khan and P. K. Jain, Management Accounting, 8th Edition, Tata Mcgraw Hill, ISBN:9789354600395	
2. Ravi M. Kishore, Cost & Management Accounting, 6th Edition, Taxmann Publications, ISBN: 9789389368833	
Reference Books:	
1. S. Maheshwari & S. Maheshwari, A Textbook of Accounting for Management, 4th Edition, Vikas Publishing House, ISBN: 9789352716166	
2. M N Arora, Cost and Management Accounting, S Chand Ltd; 11th edition, ISBN: 9789390470502	
3. Sanjay Dhamija, Financial Accounting for Managers, Pearson Publications, Third Edition, 2018, ISBN: 9789352868339	
4. Jawahar Lal, Cost Accounting, McGraw-Hill Education (India), 2013. ISBN: 9781259026522	
MOOC Courses (Web Links):	
1. https://nptel.ac.in/courses/110101004	
2. https://onlinecourses.nptel.ac.in/noc20_mg65/preview	

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO502.1	3	3	1	-	-	-	1	1
CO502.2	3	3	3	-	-	-	1	1
CO502.3	3	3	3	-	-	-	1	-
CO502.4	3	3	3	-	-	-	1	-
CO502.5	3	3	3	-	-	-	1	-
CO502.6	3	3	3	-	-	-	1	-
CO502	3.00	3.00	2.67	-	-	-	1.00	1.00



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01502	Course Name: Behavioral Dynamics in Organization	
Semester: I		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites:		
<ul style="list-style-type: none"> To effectively learn and understand Organizational Behaviour, students should have a foundational knowledge and skills in several key areas like, Management, Sociology and Psychology, Business Communication, Basic Understanding of Organizational Structures and Functions etc. 		
Course Objectives:		
<ul style="list-style-type: none"> Basic understanding to different concepts in OB and management Identify and develop personal leadership skills and qualities necessary for effective leadership roles within organizations 		
Course Outcomes (CO):		Mapping of
On completion of the course, the student will be able to,		CO to Unit
CO503.1: Define the functions and levels of Management.		Unit I
CO503.2: Explain the role of Perception and attribution theory in OB.		Unit II
CO503.3: Criticize the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.		Unit III
CO503.4: Discover strategies to improve individual, team, and leadership behavior, and manage power and politics to achieve organizational goals.		Unit IV
CO503.5: Compare the diverse organizational cultures in different businesses.		Unit V
CO503.6: Assess the issues related to the workplace stress and formulate strategies to overcome.		Unit VI
Course Contents		
Unit I	Introduction to Behavioral Science	08 Hours
Definition of Management, Nature and Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills, Challenges of Management; Evolution of Management- Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Quantitative approach; The Systems Approach; Contingency Approach, IT Approach. Definition of OB, Fundamental concepts in OB, Scope and objectives in OB, Contributing disciplines to the OB field, Challenges and opportunities for OB, Models of OB, Limitations of OB.		
Unit II	Individual Behavior and Decision Making	07 Hours
Attitude- Definition, Nature, Importance, Components, Job attitude, Attitude formation. Personality-Concept, Nature, Importance, MBTI, Big Five Model, Johari window, Transaction analysis. Values-Meaning, importance, types. Perception- Definition, nature, factors influencing perception, components of perception, perceptual process, attribution theory, errors in perception. The Decision-Making Process, Making Decisions: Rationality, Bounded Rationality, The Role of Intuition, The Role of Evidence-Based Management. Types of Decisions & Decision-Making Conditions. Decision-Making approaches		
Unit III	Motivation & Emotional Intelligence	09 Hours
Motivation: Concept, types, Theories of Motivation: The content theories- Hierarchy of needs, Herzberg's Two Factor Theory, The Process Theories of Motivation- Vroom's expectancy Theory, Porter Lawler model, Contemporary Theories of Motivation- Theory x & y, Equity Theory. Emotional intelligence-Meaning, significance of EI, developing EI at workplace, Elements of Emotional Intelligence: Self-awareness, Self-regulation, Motivation, Empathy, Social skills.		
Unit IV	Foundations of Group Behavior and Leadership	07 Hours

Group behaviour- Definition, types, why do people join the group? stages of group development, group behaviour model. Work Teams- Definition, types, Team effectiveness, Characteristics of TE, difference between groups and teams. Leadership- Definition, basic qualities of leadership, styles of leadership, theories of leadership (Trait, Behavioral and Contingency). Power and Politics- Definition, bases of power, power tactics, organizational politics.		
Unit V	Conflict and Organizational Culture	07 Hours
Conflict- Definition, transition in conflict thought, conflict process, sources of conflict, types of conflict, conflict management approaches. Negotiation- Concept, negotiation process, bargaining strategies, individual differences in negotiation effectiveness. Organizational culture- Definition, characteristics, types of culture, functions of culture, culture as liability, creating and sustaining organizational culture, cultural diversity, workplace spirituality.		
Unit VI	Organization Change and Stress Management	07 Hours
Organization, Organizing, Principles of Organization: Organizational Design & Organizational Structures; Departmentalization, Delegation; Empowerment, Centralization, Decentralization, Recentralization, Organization change- Definition, nature, types of change, resistance to change, strategies to overcome resistance to change, factors that act as stimulants to change, Kurt Lewins Model, Methods of implementing organizational change. Stress Management- Concept, potential sources of stress, individual differences, consequences of stress, managing stress. Learning Organization- Concept, characteristics, managing learning.		
Total Hours		45 Hours
Learning Resources		
Text Books:		
1. S. P. Robbins, T. A. Judge, and S. Sanghi, "Essentials of Organizational Behaviour," Pearson Education Limited; 15th edition (5 July 2021), ISBN-9781292406664		
2. R.N. Lussier, Management Fundamentals, 5th Edition, Cengage Learning, 2013, ISBN-139781111577520		
3. J. Greenberg, "Organizational Behaviour," Pearson, 2017, ISBN: 0132834871		
4. F.Luthans, "Organizational Behaviour: An Evidence Based Approach, 12th Edition, McGraw-Hill Education, 2020, ISBN-139781259097430		
Reference Books:		
1. Uday Pareek, Understanding OB, Paperback Oxford University Press, 3rd Edition, ISBN-9780198070733		
2. Janakiram, Ravindra and Shubha Murlidhar, Change & Knowledge Management, Dreamtech Press, ISBN:9788177228250		
3. Harold Koontz, Heinz Wehrich, et al. Essentials of Management, 11th Edition, TMH. ISBN 9789353168148		
4. Nkomo, Human Resource Management Applications, CENGAGE Learning, ISBN: 9788131520963		
MOOC Courses (Web Links):		
1. Great Learning: https://www.mygreatlearning.com/academy/learn-for-free/courses/organizational-behaviour		
2. NPTEL-BCOC-132: Business Organization and Management - Course (swayam2.ac.in)		

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO503.1	3	-	-	2	-	-	-	-
CO503.2	-	-	-	2	1	-	-	1
CO503.3	-	2	2	-	-	-	-	-
CO503.4	2	-	-	-	2	-	2	-
CO503.5	1	2	-	-	-	-	-	-
CO503.6	2	2	-	-	2	-	-	2
CO503	2.00	2.00	2.00	2.00	1.67	-	2.00	1.50





PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01503	Course Name: Digital Business	
Semester: I		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites: <ul style="list-style-type: none"> • Basic Business Knowledge: Understanding of fundamental business concepts such as marketing, finance, management, and strategy. • Technology Literacy: Familiarity with basic technology concepts and tools, such as computers, the internet, and digital communication. • E-commerce Fundamentals: Understanding of e-commerce models, online marketplaces, payment systems, and digital customer experience. 		
Course Objectives: <ul style="list-style-type: none"> • Basic understanding to different concept in digital business ecosystem • Explore benefitted area and business sector due to digital, virtual transformation. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO504.1: Define the role of Digital transformation in business ecosystem.		Unit I
CO504.2: Explain the benefits and limitations of Social Commerce.		Unit II
CO504.3: Apply current technologies and trends in various businesses.		Unit III
CO504.4: Analyze the principles of AI and block chain technology to the business.		Unit IV
CO504.5: Evaluate different Digital Business applications.		Unit V
CO504.6: Examine strategies to utilize digital tools in business decision-making.		Unit VI
Course Contents		
Unit I	Introduction to Electronic Commerce	07 Hours
Understanding meaning of Digital transformation in business ecosystem, Meaning of keywords Digital and Social Worlds. The Digital Enterprise and gigs, Concept of the digital Economy, Online Community, Define Electronic Commerce, E-Business. Evolving E-Commerce Platforms. Framework of E-Commerce, E-Commerce Business Models, Digital Technologies and Marketplace, Web applications: characteristics, development, and lifecycle, Enterprise and Web 2.0, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, and other players in ecosystem		
Unit II	Mobile Commerce, Social Commerce	07 Hours
Mobile Commerce Benefits and applications, Mobile apps for business with framework. Understanding Mobile Commerce Shopping trends. Social Commerce and Social Commerce, Social Media. Various Social media platform, Social Networking and cloud computing; Social Media Marketing, The Benefits and Limitations of Social Commerce. Communities of practice, diverse venture teams and socio-technical systems needed to create successful digital models. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C)		
Unit III	IoT, Cloud Computing in Business	07 Hours
IoT and Cloud Computing Overview, Internet of Things: Concept, benefits and application. Embedding new technology in organizations such as cobots, drones, robotics, Understanding the new normal due to		

wearable computing, Virtual assistant and Smart Gadgets. Ethics and Societal impacts due to digital business.		
Unit IV	AI and Block chain and other technologies	08 Hours
Overview of AI and block chain technologies. AI in customer service, marketing, and sales. AI in finance, operations, and human resources. Basics of block chain technology and decentralized networks. Cryptography, smart contracts, and consensus mechanisms. Block chain in supply chain management, healthcare, and finance. Opportunities for integration in business processes. Augmented reality and Virtual reality and simulation- Concept, benefits and applications.		
Unit V	Digital Business Applications I	08 Hours
Smart factory and production, RFID, changing Supply Chains: Structure of the Supply Chain, EC Order Fulfillment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing Logistics, Order Fulfillment in Make-to- Order (MTO) and Mass Customization, Classification of Models by Distribution Channel, Referring Directories, Electronic Retailing: B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models.		
Unit VI	Digital Business Applications II	07 Hours
Building Digital Business: Applications and Infrastructure for service sector, Fintech, Online Travel and Tourism Services, Entertainment, Media & Gaming, Entertainment, Media & Gaming, E-Learning, e-recruitment and employment.		
Total Hours		45 Hours
Learning Resources		
Text Books:		
1. V Morabito, Springer Trends and challenges in digital business innovation, 2014, ISBN: 978-3-319-04307-4		
2. E. Darics, Digital Business Discourse, Palgrave Macmillan, April 2015, ISBN: 9781137405579		
Reference Books:		
1. Turban E , Whiteside J , King D, Outland J Springer, Introduction to E Commerce & Social Commerce, 4th edition, ISBN-13. 978-3319500904		
2. E.Turban, D. King, D.Viehland and J. Lee, Electronic Commerce – A Managerial Perspective, Pearson Education., 2006, ISBN 13: 9780131854611		
MOOC Courses (Web Links):		
1. https://www.coursera.org/specializations/digital-business		
3. https://executive.mit.edu/course/digital-business-strategy/a056g00000URaa6AAD.html		

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO504.1	3	-	-	-	-	-	-	1
CO504.2	2	3	2	-	-	1	-	1
CO504.3	-	2	2	-	-	-	-	1
CO504.4	2	1	1	-	-	1	-	1
CO504.5	-	-	1	-	-	-	-	1
CO504.6	-	1	1	-	-	-	-	1
CO504	2.33	1.75	1.40	-	-	1.00	-	1.00

