

CSIBER

CHHATRAPATI SHAHU INSTITUTE OF
BUSINESSEDUCATION AND RESEARCH,
KOLHAPUR-MAHARASHTRA, INDIA

(AN AUTONOMOUS INSTITUTE)

CPE Phase III, NAAC A+



STRUCTURE & SYLLABUS

Under C.B.C.S.
Pattern With Effect
from 2021-2022

MBA Programme

MASTER OF BUSINESS ADMINISTRATION (MBA Analytics)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOS):

Programme Educational Objectives are broad statements that describe what students are expected to attain within few years of completing their graduation. Programme Educational Objectives are based on the needs of the students undergoing the programme.

The PEOs of MBA Program at CSIBER are as follows;

PEO 1:

Our graduates will develop themselves as professionals contributing effectively and efficiently by applying theories in management and demonstrating team work, effective communication, analytical and creative thinking skills for problem-solving.

PEO 2:

Our graduates will be equipped with leadership and entrepreneurial abilities to enable them to establish themselves as dynamic and innovative business professionals.

PEO 3:

Our graduates will not only be able to adapt to changes in the global environment but also act as change agents in bringing about holistic and sustainable development in the society.

PEO 4:

Our graduates will have highest regard for Personal & Institutional Integrity, Ethical values and Social Responsibility.

GRADUATE ATTRIBUTES for MBA COURSE

1. Problem solving using domain knowledge and quantitative techniques
2. Well versed with soft skills
3. Deal with contemporary issues (innovation, emerging technology, disruption)
4. Entrepreneurial and Leadership abilities.
5. Inter-cultural competency
6. Cater to needs of holistic and sustainable development
7. Develop the capacity for independent and lifelong learning.
8. Global citizenship

Programme Outcomes (POS):

The programme outcomes of MBA program are as follows;

1. Conceptual Knowledge:- Graduates will be able to conceptualize, organize, analyse and resolve complex business problems by using their domain knowledge of management.
2. Leadership and Innovation Skills:- Graduates will be able to adopt and adapt the contemporary trends in their domain area as well as innovations, emerging technology and global changes while leading and managing business.
3. Soft Skills:- Graduates will practice and perform effective communication skills and softskills under various business situations.
4. Entrepreneurial Skills:- Graduates will be able to identify, assess and shape entrepreneurial opportunities and evaluate their potential for starting an enterprise.
5. Stakeholder Concern:- Graduates will address ethical, legal and cultural issues of organizationand society by utilizing their conceptual knowledge.
6. Sustainability:- Graduates will gain ability to take business decisions keeping in mind theneed for sustainable and holistic development.
7. Research and Lifelong Learning:- Graduates will be able to participate in active research work, as well as independent and lifelong learning.
8. Problem Solving:- Graduates will possess and use competencies in quantitative and qualitative techniques for problem solving in their respective functional areas.

I. DURATION :

The degree of **MBA** shall be full-time course and its duration shall be of **Two Years**.The course consists of Four Semesters. The examination to be held in the First and Second Semester will be called Part – I (First Year) and the examination to be held in the Third and Fourth Semester will be called Part – II (Second Year).

If a candidate fails to clear all the theory papers and project report within **Six** years of his/her registration, the past performance will stand automatically nullified.

If a candidate discontinues any of the terms (i.e. Semester – I to IV) on any account, he/she will be allowed to complete the incomplete terms in the subsequent years subject to the condition that it is within the stipulated time duration of **Six** years.

In addition to the above, once a student's term (Semester) is granted, he/she shall be allowed to appear and pass in any of the subsequent examinations held, provided the examinations are within the stipulated period of **Six** years.

In case the term (Semester) is not granted the student has to seek fresh admission in the next year and complete the term and pass the examination. This must be done within **Six** years of his/her registration.

Course Completion with Break in Between:

A student who has passed M.B.A. – I and is seeking admission to M.B.A. – II after a long gap (Provided the gap lies within the stipulated duration of **Six** years) should complete the course syllabus which is in existence at the time he is seeking admission for the academic year.