P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01504		Course Name: Economics for Managers
Semester: I		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory:03	Examination Scheme:
		Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites:		
<ul style="list-style-type: none"> • Basic Algebra and Calculus • Basic understanding of business functions 		
Course Objectives:		
<ul style="list-style-type: none"> • To familiarize the students with the importance of economic approaches in managerial decision making • To understand the applications of economic theories in business decisions. • To understand the economic theories and their application for managerial decisions • To understand the difference between Micro and Macro environment and the effect of both the environment on business in general. 		
Course Outcomes:		Mapping of CO to Unit
On completion of the course, the student will be able to,		
CO505.1: Recall the concepts and principles of Managerial Economics.		Unit I
CO505.2: Explain the concepts of Demand and Supply.		Unit II
CO505.3: Illustrate the Production Function and Cost Function.		Unit III
CO505.4: Analyze the different market structure for industry analysis.		Unit IV
CO505.5: Evaluate the pricing policies and their impact on profitability.		Unit V
CO505.6: Discuss the business cycle, its phases, and measures to control it, and make informed business decisions.		Unit VI
Course Contents		
Unit I	Introduction to Managerial Economics	07 Hours
Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, circular flow of economy, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm.		
Unit II	Market Forces: Demand and Supply	09Hours
A) Demand Analysis: Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus. Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity. (b) Supply Analysis: Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply.		
Unit III	Production Function and Cost Analysis	8 Hours
The Production Function, Behavior of Average and Marginal Products, Law of Diminishing Returns, Productivity in the Long run, Scale and Scope of Production, Costs of Different types, Behavior of average and marginal costs, Relationship between costs and productivity, Costs in the long run.		
Unit IV	Organization of the Firm-Pricing Decision	8 Hours
Markets of Different types, Perfectly Competitive Market, Profits in a perfectly competitive Market, Perfect competition in the long run, Monopoly, Profits in a monopolistic market, Sources of Monopoly Power, need for Government Intervention in Markets, Preventions and Control of Monopolies, The Multi-product firms, Monopolistic Competition, Oligopoly, Different Models of Oligopoly.		
Unit V	Pricing Policies	5



Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing.		
Unit VI	Introduction to Macro Economics	8
Macroeconomics environment, Consumption Function, Investment Function, changes in macro environment, National Income Concepts, Importance of National Income in India, Models of National Income Determination, Analysis Business Cycle: Introduction, Meaning and Features, Phases of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions. Monetary policy uses and applications, fiscal policy uses and applications.		
Total Hrs.		45 Hours
Learning Resources		
Text Books:		
1. H. Craig Petersen, Sudhir K. Jain and W. Cris Lewis, Managerial Economics, 4th Edition, Pearson Education, 2006, ISBN: 9788177583861		
2. Dominick Salvatore and Siddhartha Rastogi, Managerial Economics: Principles And Worldwide Applications, 9E, McGraw Hill, 2020, ISBN: 978-0199496563		
3. G.S. Gupta, Managerial Economics, 2nd Edition, McGraw Hill Education, 2017, ISBN: 978-0071067867		
Reference Books:		
1. William F. Samuelson and Stephen G. Marks, Managerial Economics, 5th Edition, Wiley India Private Limited, 2008, ISBN: 978-8126517725		
2. K. Maheshwari & R. Varshney, Managerial Economics, S. Chand and Sons, 2014, ISBN: 8180549144		
3. H L Ahuja, Managerial Economics (Analysis of Managerial Decision Making), 9th Edition, S Chand Publishing, 2022, ISBN: 978-9355010674		
MOOC Courses (Web Links):		
1. https://onlinecourses.nptel.ac.in/noc21_mg90/preview		

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO505.1	3	-	-	-	-	1	1	1
CO505.2	3	1	2	-	-	1	2	1
CO505.3	3	2	3	-	-	-	1	1
CO505.4	3	2	3	-	-	-	-	-
CO505.5	3	2	3	-	-	1	2	1
CO505.6	3	2	3	-	-	1	1	1
CO505	3.00	1.80	2.80	-	-	1.00	1.40	1.00



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01505		Course Name: Statistics for Business Analytics
Semester: I		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Prerequisite Courses: A prerequisite for a course in business statistics typically includes a strong foundation in mathematics including basic statistics. Additionally, familiarity with computer applications such as Microsoft Excel.		
Course Objectives: <ul style="list-style-type: none"> Understand the fundamental principles of statistical analysis and their application in business decision-making. Apply statistical techniques to solve real-world business problems, such as market research, forecasting, quality control, and risk assessment. Enhance critical thinking and problem-solving skills by interpreting and evaluating statistical findings in various business contexts. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO506.1: Relate the basic terms and concepts used in business statistical analysis.		Unit I
CO506.2: Find the mean deviation, standard deviation, and variance of data sets.		Unit II
CO506.3: Make use of the concepts of Correlation and Regression and its applications.		Unit III
CO506.4: Solve probabilities for mutually exclusive and independent events.		Unit IV
CO506.5: Estimate trends in time series data.		Unit V
CO506.6: Evaluate statistical functions, formulas for business data analysis.		Unit VI
Course Contents		
Unit I	Introduction to Statistics	08 Hours
Meaning and Definition, functions, scope and limitations, Collection and presentation of data, frequency distribution, of Scope of Statistical Methods in Economics, Commerce and Industry. Concept of Population and Sample with Illustrations.		
Unit II	Measures of central tendency & dispersion	09 Hours
Measures of central tendency - Mean, Median, Mode, Geometric mean, Harmonic mean. Range – Quartile Deviation – Mean Deviation -Standard Deviation – Variance-Coefficient of Variance - Comparison of various measures of Dispersion.		
Unit III	Correlation and Regression	08 Hours
Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only), simple and multiple regressions (problems on simple regression only)		
Unit IV	Probability	09 Hours
Basic definitions and basic probability models. Basic ideas of probability theory. Rules for calculating probabilities. Mutually exclusive and independent events. Joint, marginal and conditional probabilities. Bayes' theorem. The binomial distribution. Probabilities for the normal distribution.		
Unit V	Time Series Analysis	06 Hours
Objectives, Variations In Time Series - Methods Of Estimating Trend: Freehand Method - Moving Average Method - Semi-Average Method - Least Square Method. Methods of Estimating Seasonal Index: Method of Simple Averages - Ratio to Trend Method - Ratio to Moving Average Method.		
Unit VI	Hypothesis	05 Hours
Types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, u-test, K-W Test (no numerical). Computer lab for Statistics-Functions, Formulas, Types of errors in excel, Data analysis using MS-Excel.		



Total Hrs.	45 Hours
Learning Resources	
Text Books:	
1. C R Kothari ,Research Methodology, New Age International Publications(P) Limited, Rev. 2nd Edition, ISBN (13) : 978-81-224-2488-1	
2. S P Gupta ,Statistical Methods ,Sultan Chand Publications 2014, ISBN (13) : 978-8180545962	
Reference Books:	
1. N.D. Vohra, Quantitative Techniques in Management, McGraw Hill Publications, 6th Edition, ISBN (13)978-9354600838	
2. D. S. Hira, P.K. Gupta, Operations research ,Chand Publication (7th Edition), ISBN 9788121902816	
3. J K Sharma, Operations Research Theory & Applications ,MacMillan Publishers India Ltd. (5th Edition), ISBN-13-978-9350693363	
4. S.C. Gupta,Statistical Methods, Chand Publication (46th edition), ISBN-13. 978-9351611769	
MOOC Courses (Web Link)	
1. https://onlinecourses.nptel.ac.in/noc20_mg23/preview	
2. https://onlinecourses.swayam2.ac.in/cec20_mg13/preview	

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO506.1	1	3	1	-	-	-	-	1
CO506.2	2	3	1	-	-	-	-	-
CO506.3	1	2	2	-	-	-	-	-
CO506.4	2	2	3	-	-	-	-	-
CO506.5	2	3	3	-	-	-	-	-
CO506.6	2	3	3	-	-	-	-	1
CO506	1.67	2.67	2.17	-	-	-	-	1.00



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 7: First Year MBA (2024 Pattern)		
Course Code: MBA10501	Course Name: Business Law	
Semester: I		
Teaching Scheme: Lecture: 02 Hrs./ week	Credit: Theory:02	Examination Scheme: Continuous Internal Evaluation (CIE): 50 Marks
Course Prerequisites: <ul style="list-style-type: none"> Basic understanding of legal terms Basic understanding of business functions 		
Course Objectives: <ul style="list-style-type: none"> Basic understanding of different business laws from managerial point of view. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO507.1: List the key terms involved in The Contract Act, 1872.		Unit I
CO507.2: Interpret the key legal provisions of Sale of Goods Act, 1930.		Unit II
CO507.3: Identify the provisions of The Negotiable Instrument Act, 1881.		Unit III
CO507.4: Examine the provisions in Companies Act, 2013.		Unit IV
CO507.5: Summarize the judgments related to the Consumer Protection Act, 2019.		Unit V
CO507.6: Explain the role and importance of Intellectual Property Rights in Business.		Unit VI
Course Contents		
Unit I	The Contract Act, 1872	05 Hours
Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of Contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights).		
Unit II	Sale of Goods Act, 1930	05 Hours
Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction.		
Unit III	The Negotiable Instrument Act, 1881	05 Hours
Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument – Noting and Protest.		
Unit IV	The Companies Act, 2013	05 Hours
Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director.		
Unit V	The Consumer Protection Act, 2019	05 Hours
Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority.		
Unit VI	Intellectual Property Rights	05 Hours
Intellectual Property rights in India- Introduction and Types. Patents - Meaning, Salient features of Patent Conditions for an invention to be patented, what is Patentable, what is not patentable? Copyrights: Meaning, what works are protected, rights, who owns the rights and duration. Meaning of Fair use. Infringement of Copyrights and remedies, Trademarks- Meaning Concept, functions of Trade mark, Types of TradeMarks, Trademarks that cannot be registered Registration of Trade Mark, Procedure for Registration of TM, Infringement and remedies, passing off, service marks.		
Total Hrs.		30 Hours



Learning Resources

Text Books:

1. Bharat Bhushan, N.D. Kapoor, Dr. Rajni Abbi, Rajiv Kapoor “N.D. Kapoor's Elements of Mercantile Law” Sultan Chand Publication 38th Edition 2020 ISBN:-9789390851027
2. Dr. P.C. Tulsian “Business and Corporate Laws” Publisher : S. Chand Publishing, 2010, ISBN:9788121936415

Reference Books:

1. S.S. Gulshan “Business Laws,” Excel Books (Publisher) ISBN-13-9789350626207 (2015)
2. Seam Neelam & Minaxi Tomar “Intellectual Property Rights Contemporary” Universal Academic Books Publishers & Distributors, ISBN:9788195212569 (2022)
3. Rajat Bindal “The Consumer Protection Act, (2019) : With rules” Notion Press (22 August 2019) ISBN : 978-1646615926
4. Taxmann’s Editorial Board “ Companies Act 2013”, Publisher- Taxmann 11th Edition ISBN NO: 9789357789295

MOOC Courses (Web Links):

1. https://onlinecourses.swayam2.ac.in/nos23_sc71/preview
2. https://onlinecourses.nptel.ac.in/noc24_mg11/preview

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO507.1	3	-	-	-	-	-	-	1
CO507.2	2	-	-	-	-	-	1	1
CO507.3	2	1	1	-	-	-	1	1
CO507.4	2	1	1	-	-	-	1	-
CO507.5	1	2	3	-	-	-	-	-
CO507.6	1	1	1	-	-	-	-	1
CO507	1.83	1.25	1.50	-	-	-	1.00	1.00



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA10502		Course Name: Creativity and Innovation Management
Semester: I		
Teaching Scheme	Credit:	Examination Scheme
Lecture: 02 Hrs./ week	Theory: 02	Continuous Internal Evaluation (CIE): 50 Marks
Course Objectives: <ul style="list-style-type: none"> ● To develop student's creativity and carry out innovative work in an effective way. ● To understand the design process as a strategic tool for innovation. ● To understand the sequential steps that involves the development of products, services, and Interactions. ● To apply problem solving steps and tools for carrying out creative and innovative work. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO508.1: Define the basic concept of innovation and creativity.		Unit I
CO508.2: Summarize the innovation management process.		Unit II
CO508.3: Apply tools of innovation management in business situations.		Unit III
CO508.4: Compare the product and process innovation.		Unit IV
CO508.5: Justify the role of innovation in business		Unit V
CO508.6: Assess strategies for sustainable innovation process.		Unit VI
Course Contents		
Unit I	Basic Concepts	04 Hours
Innovation: Meaning, Concept, Characteristics, Importance, Principles of Innovation, Process of Innovation. Creativity: Meaning, Concept, Importance, Creativity Process, Hurdles To Creativity.		
Unit II	Innovation Management	04 Hours
Innovation Management Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation, Types of Innovation, School of Innovation. Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking,		
Unit III	Tools for Innovation	08 Hours
Creativity Thinking: Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness & Creative Focus Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method, Design Thinking Process		
Unit IV	Areas of Innovation	05 Hours
Product Innovation: Concept, Packaging And Positioning Innovation, Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering		
Unit V	Innovation and Business	05 Hours
Analyzing the Current Business Scenario, Innovation in Current Environment, Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation. Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting.		
Unit VI	Sustainability and Innovation	04 Hours
Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SME'S strategic involvement in sustainable development, Exploration of business models for material efficiency services, management of Innovation		
Total Hrs.		30 Hours
Learning Resources		

**Text Books:**

1. C S G Krishnamacharyulu & R. Lalitha, Innovation Management, Himalaya Publishing House, 2016, ISBN: 9789350879204
2. T. Wagner, Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012, ISBN: 9781451611496
3. J. A. Plucker, Creativity and Innovation, Routledge, 2016 ISBN: 9781618215956
4. N. Radjou and J. Prabhu and S. Ahuja, Jugaad Innovation, Random House India, 2012, ISBN: 9788184002058

Reference Books:

1. HBS, Managing Creativity and Innovation, Harward Business School Publishing Corporation, 2003, ISBN: 9781591391128
2. C. K. Prahalad, Fortune at the bottom of the pyramid, Dorling Kindersley Pvt Ltd, 2005, ISBN: 9788177587760

MOOC Courses (Web Links):

1. https://onlinecourses.nptel.ac.in/noc21_mg63/preview
2. https://onlinecourses.nptel.ac.in/noc24_mg25/preview
3. https://onlinecourses.swayam2.ac.in/imb19_mg05/preview

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO508.1	3	-	-	-	-	-	-	1
CO508.2	1	1	-	-	-	-	-	1
CO508.3	-	3	3	-	-	-	-	-
CO508.4	-	2	2	-	-	-	-	-
CO508.5	-	2	2	-	-	-	-	-
CO508.6	-	3	3	-	-	-	-	1
CO508	2.00	2.20	2.50	-	-	-	-	1.00



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5 First Year MBA (2024 Pattern)		
Course Code: MBA10503		Course Name: Computer Applications in Business
Semester: I		
Teaching Scheme:	Credit:	Examination Scheme:
Lecture: 02 Hrs./ week	Theory: 02	Continuous Internal Evaluation (CIE): 50 Marks
Course Prerequisites:		
<ul style="list-style-type: none"> • Basic computer knowledge • Basic understanding of computer software functions 		
Course Objectives:		
<ul style="list-style-type: none"> • Basic understanding to MS Word, MS PowerPoint and MS Excel • Hand on practical exposure of MS office for business and personal use. 		
Course Outcomes:		Mapping of
On completion of the course, the student will be able to,		CO to Unit
CO509.1: Recall the basic functions of MS word.		Unit I
CO509.2: Demonstrate PowerPoint presentation using different functions.		Unit II
CO509.3: Identify the file formats and Layout in MS Excel.		Unit III
CO509.4: Discover the different formatting tools in MS Excel.		Unit IV
CO509.5: Justify the different functions in MS Excel.		Unit V
CO509.6: Test the data using MS Excel.		Unit VI
Course Contents		
Unit I	MS Word	05 Hours
Ribbons and Things, Working with Files, Printing a File, Working with Multiple Window, Switching to Another File or Application Window, Arranging Windows, Moving and Copying Information, Finding and Replacing, Spell Checking, AutoCorrect, AutoFormat, and Actions, Styles and Live Preview, Creating a Blank File, Creating a File from a Template, Saving and File Formats, Compatibility with Previous Versions of Word, Font/Character Formatting, Paragraph Formatting, Page Setup and Sections, Tables and Graphics, Data Documents and Mail Merge.		
Unit II	MS POWERPOINT	05 Hours
Setting Up PowerPoint Environment- New, Open, Close, Save, Save As, Typing the text, Alignment of text, Formatting Text: Font Size, Font Style, Font Color, Use the Bold, Italic, and Underline, Cut, Copy, Paste, Select All, Clear text, Find & Replace, Working with Tabs and Indents, Creating slides and applying themes, Working with bullets and numbering, Working with Objects, Hyperlinks and Action Buttons, Working With Movies and Sounds, Using SmartArt and Tables, Animation and Slide Transition, Using slide Master, Slide show option, Proofing and Printing.		
Unit III	Introduction to MS EXCEL	05 Hours
Understanding Workbooks and Worksheets, Moving around a Worksheet, Introducing Excel's Ribbon Tabs, Creating Your First Excel Worksheet, Exploring the Types of Data You Can Use, Entering Text and Values into Your Worksheets, Entering Dates and Times into Your Worksheets, Modifying Cell Contents, Applying Number Formatting, Learning the Fundamentals of Excel Worksheets, Controlling the Worksheet View, Working with Rows and Column, Understanding Cells and Ranges, Copying or Moving Ranges, Using Names to Work with Ranges, Adding Comments to Cells.		
Unit IV	Intermediate Excel	05 Hours
Understanding Formula Basics, Entering Formulas into Your Worksheets, Editing Formulas, Using Cell References in Formulas, Using Formulas in Tables, Correcting Common Formula Errors, working with Dates and Times, Creating Formulas That Count and Sum, Getting Started Making Charts, Communicating Data Visually, Doing What-If Analysis, playing with Pivot Tables, Charming Charts and Gorgeous Graphics, Getting on the Data List.		
Unit V	Functions in Excel	05 Hours



Logical Functions, Using Statistical Functions, Database Functions, Financial Functions, Mats and Trig Functions, Text Functions in Excel, Formula Auditing and Error Tracing, Hyperlinks in Excel, Linking Data.		
Unit VI	Excel for data analysis	05 Hours
Data Validation, Subtotals and Grouping, Consolidating Data, Scenario Analysis, Data Tables in Scenario Analysis, What-if Analysis, Using Lookup Functions, Vlookups, HLookups, Match, Understanding Pivot Tables, Using Pivot Charts, Using Pivot tables – Slicers -Report Filters for basic analytics, Workbook Properties, Protecting and Sharing Worksheets, Data Encrypting and Finalizing Workbooks.		
Total Hrs.		30 Hours
Learning Resources		
Text Books:		
1. John Walkenbach, Herb Tyson, Michael R. Groh, Faithe Wempen, Lisa A. Bucki, Office 2010 Bible, John Wiley & Sons, 2010, ISBN: 978-0-470-59185-7		
2. Nancy Muir, Microsoft PowerPoint 2013 Plain & Simple, Microsoft Press, 2013, ISBN: 978-0735669369		
3. Greg Harvey, Excel 2007 for Dummies, For Dummies, 2006, ISBN: 978-0470037379		
Reference Books:		
1. Herb Tyson, Microsoft Word 2010 Bible, John Wiley & Sons, 2010, ISBN: 978-1-118-98396-6		
2. Robert Dinwiddie, Excel: Formulas & Functions, DK Publishing, 2002, ISBN: 978-0789484109		
MOOC Courses (Web Links):		
1. https://elearn.nptel.ac.in/shop/nptel/digital-skilling/?v=c86ee0d9d7ed		
2. https://www.udemy.com/course/microsoft-office-complete-course-all-in-one-ms-office/?couponCode=ST9MT71624		

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO509.1	1	2	-	-	-	-	1	2
CO509.2	1	2	1	2	1	-	1	2
CO509.3	1	1	1	-	-	-	-	1
CO509.4	1	1	1	-	-	-	-	1
CO509.5	1	2	1	-	-	-	1	2
CO509.6	1	2	3	-	-	-	1	2
CO509	1.00	1.67	1.40	2.00	1.00	-	1.00	1.67



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA. (2024 Pattern)		
Course Code: MBA04501		Course Name: Professional Communication Skills -I
Semester: I		
Teaching Scheme:	Credit:	Examination Scheme:
Practical: 02 Hrs./ week	Practical: 01	Term work (TW): 25 Marks
Course Prerequisites:		
<ul style="list-style-type: none"> • Basic communication skills • Basic skills like active listening and public speaking 		
Course Objectives:		
<ul style="list-style-type: none"> • To explain a concept of professional communication. • To make the students familiar with personality development, corporate etiquettes and mannerism. • To facilitate holistic development of the students by improving their professional communication skills. • To enhance the students' professional communication skills through both individual and group activities. 		
Course Outcomes:		
On completion of the course, the student will be able to,		
CO510.1: Relate the concept, importance, process and types of professional communication to a personal or a business situation.		
CO510.2: Outline your strengths, weaknesses, opportunities, and threats and short-term and long-term goals.		
CO510.3: Make use of verbal skills to develop a speech, presentation skills, to construct a presentation using modern technology tools, non-verbal skills to communicate using body language.		
CO510.4: Explain business etiquette skills such as dress codes, communication, cultural differences, and meeting techniques through discussions, role-playing, and activities		
Sr. No.	List of Assignments/Activity	CO Mapping
1.	Icebreaker Communication Activity	CO1
2.	Role-Playing Different Communication Types	CO1
3.	Communication Network Simulation	CO3
4.	Identifying and Overcoming Communication Barriers	CO2
5.	7 Cs of Communication Workshop	CO1
6.	Self-Awareness and Self-Image Exercise	CO2
7.	SWOC Analysis Workshop	CO2
8.	Creativity and Innovation Session	CO3
9.	Discuss case studies on ethical dilemmas and human values in business. Groups debate and present their resolutions	CO2
10.	Teach the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goal-setting framework. Students set short-term and long-term goals	CO2
11.	Group activities focusing on teamwork, leadership, and confidence-building (e.g., trust exercises, public speaking practice).	CO3
12.	Practice handshakes and introductions in pairs, focusing on eye contact, firmness, and clarity	CO1
13.	Conduct mock interviews in person and via video conferencing. Provide feedback on performance	CO2
14.	Simulate business phone calls and mobile conversations, focusing on professionalism and clarity.	CO2
15.	Discuss appropriate dress codes for different business settings and practice exchanging business cards professionally	CO1
16.	Discuss cultural differences in business etiquette around the world. Role-play interactions based on different cultural norms	CO1
17.	Role-play a formal business meeting and draft professional e-mails. Discuss best practices and common pitfalls.	CO3



18.	Practice vocal exercises and time management techniques while delivering a speech	CO2
Learning Resources		
MOOC Courses (Web Links):		
<ol style="list-style-type: none"> 1. Developing Soft skills and Personality”, Prof. Dr. T. Ravichandran, IIT Kanpur, NPTEL. https://nptel.ac.in/courses/109/104/109104107/ 2. “Communication Skills”, Prof. Dr. T. Ravichandran, IIT Kanpur, NPTEL. https://nptel.ac.in/courses/109/104/109104030/ 3. “Effective Writing”, Prof. Dr. T. Ravichandran, IIT Kanpur, NPTEL. https://nptel.ac.in/courses/109/107/109107172/ 4. “Interpersonal Skills”, Prof. S. Jha, IIT Roorkee, NPTEL. https://nptel.ac.in/courses/109/107/109107155/ 		

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO510.1	1	1	-	3	-	-	-	1
CO510.2	-	1	-	3	-	-	-	1
CO510.3	2	-	-	1	-	-	-	-
CO510.4	2	-	-	1	-	-	-	-
CO510	1.67	1.00	-	2.00	-	-	-	1.00



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA. (2024 Pattern)		
Course Code: MBA04502		Course Name: Contemporary Business Tools -I
Semester: I		
Teaching Scheme:	Credit:	Examination Scheme:
Practical: 02 Hrs./ week	Practical: 01	Term work (TW): 25 Marks
Course Prerequisites:		
<ul style="list-style-type: none"> • Basic business functions • Basic analytical and communication skills 		
Course Objectives:		
<ul style="list-style-type: none"> • Relate the theoretical concept of management with the practical application. • Understand the various management concept through various activities. 		
Course Outcomes:		
On completion of the course, the student will be able to,		
CO511.1: List the practical applications of different management concept.		
CO511.2: Explain the management theories in business situations.		
CO511.3: Experiment with the different business situations for effective decision-making.		
CO511.4: Demonstrate use of modern business tools tailored for specific business needs and tasks.		
Sr. No.	List of Assignments/Activity	CO Mapping
1	<p>Team Building Activities -The Blind Polygon Activity Description: Students form teams and are blindfolded. They are given a rope and asked to form a specific shape (e.g., triangle, square) without removing their blindfolds. Objective: Enhances communication, trust, and leadership within the team. Example: Split the class into teams of 5-6 members. Each team is blindfolded and given a rope. They must communicate effectively to form a triangle within 15 minutes.</p>	CO1
2	<p>Paper Tower Challenge Activity Description: Teams are given limited resources (paper, tape) to build the tallest tower within a set time. Objective: Encourages creativity, collaboration, and strategic thinking. Example: Divide students into teams of 4-5. Provide each team with sheets of paper and a roll of tape. They have 20 minutes to build the tallest free-standing tower.</p>	CO1
3	<p>Transaction Analysis Activity Description: Role-playing activity to understand interpersonal behavior and communication. Objective: Helps students recognize and analyze different types of interactions and behaviors. Example: Students are given scenarios to role-play different types of transactions (e.g., complementary, crossed). After each role-play, discuss the interactions and outcomes.</p>	CO2
4	<p>Johari Window Activity Description: Self-awareness tool where students share and receive feedback about their personality traits. Objective: Increases self-awareness and mutual understanding among team members. Example: Students complete the Johari Window exercise, listing adjectives that describe themselves and getting feedback from peers. Discuss the "Open," "Blind," "Hidden," and "Unknown" areas.</p>	CO2



5	<p>Report Presentation on Visit to Market Yard/Mandai Activity Description: Students visit the nearby Market/Mandai to observe market functioning. Objective: Understand market dynamics, demand, and supply forces. Example: Students visit the market, interact with traders, observe transactions, and note the factors influencing prices.</p>	CO3
6	<p>Product Demonstration and Mock Sales Presentation Activity Description: Assign products or services to teams for demonstration. Allow preparation time. Objective: Develop product knowledge and presentation skills. Example: Teams receive products (e.g., tech gadgets, software) and prepare demonstrations highlighting features and benefits.</p>	CO3
7	<p>Data Assignment and Exploration Activity Description: Assign various databases to teams for analysis. Objective: Explore patterns, make recommendations, and visualize insights. Example: Teams receive datasets (e.g., sales data, customer feedback) and explore patterns using data analysis tools (e.g., Excel, Tableau).</p>	CO2
8	<p>Analysis and Recommendations Activity Description: Analyze data, identify trends, and make actionable recommendations. Objective: Apply analytical skills to derive insights and propose strategies. Example: Teams analyze data to identify sales trends, customer satisfaction issues, and financial performance. They compile their findings into a report with recommendations.</p>	CO3
9	<p>Visualization and Presentation Activity Description: Present data insights using visual aids. Objective: Communicate findings effectively through data visualization. Example: Teams create visual presentations (e.g., charts, graphs) to illustrate their analysis and present to the class.</p>	CO2
10	<p>Project Assignment and Planning Activity Description: Assign live projects to teams and plan the research approach. Objective: Understand real-world business problems and plan research activities Example: Teams are assigned projects from partner companies or simulated business scenarios. They plan their research methodologies and timelines.</p>	CO2
11	<p>Research and Data Collection Activity Description: Conduct research and collect data relevant to the project. Objective: Gather comprehensive data to address the project's objectives. Example: Teams conduct surveys, interviews, and secondary research to gather data. They document their findings systematically.</p>	CO3
12	<p>Project Presentation Activity Description: Present project findings to the class and stakeholders. Objective: Communicate research outcomes effectively and receive feedback. Example: Teams present their project reports to the class and external stakeholders (if applicable), followed by a Q&A session.</p>	CO3

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO511.1	1	2	1	-	1	-	1	2
CO511.2	1	3	3	1	2	-	1	1
CO511.3	1	3	3	1	2	1	1	1
CO511.4	1	3	3	-	1	-	1	1
CO511	1.00	2.75	2.50	1.00	1.50	1.00	1.00	1.25

PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: PG(Engineering)/ MBA/ MCA (2024 Course)		
Course Code: HRT04501		Course Name: Human Rights-I
Semester: I		
Teaching Scheme: Practical: 02 Hrs./ week	Credit: Practical: 01	Examination Scheme: Term work (TW): 25 Marks
Course Objectives:		
<ul style="list-style-type: none"> • To understand the basics of human values and rights. • To understand the brief history of human rights in international and national perspective. • To acquaint with terminology of various legal instruments to protect Human Rights. • To know the effort taken by UN for protecting Human Rights. 		
Course Outcomes: On completion of the course, the student will be able to,		
CO512.1: Recall the basics of human values.		
CO512.2: Compare the concept of rights and duties.		
CO512.3: Identify the terminology of various legal instruments.		
CO512.4: Analyze the efforts taken by United Nations for protecting Human Rights.		
Sr. No.	List of content to be covered in assignments or activity	CO Mapping
1.	Case Study Analysis of human rights from national and international courts to understand the application and impact of human rights laws.	CO512.1
2.	Debate on contemporary human rights issues, such as freedom of speech vs. hate speech or privacy vs. security.	CO512.1
3.	Role-Playing: Simulate United Nations Human Rights Council meetings where students represent different countries or NGOs and debate human rights issues.	CO512.2
4.	Report Review: students have to research a report on recent human rights violations in different parts of the world and review the report to highlighting the involved rights and the response of the community.	CO512.2
5.	Role Play to explore the legal aspects of human rights violations and the role of different legal instruments.	CO512.3
6.	Article Writing on topics like the significance of human dignity, the importance of diversity, or the relationship between rights and duties.	CO512.3
7.	Analyzing RTI or RTE Act to understand the importance and provisions related to rights.	CO512.4
8.	Use simulation games to teach about the various types of legal instruments, such as treaties and protocols, and their real-world applications.	CO512.4
9.	Facilitate a group discussion on ethical and moral principles, discussing how they intersect with legal rights and duties, have students analyze different types of legal instruments, such as covenants and treaties, to understand their binding nature and implications.	CO512.4
10.	Article Review on role of UN in protecting human rights.	CO512.3
Learning Resources		
Text Books:		
1. Rhona K. M. Smith, Textbook on International Human Rights, 7th Edition, Oxford University Press, 2016, ISBN: 9780198746218		
Reference Books:		
1. H.O. Agarwal, Human Rights, 21st Edition, Central Law Publications, 2020, ISBN: 978-9388267915		
MOOC Courses (Web Links):		
1. https://www.humanrights.com/course/		
2. https://academy.amnesty.org/learn/course/external/view/elearning/115/an-introduction-to-human-rights		

**CO-PO Mapping Matrix of the course,**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO512.1	1	-	-	-	-	1	-	1
CO512.2	1	-	-	-	1	1	-	1
CO512.3	1	-	-	-	1	1	-	1
CO512.4	1	-	-	-	-	1	-	1
CO512	1.00	-	-	-	1.00	1.00	-	1.00



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.0: PG(Engineering)/ MBA/ MCA (2024 Course)		
Course Code:	CYS06551	Course Name: Introduction to Cyber Security
Semester: II		
Teaching Scheme Lecture: 04 Hrs./ week	Credit Theory: 04	Examination Scheme Cumulative Internal Examination (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisite:		
<ul style="list-style-type: none"> Basic knowledge of the Internet and World Wide Web. 		
Course Objectives:		
<ul style="list-style-type: none"> To protect and defend computer systems and networks. To plan, implement and monitor cyber security mechanisms to ensure protection of Information Technology Assets. To identify, analyze and remediate computer security breaches. 		
Course Outcomes:		Mapping of Course Outcome to Unit
On completion of the course, the student will be able to,		
CO513.1: Classify various cybercrimes using IT Act 2000.		Unit I
CO513.2: Make use of cyber security tools, methods and cryptography techniques.		Unit II
CO513.3: Apply different processes for cyber forensics.		Unit III
CO513.4: Explain the diverse legal, social, ethical view point of cybercrimes.		Unit IV
Course Contents		
Unit I	Introduction to Cyber Crimes	10 Hours
Introduction to Cyber Crimes: Cyber-crime definition and origins of the world, cybercrime and information security, classification of cybercrimes, cyber defamation, web jacking, forgery, pornographic offences, software piracy, credit card frauds, identity theft, cybercrime and the IT Act 2000, a global perspective on cybercrimes.		
Unit II	Basic Cryptography, Tools and Methods used in Cybercrimes	10 Hours
Introduction to Cryptography: Data encryption standards, other classical ciphers, public key cryptography, private key cryptography, cryptographic checksums, applications of cryptography. Introduction to tools and Methods: Proxy servers, phishing, password cracking, key loggers and spywares, virus and worms, Trojan horses and backdoors, steganography, DoS (Denial of Service) and DDoS (Distributed Denial of Service) attacks, SQL injection, buffer overflow, attacks on wireless networks, identity theft.		
Unit III	Computer Forensics	10 Hours
Introduction to Computer Forensics: Digital forensics science, the need for computer forensics, cyber forensics and digital evidence, digital forensics life cycle, chain of custody concept, network forensics, approaching computer forensics investigation, forensics and social networking sites, challenges in computer forensics.		
Unit IV	Legal, Social, Ethical and Psychological Aspects of Cyber Crimes	10 Hours
Introduction to Legal perspective: Cybercrime and legal landscape around the world, need of cyber laws, The Indian context of cyber laws, The Indian IT Act, challenges to Indian law, cybercrime scenario in India, digital signatures and the Indian IT Act, amendments to the Indian IT Act, cybercrimes and punishments. Introduction to Intellectual property related crimes: copyright, patent, trademarks, trade secrets, trade name, domain name, ethical dimension of cybercrimes, the psychology, mindset and skills of hackers and other cyber criminals, sociology of cyber criminals, information warfare.		
Total Hours		40 Hours





Learning Resources

Text Books:

1. Nina Godbole, "Cyber Security: Understanding cyber-crimes, Computer Forensics and Legal perspective" WILEY India Pvt.Ltd, ISBN: 978-81-265-2179-1.
2. Matt Bishop, "Introduction to Computer Security", Pearson Education ISBN: 978-81-775-8425-7.

Reference Books:

1. Dr. Jyoti Rattan, "Cyber Laws and Information Technology" by Bharat law House Pvt. Ltd. ISBN: 978-93-5139-470-9.
2. Ankit Fadia, "An unofficial guide to Ethical Hacking", by Macmillan publishers India Ltd. ISBN:13:978-1403-92964-8.
3. M.V. Arun Kumar, "Network Security", University Science Press", ISBN:978-93-80856-72-8.
4. Justice Yatindra Singh, "Cyber Laws", Universal law publishing company, ISBN: 978-81-7534-831-8.

MOOC Courses:

1. Ethical Hacking by Prof. Indranil Sen Gupta- IIT Kharagpur.
<https://nptel.ac.in/courses/106105217>
2. Cyber Security and Privacy by Prof. Saji K Mathew –IIT Madras.
https://onlinecourses.nptel.ac.in/noc23_cs127/preview

CO-PO Mapping Matrix of the course

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO513.1	3	3	-	-	-	-	-	-
CO513.2	3	3	-	-	-	-	-	-
CO513.3	3	3	-	-	-	-	-	-
CO513.4	3	3	-	-	-	-	3	-
CO513	3.0	3.0	-	-	-	-	3.0	-



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01551	Course Name: Financial Management	
Semester: II		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites: <ul style="list-style-type: none"> Managerial Accounting/ Financial Accounting 		
Course Objectives: <ul style="list-style-type: none"> Basic understanding to financial statement analysis. Basic understanding of financial decision making like financing, investing and working capital management. 		
Course Outcomes: On completion of the course, the student will be able to,	Mapping of Course Outcome to Unit	
CO514.1: Define the basic concepts related to financial management.	Unit I	
CO514.2: Summarize financial statement analysis to make business decisions.	Unit II	
CO514.3: Identify the costs and benefits of utilizing bank credit for short-term financing needs.	Unit III	
CO514.4: Examine the key factors that influence a company's capital structure decisions.	Unit IV	
CO514.5: Justify the steps involved in the capital budgeting process for making informed investment decisions.	Unit V	
CO514.6: Estimate working capital needs using the Total Cost Method and Cash Cost Method.	Unit VI	
Course Contents		
Unit I	Introduction to Financial Management	07 Hours
Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization), Approaches to Financial Management, Key Decisions of Financial Management - Investment Decision, Financing Decision, Dividend Policy Decision, Finance and its relation with other disciplines, Emerging Role of Finance Manager.		
Unit II	Techniques of Financial Statement Analysis	08 Hours
Introduction, Objectives of financial statement analysis, Meaning and Definition-Income statement, Position statement, Statement of changes in owners' equity, Statement of changes in financial position, Techniques of Financial Statement Analysis- Comparative statement analysis, Comparative balance-sheet analysis, Comparative profit and loss account analysis, Trend analysis, Common size analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement.		
Unit III	Sources of Finance	07 Hours
Long term sources- Equity/Ordinary Shares, Term Loans, Debentures/Bonds and Securitization, Hybrid Financing/Instruments, Venture Capital Financing. Short term sources of Finance- Trade Credit, Bank Credit, Commercial Papers, Certificate of Deposits (CDs), Factoring.		
Unit IV	Capital Structure	08 Hours
Meaning of capital structure, Definition of capital structure, Different sources of finance, Optimum Capital Structure, Objectives of capital structure, Forms of capital structure, Factors Determining Capital Structure- Leverage- Concept of Leverages and its types, Cost of capital- Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC).		
Unit V	Capital Budgeting	08 Hours
Meaning, Definition of Capital Budgeting, Time value of money. Capital Budgeting Process, Kinds of Capital Budgeting Decisions, Methods of Capital Budgeting of Evaluation - ARR, Payback Period,		



Discounted Payback Period, NPV, PI & IRR.

Unit VI	Working Capital Management	07 Hours
Concept of Working Capital, Gross working capital, Net working capital, Component of working capital, Types of Working Capital, Needs of Working Capital, Working capital position/Balanced working capital position, Factors Determining Working Capital Requirements, Estimation of Working Capital (Total Cost Method & Cash Cost Method), Working Capital Management Policy, Sources of Working Capital, Determining the finance mix- Hedging approach, Conservative approach, Aggressive approach.		
Total Hours		45 Hours
Learning Resources		
Text Books:		
1.V.Saxena and C.Vashist “Essentials of Financial Management”, S. Chand & Sons, ISBN: 8180546488.		
2.I M Pandey, “Financial Management”, 11th Edition, Vikas Publishing House, 2015, ISBN: 9789325982291		
3.By M Y Khan, P K Jain, Financial Management-text-problems-and-cases, TMH Publication, 9353162181 · 9789353162184 8th Edition		
Reference Books:		
1.Ravi Kishore, “Financial Management”, Taxmann Publication, 1st Edition 2020, ISBN:9789389921748		
2.V.K. Bhalla “Financial management” S. Chand Publishing, ISBN- 9788121943215 (2014)		
3.Prasanna Chandra. Financial Management: Theory and Practice, 10e, McGraw Hill Education (India) Private Limited, 2019, ISBN:9789353166533		
MOOC Courses (Web Links):		
1. https://onlinecourses.nptel.ac.in/noc21_mg06/preview		
2. https://onlinecourses.nptel.ac.in/noc21_mg93/preview		

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO514.1	3	3	2	-	1	-	1	1
CO514.2	3	3	3	-	-	-	1	1
CO514.3	3	3	3	-	-	-	1	1
CO514.4	3	3	3	-	-	-	-	-
CO514.5	3	3	3	-	-	-	-	-
CO514.6	3	3	3	-	-	-	-	-
CO514	3.00	3.00	2.83	-	1.00	-	1.00	1.00



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01552	Course Name: Human Resource Management	
Semester: II		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites: <ul style="list-style-type: none"> Basics of Organizational behavioral skills Basic interpersonal skills 		
Course Objectives: <ul style="list-style-type: none"> To understand the role of HRM in an organization To learn to gain competitive advantage through people To learn to study and design HRM system 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO515.1: Explain the role of Human Resource Management in an Organization		Unit I
CO515.2: Outline different methods of HR Acquisition and retention.		Unit II
CO515.3: Develop strategies to implement effective Training and Development programs.		Unit III
CO515.4: Analyze the factors involved in compensation plans, and different types of incentives and benefits, both financial and nonfinancial, including fringe benefits.		Unit IV
CO515.5: Evaluate current trends in human resources management.		Unit V
CO515.6: Compare different forms of employee separation.		Unit VI
Course Contents		
Unit I	Introduction to Human Resource Management	07 Hours
Concept and Challenges - Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM, Challenges of HRM. Introduction to SHRM: Define SHRM, importance and nature. HRM Models: Harvard Model, SHRM "matching model".		
Unit II	HR Acquisition & Retention	08 Hours
Human Resource Planning: Definition, Objective, Need and Importance, HRP Process, Barriers to HRP. Job Analysis Process – Contents of Job Description & Job Specification, Job description Vs job specification, Job design, Factors affecting Job design, Job enrichment Vs job enlargement. Recruitment: Introduction & Sources of Recruitment, Difference between recruitment and Selection-Recruitment, Selection Process, Induction and Orientation. Career Planning- Process of career planning and development Succession Planning Process, Transfer and Promotion. Retention of Employees: Importance of retention, strategies of retention.		
Unit III	Managing Employee Performance and Training	08 Hours
Performance Appraisal & Performance Management –Definition, Objective, Importance, Appraisal Process and Appraisal Methods. Why to measure performance and its purpose. Performance Appraisal Vs Performance Management, Potential Management. Training and Development - Definition – Scope – Conceptual framework of Training and development of Employees, Role of Training in Organizations, Objectives, The Training and Development Process, Training Need Assessment, Types of training, Difference between training and development, E-Learning. Benefits of training, Evaluation of Training Effectiveness: Kirkpatrick model.		
Unit IV	Compensation Management	07 Hours
Concept, Objectives and Principles, Importance of Compensation Management, Process, Current Trends in Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits.		
Unit V	Recent Trends in HRM	08 Hours
HRIS- Need, Advantages & uses of HRIS. Work-Life Balance, Remote work sites, Virtual organization, Workforce Diversity, Gender parity, Learning organization, Reskilling & Upskilling, Talent Management & talent		



analytics. E- Recruitment



Unit VI	Employees Separation	07 Hours
Forms of separation – Retirement (VRS, Golden Handshake), Suspension, Lay-offs, lockout, dismissal, death, Termination & Resignation. Concepts of grievance system, Grievance Procedure in Indian Industry. Documents and Policies related to Employee separation, Employee Exit Interview		
Total Hrs.		45 Hours
Learning Resources		
Text Books:		
1. S.S. Khanka, Human Resource Management, S. Chand Publishing, 2007, ISBN: 812192300X,		
2. Deepak Bhattacharya, Human Resource Management, Sage Publishing Ltd. ISBN: 10-9350620103		
3. Gary Dessler & Biju Varrkey, Human Resource Management, Pearson Education, 16th edition, 2020, ISBN 9789353942205		
4. K Aswathappa and Sadhna Dash, Human Resource Management: Text and Cases, Tata McGraw Hill Publishing Company, 10th edition, 2023, ISBN: 9789355323675		
Reference Books:		
1. Izabela Robinson, Human Resource Management in Organizations, Jaico Publishing House, 2006, ISBN: 8179927172		
2. Michael Armstrong, Essential Human Resource Management Practice - A guide to people management, Replika Press, 2010, ISBN:9780749459895		
3. Cascio & Aguins, Applied Psychology in Human Resource Management, PHI, 2008 edition, ISBN: 9788120333710.		
4. R.S.Dwiwedi, Human Resource Management, Vikas Publishing House, 2007, ISBN-9788125919131		
5. Arun Monappa, Human Resource Management, Tata McGraw Hill Publishing Company, 2nd edition, 2012, ISBN: 1259026205		
MOOC Courses (Web Links):		
1. Great Learning-Human Resource Management - Great Learning (mygreatlearning.com)		

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO515.1	3	-	-	-	1	1	-	-
CO515.2	-	-	2	-	-	1	1	1
CO515.3	2	-	-	1	1	1	-	2
CO515.4	1	-	2	-	-	1	-	2
CO515.5	1	1	1	-	-	1	1	2
CO515.6	1	-	2	-	1	1	-	-
CO515	1.60	1.00	1.75	1.00	1.00	1.00	1.00	1.75



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01553	Course Name: Marketing Management	
Semester: II		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory:03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Prerequisite Courses:		
<ul style="list-style-type: none"> Students should have knowledge of Basics of Marketing 		
Course Objectives:		
<ul style="list-style-type: none"> To provide students with a thorough understanding of product management, consumer and industrial products & branding. To equip students with the skills to strategically set prices and adapt them in response to market dynamics. To develop students' expertise in managing marketing channels and promotion. 		
Course Outcomes:		Mapping of CO to Unit
On completion of the course, the student will be able to,		
CO516.1: Define the concept and role of products and new product development process from idea generation to commercialization.		Unit I
CO516.2: Interpret pricing principles and strategies to set, adapt, and change prices effectively		Unit II
CO516.3: Identify marketing channels and logistics to optimize distribution strategies.		Unit III
CO516.4: Analyze the principles of marketing communications to develop effective promotional strategies.		Unit IV
CO516.5: Criticize comprehensive product-level marketing plans and controls.		Unit V
CO516.6: Illustrate marketing strategies using SWOT analysis and Porter's Five Forces Model.		Unit VI
Course Contents		
Unit I	Product	09 Hours
Meaning, The Role of Product as a market offering, Goods & Services Continuum Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products, materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, the Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process – Idea Generation to commercialization. Branding: Concept, Definition and Commodity vs. Brand, Product Vs Brand, and Concept of Brand equity.		
Unit II	Pricing	08 Hours
Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, determining demand, estimating costs, analyzing competitors' pricing, selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes.		
Unit III	Place	08 Hours
Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions – Order processing, Warehousing, Inventory, and Logistics.		



Unit IV	Promotion	07 Hours
Promotion: Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, choosing media, selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.		
Unit V	Product Level Planning	08 Hours
Product Level Planning: Product Level Planning Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.		
Unit VI	Understanding Competition and Strategic Marketing	06 Hours
Understanding Competition and Strategic Marketing: Marketing strategy: Definition and Features, steps in strategic marketing planning process, SWOT Analysis, Michael Porter's Five Forces Model, Analyzing competition.		
Total Hrs.		45 Hours
Learning Resources		
Text Books:		
1. P. Kotler, K. Keller, A. Koshy, and M. Jha, Marketing Management, 13th Edition, Pearson, ISBN: 9788131716830		
2. R. Saxena, Marketing Management, 6th Edition, Tata McGraw-Hill, ISBN-13-978-9389538335		
3. C. Lamb, J. Hair, C. McDaniel, and P. Sharma, Marketing, Cengage Learning, ISBN: 9788131525340.		
Reference Books:		
1. P. Kotler, G. Armstrong, P. Agnihotri, and E. Haque, Principles of Marketing, 13th Edition, Pearson, ISBN: 9788131731017.		
2. Ramaswamy & Namakumari, Management, Sage Publications India Pvt Ltd, ISBN-13. 978-935280738		
3. Marketing Management: Text and Cases Indian Context, Excel Books, ISBN-13-978-8174465481		
4. Marketing Whitebook, Anurag Batra, BW Books, 2020, ISBN-13. 978-8193306451		
MOOC Courses (Web Links):		
1. NPTEL Course: - https://onlinecourses.nptel.ac.in/noc22_mg57/preview		
2. Coursera Course: - https://www.udemy.com/course/marketing-management-masterclass/		

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO516.1	2	2	-	2	-	-	-	1
CO516.2	2	1	1	-	-	-	-	1
CO516.3	2	2	1	-	-	-	-	1
CO516.4	2	1	3	-	-	-	-	1
CO516.5	1	2	1	-	-	-	-	1
CO516.6	1	2	3	-	-	-	-	1
CO516	1.67	1.67	1.80	2.00	-	-	-	1.00



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01554		Course Name: Operations and Supply Chain Management
Semester: II		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Course Prerequisites: <ul style="list-style-type: none"> Basic operational knowledge of Business Business process knowledge 		
Course Objectives: <ul style="list-style-type: none"> To basic understanding to different concept in operations and supply chain management. To learns to analyze supply chains that meet or exceed customer quality, deliver, cost and service requirements. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO517.1: Define core concepts, significance, and primary functions of operations and supply chain management..		Unit I
CO517.2: Explain the principles of Total Quality Management (TQM) in a business scenario.		Unit II
CO517.3: Identify process characteristics and design principles in various operations and service systems.		Unit III
CO517.4: Construct a comprehensive production planning and control strategy that incorporates demand forecasting, capacity planning, and production control techniques.		Unit IV
CO517.5: Mark the inventory items using ABC analysis.		Unit V
CO517.6: Discuss various supply chain management principles to enhance collaboration, responsiveness, and customer service		Unit VI
Course Contents		
Unit I	Introduction to Operations and Supply Chain Management	07 Hours
Definition, Concept, Significance and Functions of Operations and Supply Chain Management. Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives.		
Unit II	Quality Management	08 Hours
Meaning of quality, Importance of defining quality from customer perspective, Various dimensions of quality, Pioneers in Quality Management viz. A Comparative Analysis - Deming, Juran, and Crosby etc. Quality Circle Quality management and its key components, Principles and benefits of Quality Management, Total Quality Management (TQM). Lean Management , Kaizen, KANBAN, 5S		
Unit III	Operations Processes	06 Hours
Process Characteristics in Operations: Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems. Product Process Matrix: Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout. Service System Design Matrix: Design of Service Systems, Service Blueprinting.		
Unit IV	Production Planning & Control (PPC)	09 Hours
Role and Functions of PPC, Demand Forecasting: Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning. Production Planning: Aggregate production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP, MRP II. Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts.		



Unit V	Inventory Planning and Control	08 Hours
Continuous and intermittent demand system, concept of inventory, need for inventory, types of inventory - seasonal, decoupling, cyclic, pipeline, safety - Implications for Inventory Control Methods. Inventory Costs - Concept and behavior of ordering cost, carrying cost, and storage cost. EOQ – definition, basic EOQ Model, EOQ with discounts. Inventory control - Classification of material - ABC Analysis -VED, HML, FSN, GOLF, SOS. (Numerical expected on Basic EOQ, EOQ with discounts & ABC), Inventory turns ratios, Fixed Order Quantity Model - Periodic Review and Re-Order Point.		
Unit VI	Supply Chain Management	07 Hours
Supply chain concept, Generalized Supply Chain Management Model - Key Issues in SCM – Collaboration, Enterprise Extension, responsiveness, Cash to Cash Conversion. Customer Service: Supply Chain Management and customer service linkages, Availability service reliability perfect order, customer satisfaction. Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing.		
Total Hrs.		45 Hours
Learning Resources		
Text Books:		
1. B.Mahadevan, Operations Management Theory & Practice, Pearson, 3rd Edition, ISBN: 9789332547520 2. Byron J. Finch, Operations Now - Supply Chain Profitability & Performance, McGraw Hill, ISBN: 9780070666931 3. R B Khanna, Production and Operations Management, PHI, 2nd edition, ISBN: 9788120350119. 4. S N Chary, Production & Operations Management, McGraw Hill, 6th Edition, ISBN: 978-9353164812 5. Sunil Chopra, Peter Meindl, D. V. Kalra, Supply Chain Management - Strategy, Planning & Operation, Pearson Education, 6th Edition, ISBN:9780133800203		
Reference Books:		
1. Donald Bowersox, David Closs, M Bixby Cooper, Supply Chain Logistics Management, Tata McGraw Hill, 4th Edition, ISBN:9789353162580 2. William J. Stevenson, Operations Management, TMGH, 12th Edition, ISBN: 978-8131756218 3. Lee Krajewski, Larry Ritzman, Manoj Malhotra, Operations Management, Pearson Education, ISBN 9789353066475 4. J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Introduction to Materials Management, Pearson, 8th Edition, ISBN:978-0134156323		
MOOC Courses (Web Links):		
1. www.classcentral.com 2. www.my-mooc.com 3. onlinecourses.nptel.ac.in		

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO517.1	3	-	-	-	1	-	-	1
CO517.2	2	1	1	-	-	1	-	1
CO517.3	2	2	2	-	-	-	-	1
CO517.4	1	2	2	-	-	-	-	1
CO517.5	1	2	3	-	-	1	-	2
CO517.6	1	2	2	-	-	1	-	1
CO517	1.67	1.80	2.00	-	1.00	1.00	-	1.17



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA01555		Course Name: Entrepreneurship and Startup Management
Semester: II		
Teaching Scheme: Lecture: 03 Hrs./ week	Credit: Theory: 03	Examination Scheme: Continuous Internal Evaluation (CIE): 40 Marks Semester-End Examination (SEE) (Paper): 60 Marks
Prerequisite Courses:		
<ul style="list-style-type: none"> • A foundational understanding of business principles, including marketing, finance, and management. • An interest in entrepreneurship and the willingness to explore innovative business ideas. 		
Course Objectives:		
<ul style="list-style-type: none"> • To instill a basic understanding start-up opportunities and challenges • Explore Legal, Financial and other requirements for new ventures • To make students aware about various government scheme which promotes start-up 		
Course Outcomes:		Mapping of CO to Unit
On completion of the course, the student will be able to,		
CO518.1: Define the terms Entrepreneur, Intrapreneur and Entrepreneurship		Unit I
CO518.2: Explain entrepreneurial opportunity and design thinking		Unit II
CO518.3: Select various business launching formalities for startups.		Unit III
CO518.4: Distinguish the role and function of support institutions in funding and establishing startups to foster their development and growth.		Unit IV
CO518.5: Assess various survival and growth strategies for startups and business model.		Unit V
CO518.6: Develop a convincing business plan for both manufacturing and service startup by preparing elevator pitch		Unit VI
Course Contents		
Unit I	Entrepreneur and concept of Entrepreneurship	07 Hours
Understanding Entrepreneur, Intrapreneur, Entrepreneurship and Manager. Attributes and Characteristics of successful entrepreneurs. Functions of an Entrepreneur, Classification of Entrepreneurs. Role of Entrepreneur in Indian Economy, Developing entrepreneurial culture, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, For profit or Not for profit entrepreneurs, Constraints for the Growth of Entrepreneurial Culture, Entrepreneurship as a career, Emerging Models of Corporate Entrepreneurship, India's start up revolution–Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators-Rural entrepreneurship, social entrepreneurship, women entrepreneurs.		
Unit II	Innovative Ventures: Opportunity Recognition and Design Thinking	08 Hours
Entrepreneurial opportunity searches and recognition, opportunity recognition concepts and methods as developed and/or advocated by leading thinkers like Drucker, Mitchell, Schumpeter, and Vesper. The Big Idea- Generate Ideas with Brainstorming- Business Start-up – Ideation- Venture Choices – Types of Economies and The Sharing Economy. The Six Forces of Change. Conducting Feasibility Studies: Project Finalization; Identifying sources of Information, Scaling Ventures, Preparing for change with startup mentors. Reasons for new venture failures. Role of consultancy organizations in promoting Entrepreneurs. Concept of Design Thinking and its Process.		
Unit III	Protecting business ideas and Launching Formalities for Small Enterprises	07 Hours
Understanding the role of Intellectual Property awareness, creation and protection to startups, Definition of Small Scale; Rationale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection. Liabilities under the Factories Act, Shops & Establishment Act, Industrial Employment (Standing Orders) Act, Environment Protection Act, Sale of Goods Act, maintenance & submission of statutory records & returns, understanding labour - management relationship		
Unit IV	Role of Support Institutions, government and management of Small Business and Related Schemes	08 Hours
Role of Support Institutions for startup funding and establishing startup such as DIC; SIDO; SIDBI; SIDC; SISI; NSIC; NISBUED; Khadi & Village Industries Corporation / Board., Prime Minister's Employment Generation		

Programme (PMEGP), Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTSME), Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Marketing Promotion Schemes such as Marketing Promotion Schemes and International Cooperation Scheme (IC), Procurement and Marketing Support Scheme (P&MS). Skill Acquisition and Knowledge Awareness for Livelihood Promotion (“SANKALP”). And various program offered by Skill Development and Entrepreneurship Apprenticeship training National Apprenticeship Promotion Scheme (NAPS).		
Unit V	Startup Survival , Growth strategies and Business Model	09 Hours
Stages of growth in a new venture- Growing with the market – Growing within the industry- Venture life patterns- Strategies to support growth and sustainability of the venture. Entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition. Funds and Financial Management as strategy, Concept of Elevator Pitch and Crafting an Elevator Pitch. Understanding the points to be covered in Elevator Pitch. Long tail Market strategy and Go to market Strategy. Understanding the Blue ocean strategy for startups. What are Business Models? Business Model Canvas. Franchises as Business Models		
Unit VI	Cases in Manufacturing as well as Service sector	06 Hours
Analytical case studies of profitable and unsuccessful business owners, important factors that contribute to success or failure, industrial disease, industrial evolution, technological obsolescence, transfer, and technology for startups are all covered. Investigating Family Enterprises. Case studies for service sector focusing and aligning with the parameters you've mentioned, focusing on the manufacturing as well as service sector and covering various aspects such as business canvas models, factors contributing to success or failure, and technological aspects for startups, ventures.		
		Total Hrs. 45 Hours
Learning Resources		
Text Books:		
<ol style="list-style-type: none"> Desai, Vasant, The Dynamics of Entrepreneurial Development & Management, Himalaya Publishing House, Delhi, 6th Edition, ISBN-13. 978-9350244548 Morse and Mitchell, Cases in Entrepreneurship, Sage South Asia Edition, ISBN13-978-8178298634 K Ramchandran, Entrepreneurship – Indian Cases on Change Agents, TMGH, ISBN: 9780070248878 Longenecker, Moore, Petty and Palich, Managing Small Business, Cengage Learning, 13th India Edition, ISBN: 9780324569728. 		
Reference Books:		
<ol style="list-style-type: none"> Satish Taneja, S.L.Gupta, Development New Venture Creation, ISBN-13: 978-8185989594 David H., Entrepreneurship: New Venture Creation by. Holt Entrepreneurship, ISBN: 978-0132826747 A. Sahay & M.S.Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities, ISBN:9788174465030 		
MOOC Courses (Web Links):		
<ol style="list-style-type: none"> https://www.startupindia.gov.in/content/sih/en/learning-and-development_v2.html https://www.startupschool.org/ https://courses.iid.org.in/course/basics-of-startups 		

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO518.1	3	-	-	1	-	-	3	1
CO518.2	2	2	2	1	1	-	3	1
CO518.3	-	-	2	-	1	-	3	2
CO518.4	1	-	2	-	-	-	3	1
CO518.5	1	2	2	-	-	1	3	-
CO518.6	1	2	2	-	1	-	3	1
CO518	1.60	2.00	2.00	1.00	1.00	1.00	3.00	1.20



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 7: First Year MBA (2024 Pattern)		
Course Code: MBA10551	International Business Management	
Semester: II		
Teaching Scheme: Lecture: 02 Hrs./ week	Credit: Theory: 02	Examination Scheme: Continuous Internal Evaluation (CIE): 50 Marks
Prerequisite Courses: <ul style="list-style-type: none"> • Student should have basic knowledge about the international business. • Students should know the scope of international business. 		
Course Objectives: <ul style="list-style-type: none"> • Basic understanding to different concept in International Business Environment. • Enable to examine various facets of international business environment. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO519.1: Define the key concepts of International Business Environment.		Unit I
CO519.2: Explain the theories of International Trade.		Unit II
CO519.3: Identify the role of CSR in International business with examples.		Unit III
CO519.4: Analyze the effectiveness of different FDI strategies such as Greenfield vs. Brownfield investments.		Unit IV
CO519.5: Application of BOP and BOT concepts for decision making		Unit V
CO519.6: Discuss the importance of emerging developments in International Business.		Unit VI
Course Contents		
Unit I	Introduction to International Business	05 Hours
Importance, nature and scope of international business; modes of entry into International Business, internationalization process. Globalization: Meaning, Implications, Globalization as a driver of International Business. The Multinational Corporations (MNCs) – evolution, features and dynamics of the Global Enterprises. Consequences of Economic Globalization, Brexit, Reverse globalization.		
Unit II	Theories of International Trade	05 Hours
Introduction, need to study international trade theories, Types of foreign trade theories, Mercantilism Theory, Classical Trade Theory, Adam Smith's Absolute Cost Advantage Theory, Ricardo's Comparative Cost Advantage Theory, Heckscher Ohlin's Factor Proportions Theory, Haberler's Opportunity Cost Theory, Vernon's Product Life Cycle Theory, Porter's National Competitive Advantage Theory, Implications of International Trade Theories.		
Unit III	International Business Environment	05 Hours
Political Economy of International Business, Economic and Political Systems, Legal Environment, Cultural Environment, Ethics and CSR in International Business.		
Unit IV	International Financial Environment	05 Hours
Foreign Investments - Pattern, Structure and effects. Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Mergers and Acquisitions, Motives of FDI, FDI contrasted with FPI. Basics of Forex Market		
Unit V	International Economic Institutions and Agreements	05 Hours
WTO, IMF, World Bank, UNCTAD Tariff and Non-Tariff Barriers. Balance of Payment Account: Concept and significance of balance of payments, Current and capital account components. Introduction to Basic Concept of IFRS.		
Unit VI	Emerging Issues in International Business Environment	05 Hours
Growing concern for ecology, Digitalization; Outsourcing and Global Value chains. Labor and other Environmental Issues, Impact of Pandemic COVID-19 and recession on international trade.		
Total Hrs.		30 Hours
Learning Resources		

**Text Books:**

1. Adhikary, Manab, Global Business Management, Macmillan Publishers, ISBN:978935138132
2. Black and Sundaram, International Business Environment, Prentice Hall of India, ISBN: 978812031141
3. Gosh, Biswanath, Economic Environment of Business South Asia Book, 2nd Edition, ISBN: 9780706998962
4. Aswathappa, International Business Tata McGraw Hill publications, ISBN: 0070221642.
5. P. Subha Rao, International Business, Himalaya Publishing House ISBN:: 9789353670115

Reference Books:

1. Bhattacharya.B, Going International Response Strategies for Indian Sector by, Wheeler Publishing Co, ISBN: 9788185814759
2. D.N. Krithani, International Economics, Himalaya Publishing House, ISBN:9789352993642
3. Roger Bennett, International Business, PEARSON INDIA, ISBN: 9788177589238
4. C.B. Gupta, Business Environment, Sultan Chand & Sons, ISBN:9788180549694
5. Francis Cherunillam, International Business, PHI Learning, ISBN: 9789389347487

MOOC Courses (Web Links):

1. <https://nptel.ac.in/courses/110101004>
2. https://onlinecourses.nptel.ac.in/noc20_mg65/preview

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO519.1	3	-	1	-	-	-	-	-
CO519.2	2	-	-	1	1	1	-	1
CO519.3	-	-	1	1	-	1	-	1
CO519.4	1	-	1	1	1	2	-	2
CO519.5	2	-	1	1	-	-	-	1
CO519.6	-	-		1	-	-	1	2
CO519	2.00	-	1.00	1.00	1.00	1.33	1.00	1.40



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA10552		Course Name: Knowledge Management
Semester: II		
Teaching Scheme: Lecture: 02 Hrs./ week	Credit: Theory: 02	Examination Scheme: Continuous Internal Evaluation (CIE): 50 Marks
Prerequisite Courses: <ul style="list-style-type: none"> • Introduction to Business Management • Understanding about Information Systems and Technology 		
Course Objectives: <ul style="list-style-type: none"> • To equip business management students with the skills and knowledge to effectively manage, share, and leverage organizational knowledge for strategic decision-making and competitive advantage. 		
Course Outcomes: On completion of the course, the student will be able to,		Mapping of CO to Unit
CO520.1: Define Data, Information, Knowledge, and Expertise and KM tools		Unit I
CO520.2: Explain the Knowledge Management Cycle and Models		Unit II
CO520.3: Select effective systems by applying principles of knowledge management		Unit III
CO520.4: Analyze the significance of capturing knowledge elements and structuring their application as a competitive advantage for businesses		Unit IV
CO520.5: Interpret strategies for effective organizational learning to facilitate knowledge retention and application within the organization		Unit V
CO520.6: Identify factors influencing organizational culture with knowledge sharing initiatives.		Unit VI
Course Contents		
Unit I	Introduction to Knowledge Management and KM tools	05 Hours
Definitions: Data, Information, Knowledge, and Expertise, Understanding Epistemology Knowledge Types: Subjective vs. Objective, Procedural vs. Declarative, Tacit vs. Explicit, General vs. Specific Knowledge. Types: Associational, Motor Skill, Theoretical. Why Is KM Important Today? Characteristics of Knowledge - Explicitness, Codifiability, Teachability, Specificity. Knowledge Reservoirs and E-Learning. KM for Individuals, Communities, and Organizations. Knowledge Capture and Creation Tools, Content Creation Tools, Data Mining and Knowledge Discovery, Content Management Tools, Folksonomies and Social Tagging/Bookmarking, Knowledge Sharing and Dissemination Tools. Groupware and Collaboration Tools, Blogs, Mashups, Wikis, Social Networking, Web 2.0, and KM 2.0, Knowledge Acquisition and Application Tools. Intelligent Filtering Tools, Adaptive Technologies.		
Unit II	Knowledge Management Cycle and Models	05 Hours
KM system life cycle, and aligning KM and business strategy, KM Cycle: Knowledge creation, capturing tacit knowledge, Major Approaches to the KM Cycle, Wiig KM Cycle, Meyer and Zack KM Cycle, Bukowitz and Williams KM Cycle, McElroy KM Cycle, Integrated KM Cycle. Major Theoretical KM Models, Nonaka & Takeuchi Knowledge Spiral Model. Choo Sense-Making KM Model, Wiig Model for Building and Using Knowledge, Boisot I-Space KM Model, Complex Adaptive System Models of KM, European Foundation for Quality Management, (EFQM) KM Model, Inukshuk KM Model, ISO/DIS 30401		
Unit III	Knowledge Management System	05 Hours
Knowledge codification and system development: codification, system testing and deployment, Knowledge transfer and knowledge sharing- the role of culture and structure. Analysis design and development: Knowledge infrastructure, Knowledge audit, and knowledge team, Analysis, design and development of KM system, KM tools and Portals: inferences from data, data mining and knowledge portals		
Unit IV	Knowledge Capture, Sharing, and Application	05 Hours
Tacit Knowledge Capture: At Individual, Group, and Organizational Levels. Explicit Knowledge Codification: Cognitive Maps, Decision Trees, Knowledge Taxonomies. The Social Nature of Knowledge: Sociograms and Social Network Analysis, Community Yellow Pages. Knowledge-Sharing Communities: Types of		



Communities, Roles and Responsibilities in Communities of Practice (CoPs), Knowledge Sharing in Virtual CoPs, Overcoming Obstacles to Knowledge Sharing. Organizational Learning and Social Capital: Measuring the Value of Social Capital. Knowledge Application: At the Individual Level- Characteristics of Individual Knowledge Workers, Task Analysis and Modeling. At Group and Organizational Levels- Knowledge Reuse, Knowledge Management Applications		
Unit V	Strategic Knowledge Management and Organizational Learning	05 Hours
Developing a Knowledge Management (KM) Strategy: Knowledge Audit, Gap Analysis, KM Strategy Road Map, Balancing Innovation and Organizational Structure, Types of Knowledge Assets Produced, Organizational Learning and Memory- How Organizations Learn and Remember, Frameworks to Assess Organizational Learning and Memory, Management of Organizational Memory, Organizational Learning Lessons Learned Process, Organizational Learning and Memory Models, Three-Tiered Approach to Knowledge Continuity. Roles in Knowledge Management - Major Categories of KM Roles, Senior Management Roles, KM Roles and Responsibilities within Organizations, The KM Profession, Ethics of KM		
Unit VI	Resource-Based View in Knowledge Management and KM Value	05 Hours
The Role of Organizational Culture: Types and Analysis, Culture as the Foundation of Knowledge Management Effects of Culture on Individuals, Organizational Maturity Models: KM and CoP, transitioning to a Knowledge-Sharing Culture, Cultural Impact of Mergers and Virtualization, Knowledge Management ROI and Metrics Benchmarking Method, Balanced Scorecard Method, House of Quality Method, Results-Based Assessment Framework, Measuring Community of Practice (CoP) Success		
Total Hrs.		30 Hours
Learning Resources		
Text Books:		
1. Fernandez I. B. and Sabherwal, R. (2010). Knowledge Management: System and Resources. PHI Delhi.		
2. Tiwana Amrit (1999). The Knowledge Management Toolkit. Prentice Hall PTR.		
3. Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal (2004). Knowledge Management Challenges, Solutions, and Technologies, Prentice Hall. ISBN: 0-13-109931-0.		
4. Elias M. Awad, Hassan M. Ghaziri (2004). Knowledge Management. Prentice Hall. ISBN: 0-13-034820-1.		
Reference Books:		
1. Donald Hislop, Knowledge Management in Organizations, Oxford 2nd Edition.		
2. Madanmohan Rao (2004). Knowledge Management Tools and Techniques: Practitioners and Experts Evaluate KM Solutions. Butterworth-Heinemann, ISBN: 0750678186.		
3. Watson, I. (2003). Applying Knowledge Management. Techniques for Building Corporate Memories. San Francisco: Morgan Kaufmann Publisher.		
4. Murray E. J. (2005). Case Studies in Knowledge Management. USA: IGP		
MOOC Courses (Web Links):		
1. Knowledge Management - Course (nptel.ac.in)		

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO520.1	3	-	-	1	-	-	-	2
CO520.2	2	-	1	1	-	-	-	-
CO520.3	-	-	-	-	-	-	-	-
CO520.4	1	2	1	-	-	-	-	-
CO520.5	-	2	1	1	-	-	-	1
CO520.6	1	-	2	2	-	-	-	1
CO520	1.75	2.00	1.25	1.25	-	-	-	1.33



P.E.S. Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA (2024 Pattern)		
Course Code: MBA10553		Course Name: Industry Analysis- Desk Research
Semester: II		
Teaching Scheme Lecture: 02 Hrs./ week	Credit: Theory: 02	Examination Scheme Continuous Internal Evaluation (CIE): 50 Marks
Course Prerequisites:		
<ul style="list-style-type: none"> • Basic knowledge of organization structure • Basic knowledge of forms of organisations 		
Course Objectives:		
<ul style="list-style-type: none"> • To understand the basics of Industry analysis. • To analyze the industry from various aspect. • To evaluate the financial data of industry. • To assess the impact of government policies on Industry. 		
Course Outcomes:		Mapping of CO to Unit
On completion of the course, the student will be able to,		
CO521.1: Recall the basics of Industry Analysis.		Unit I
CO521.2: Interpret the industry capacity and its importance.		Unit II
CO521.3: Plan and construct brief profiles detailing the career highlights of CMDs, CEOs, and other key top management personnel in the industry.		Unit III
CO521.4: Discover the external environment of the industry.		Unit IV
CO521.5: Evaluate the financial data of the industry.		Unit V
CO521.6: Discuss the impact of various polices of government on the industry.		Unit VI
Course Contents		
Unit I	Basics of Industry Analysis	04 Hours
Nature of the Industry, Players in the industry, Nature of competition, Market shares of top 5 & bottom 5 players, Possible Classification of players into Leaders, Challengers, Followers, Nichers, Positioning & Differentiation strategies of key players. Branding strategies, Pricing Policies, Cartelization if any and comments thereon,		
Unit II	Industry Capacity analysis	04 Hours
Total capacity of the industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities (Domestics as well as Global), Demand Supply balance in the industry – at global, national and regional level, Key factors affecting demand, Key supply side constraints, Professional Trade bodies of the Industry, Business Functions carried out Online by the key players. Online presence of the players, Incremental Innovations in the industry, Disruptive Innovations in the industry		
Unit III	Promoters & Management Ethos	04 Hours
Background of promoter groups of top 5 and bottom 5 players in the industry, Management ethos and philosophy, Brief profiles of CMDs, CEOs, and key top management personnel with their career highlights, Detailed profile of one distinguished top management personnel each from any two players in the Industry, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation.		
Unit IV	External Environment	06 Hours
Controlling ministry and / or regulator if any for the Industry, Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact on top 5 players and bottom 5 players, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc. against irregularities , legal violations if any.		





Unit V	Financials	08 Hours
Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and trends/changes therein, Sick players if any and their turnaround strategies, if any, Key factors contributing to costs, Ratio analysis of financial data for last 5 years for top 5 and bottom 5 companies in the industry.		
Unit VI	Recent Developments	04 Hours
Impact of key relevant provisions of the latest Fiscal policy on the industry and various players therein, Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Key Alliances in the past 5 years and their performance & impact on other players in the industry, Mergers & Acquisitions, if any. Technological developments, Labour unrest if any – reasons thereof and impact on the particular player and the industry as a whole, emerging first generation entrepreneurs, if any, in the industry, Corporate wars & feuds in the industry, if any.		
Total Hrs.		30 Hours
Instruction for Course faculty		
<p>Note: No textbooks are prescribed for this course. The course has to be taught using the company annual reports and other publications, company website, social media feeds, business newspapers and business databases such as CMIE, CRISIL database, etc.</p> <p>Students should work in groups of 3 to 5 each under the guidance of a faculty. Students shall carry out an in-depth study of any TWO industries of their choice. Industries selected should be distinct from each other. Students shall submit a structured detailed report.</p>		

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO521.1	1	1	-	-	1	-	1	1
CO521.2	2	2	1	-	-	-	-	1
CO521.3	1	1	1	-	-	-	-	-
CO521.4	2	2	1	-	-	-	-	1
CO521.5	1	3	3	-	-	-	-	1
CO521.6	1	2	3	-	-	-	-	1
CO521	1.33	1.83	1.80	-	1.00	-	1.00	1.00



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA. (2024 Pattern)		
Course Code: MBA04551		Professional Communication Skills -II
Semester: II		
Teaching Scheme: Practical: 02 Hrs./ week	Credit Practical: 01	Examination Scheme: Term work (TW): 25 Marks
Course Prerequisites: <ul style="list-style-type: none"> • Basic knowledge of communication skills like listening, reading and writing skills. • Basic knowledge of interpersonal skills 		
Course Objectives: <ul style="list-style-type: none"> • Demonstrate the use of basic and advanced business writing skills. • Develop interpersonal communications skills that are required for social and business interaction. 		
Course Outcomes: On completion of the course, the student will be able to,		
CO522.1: Choose different tools for personal and professional written communication.		
CO522.2: Apply reading skills to comprehend a paragraph, listening skills to analyze a speech or an audio, written skills to construct a resume or CV, cover letter, report and an E-mail.		
CO522.3: Demonstrate ability to express themselves in various genres of writing, including creative, critical, and factual styles.		
CO522.4: Compose the SMART goal-setting framework to set both short-term and long-term goals.		
Sr. No.	List of Assignments/Activity	CO Mapping
1	Icebreaker Communication Activity	CO1
2	Role-Playing Different Communication Types	CO1
3	Communication Network Simulation	CO3
4	Identifying and Overcoming Communication Barriers	CO2
5	7 Cs of Communication Workshop	CO1
6	Self-Awareness and Self-Image Exercise	CO2
7	SWOC Analysis Workshop	CO2
8	Creativity and Innovation Session	CO3
9	Discuss case studies on ethical dilemmas and human values in business. Groups debate and present their resolutions	CO2
10	Teach the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goal-setting framework. Students set short-term and long-term goals	CO2
11	Group activities focusing on teamwork, leadership, and confidence-building (e.g., trust exercises, public speaking practice).	CO3
12	Icebreaker Communication Activity	CO1
Learning Resources		
MOOC Courses (Web Links):		
1. https://nptel.ac.in/courses/110101004		
2. https://onlinecourses.nptel.ac.in/noc20_mg65/preview		

CO-PO Mapping Matrix of the course,

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO522.1	1	1	-	3	-	-	1	1
CO522.2	1	1	-	3	-	-	1	1
CO522.3	-	1	2	3	-	-	2	1
CO522.4	1	-	1	1	-	-	-	1
CO522	1.00	1.00	1.50	2.50	-	-	1.33	1.00



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: First Year MBA. (2024 Pattern)		
Course Code: MBA04552	Course Name: Contemporary Business Tools -II	
Semester: II		
Teaching Scheme: Practical: 02 Hrs./ week	Credit Practical: 01	Examination Scheme: Term work (TW): 25 Marks
Course Prerequisites: <ul style="list-style-type: none"> • Basic understand of business functions • Knowledge of management concepts 		
Course Objectives: <ul style="list-style-type: none"> • Relate the theoretical concept of management with the practical application. • Understand the various management concept through various activities. 		
Course Outcomes: On completion of the course, the student will be able to,		
CO523.1: Relate the practical applications of different management concept.		
CO523.2: Apply the management theories in business situations.		
CO523.3: Analyze the different business situations for effective decision-making.		
CO523.4: Utilize modern business tools tailored for specific business needs and tasks.		
Sr. No.	List of Assignments/Activity	CO Mapping
1.	Video Presentation Activity: Interview with Entrepreneurs Example: Form teams and assign an entrepreneur to each team. Students research the entrepreneur's background and business, and prepare interview questions focused on key areas like challenges faced, business strategy, and industry insights. Skills Developed: Research, planning, teamwork, communication.	CO1
2.	Conducting the Interview Example: Teams visit the entrepreneur's workplace or conduct the interview via video conferencing. They record the interview, ensuring good audio and video quality. Skills Developed: Interviewing, technical skills, real-world interaction.	CO2
3.	Editing and Compilation <ul style="list-style-type: none"> • Example: Students edit the recorded interview to create a polished 10-15-minutes video presentation. They add titles, captions, and any necessary graphics. • Skills Developed: Video editing, storytelling, attention to detail. 	CO2
4.	Class Presentation and Discussion <ul style="list-style-type: none"> • Example: Each team presents their video to the class, followed by a Q&A session where they discuss insights and learnings from the interview. • Skills Developed: Presentation, public speaking, critical thinking. 	CO3
5.	Financial Statement Analysis Activity: Analysis of a Company's Financial Statements Team Assignment and Company Selection <ul style="list-style-type: none"> • Example: Each team is assigned a publicly traded company. They gather the company's financial statements from annual reports or financial databases. • Skills Developed: Team coordination, data gathering. 	CO2
6.	Financial Statement Analysis <ul style="list-style-type: none"> • Example: Teams compile their findings into a comprehensive report, highlighting the company's financial health, performance, and potential risks. They also prepare visual aids like graphs and charts. • Skills Developed: Report writing, data visualization, teamwork. 	CO3



7.	<p>Blueprinting of Service-Based Company Activity: Observation and Presentation Company Visit and Observation</p> <ul style="list-style-type: none"> • Example: Teams visit a service-based company (e.g., a restaurant, hotel, or spa). They observe the layout, ambiance, service delivery process, customer interactions, and overall operational efficiency. • Skills Developed: Observation, analytical thinking, note-taking. 	CO2
8.	<p>Class Presentation and Feedback</p> <ul style="list-style-type: none"> • Example: Teams present their findings and suggestions to the class. They use visual aids like photos and diagrams to illustrate their points. The class provides feedback and discusses the feasibility of the suggestions. • Skills Developed: Presentation, public speaking, peer review. 	CO3
9.	<p>Learning HR Functions Activity: Study and Design of HR Documents</p> <ul style="list-style-type: none"> • Study of Job Descriptions (JD) and Job Specifications (JS) Example: Teams are given various job roles to study. They analyze existing JDs and JSs, identifying key elements and how they align with the company's needs. • Skills Developed: Analytical thinking, HR knowledge, attention to detail. 	CO2
10.	<p>Designing a Training Calendar</p> <ul style="list-style-type: none"> • Example: Each team designs a training calendar for a given department, considering factors like employee skill levels, business cycles, and training objectives. • Skills Developed: Planning, organization, strategic thinking. <p>Creating a Performance Appraisal Form</p> <ul style="list-style-type: none"> • Example: Teams design a performance appraisal form that includes both qualitative and quantitative metrics, ensuring it aligns with the company's goals and values. • Skills Developed: HR knowledge, document design, critical thinking. 	CO3
11.	<p>Presentation on Visit to Departmental Stores/Shopping Mall Activity: Observation and Presentation Mall/Departmental Store Visit</p> <ul style="list-style-type: none"> • Example: Teams visit a shopping mall or departmental store, observing aspects such as store layout, product displays, customer flow, promotional schemes, and overall shopping experience. • Skills Developed: Observation, analytical thinking, note-taking. 	CO2
12.	<p>Presentation on Visit to Departmental Stores/Shopping Mall</p> <ul style="list-style-type: none"> • Example: Each team presents their findings and suggestions to the class, using visual aids like photos, diagrams, and videos. The presentation is followed by a discussion and feedback session. • Skills Developed: Presentation skills, public speaking, peer review. 	CO3

CO-PO Mapping Matrix of the course,

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO523.1	1	-	3	1	-	-	-	1
CO523.2	1	2	3	1	1	-	1	1
CO523.3	1	2	3	3	1	1	1	1
CO523.4	1	3	3	-	1	-	1	1
CO523	1.00	2.33	3.00	1.67	1.00	1.00	1.00	1.00



PES's Modern College of Engineering (An Autonomous Institute Affiliated to Savitribai Phule Pune University) Level 6.5: PG(Engineering)/ MBA/ MCA (2024 Course)		
Course Code: HRT04551		Course Name: Human Rights-II
Semester: II		
Teaching Scheme:	Credit:	Examination Scheme:
Practical: 02 Hrs./ week	Practical: 01	Term work (TW): 25 Marks
Course Objectives:		
<ul style="list-style-type: none"> To Aware about Human Values and rights. To Understanding of legal instruments of Human Rights. To Know about UN efforts on protecting Human Rights. 		
Course Outcomes: On completion of the course, the student will be able to,		
CO524.1: Outline the Indian context on Human Rights.		
CO524.2: Analyze the Enforcement Mechanism for Human Rights.		
CO524.3: Extend the legal redress on human rights violation.		
CO524.4: Criticize the role of advocacy groups in protecting human rights.		
Sr. No.	List of content to be covered in assignments or activity	CO Mapping
1	Screening a documentary/ movie, follow up with discussions on understanding Human Rights and Duties in the Indian Constitution, and discuss gain insights into the interplay between fundamental rights, duties and human rights in India.	CO524.1
2	Study the provisions of the Protection of Human Rights Act, 1993 and Discuss the importance of human right act, 1993.	CO524.1
3	Case Analysis of specific cases where the NHRC or SHRCs intervened to protect human rights.	CO524.3
4	Group Discussion on role and responsibilities of Commissions on Women, Children, Minority and Scheduled Castes, and Scheduled Tribes in protecting their rights.	CO524.2
5	Article Writing on topics like Inequalities in society and Human Rights and Good Governance.	CO524.2
6	Situation Analysis on recent abuse of Executive Power in different parts of the world, highlighting the involved rights and the response of the international community.	CO524.3
7	Group Discussion to explore the role of Protection Bodies in protecting Human Rights	CO524.3
8	Role-Playing: Simulate international Complaint Mechanism for Human Rights.	CO524.4
9	Article review on Role of Corporate sector and NGOs in protecting Human Rights	CO524.4
10	Guest Session on Overview of ESG principles, SDG goals and their relevance to human rights	CO524.4
Learning Resources		
Text Books:		
1. Rhona K. M. Smith, Textbook on International Human Rights, 7th Edition, Oxford University Press, 2016, ISBN: 9780198746218		
2. H.O. Agarwal, Human Rights, 21st Edition, Central Law Publications, 2020, ISBN: 978-9388267915		
Reference Books:		
1. Bhagyashree Deshpande, Human Rights: Law & Practice, Central Law Publications, 2017, ISBN: 9789382676744		
MOOC Courses (Web Links):		
1. https://onlinecourses.swayam2.ac.in/cec24_hs06/preview		

**CO-PO Mapping Matrix of the course,**

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO524.1	1	-	-	1	-	1	-	1
CO524.2	1	-	-	-	1	1	-	1
CO524.3	1	1	-	-	1	1	-	1
CO524.4	1	-	-	-	-	1	-	1
CO524	1.00	1.00	-	1.00	1.00	1.00	-	1.00