II. ASSESSMENT:

Taking into consideration the UGC and AICTE requirements, C SIBER has adopted —Credit Grade Based Performance Assessment System^{ll} (CGPA). Each course is of 100 marks and contact hours for each paper is 60. One credit is allotted to 15 contact hours. All courses of 100 marks are considered as Full credit course with 4 credits. Courses of 50 marks are considered as half credit course and have 2 credits.

For the paper of 100 marks. The distribution of the marks will be as follows –

- i) Formative Evaluation i.e. Internal marks - 40 Marks
- ii) Summative Evaluation i.e. Semester-end examination - 60 marks

2. For the paper of 50 marks. The distribution of the marks will be as follows –

- i) Formative Evaluation i.e. Internal marks - 20 Marks
- ii) Summative Evaluation i.e. Semester-end examination - 30 marks

Breakup of Formative Evaluation (internal marks)

Head	Marks Out of 40	Marks Out of 20
Attendance and Class Participation	10	05
Quiz	10	05
Any Two from given alternatives: 1. Case Study 2. Home assignment 3. Mid-term test 4. Viva voce 5. Library-based assignment 6. Book report 7. Scrap Book 8. Lab. Practical 9. Field-based activity 10. Group Discussion 11. Seminar 12. Group Activity	10 + 10	05 + 05
	40	20

Assessment of AEC courses:

AEC courses will be assessed as follows;

- | | | |
|--|---|----------|
| i) Internal Marks i.e. Formative evaluation | - | 20 Marks |
| ii) External Marks i.e. Summative evaluation | - | 30 marks |

Summative evaluation (out of 30) will be done by panel consisting of one internal and one external member on the basis of viva/ presentation. The Formative evaluation done by the faculty be shown to the students and their signature will be obtained.

3. For the report of Project Work done (100 marks) the distribution of the marks will be as follows –
- | | | |
|---|---|----------|
| i) Project Report (given by faculty mentor) | - | 40 Marks |
| ii) Viva Voce (panel of internal and external examiner) | - | 60 Marks |

The assessment of papers will be done by an Internal and External examiner. A difference of more than **20%** in the marks awarded by these examiners would necessitate the valuation of the paper by Third examiner. The '**nearest**' highest two marks will be considered for determining the average mark of such papers.

4. Once the Student passes in the internal marks (Concurrent evaluation out of 40) and the record is submitted to the examination department, it should be carried forward whenever required and it cannot be improved in any case.

5. Students who fail in the internal marks (Concurrent evaluation out of 40) should reappear for the same, only then the revised marks will be considered for further calculation

Assessment of Lab-Based courses:

1) SEMESTER TWO:

Course name: Advanced Excel

Credits: FOUR

60 marks external- based on practical examination conducted by internal and external faculty.

The practical examination will be of 3 hours duration. The student will be given a choice of six questions of 15 marks each, out of which student will have to solve any four.

40 marks internal evaluation will be as per other 4 credit course in the curriculum.

2) SEMESTER TWO:

Course name: Managerial Decisions using Excel

Credits: TWO

30 marks external- based on practical examination conducted by internal and external faculty. The practical examination will be of 2 hours duration. The student will be given a choice of three questions of 15 marks each, will be asked out of which student can solve any two.

20 marks internal evaluation will be as per other 2 credit course in the curriculum.

III. STANDARD OF PASSING:

1. In order to pass in a paper/head, a candidate will have to obtain 50% in the Formative Evaluation (Internal Credit), 40% marks in theory, and a minimum of 50% of the marks in aggregate in each paper head.
2. To pass the M.B.A. examination, a candidate will have to pass in all Four Semester in Two Parts i.e. Part – I (Semester – I & II) and Part – II (Semester – III & IV)
3. To pass the Project work a candidate must obtain a minimum of 50% of the Project Report and Viva Voce marks. If a candidate fails in the project report and its viva-voce, he/she will have to reappear for the same in the subsequent semester.
4. A candidate from the first year M.B.A. will be eligible to proceed to the Semester III, if he/she is not having more than **5 (Five)** papers backlog of the First Year (that is Semester – I & II).
5. A candidate will be permitted to proceed to the second Semester even though he/she fails in one or more subjects of the first Semester.
6. The students who have a backlog of not more than **five papers** in the First year (Sem. I & II) examination will be eligible to be admitted to the Second year (IIIrd Semester) of M.B.A.
7. A candidate will be permitted to proceed to the Fourth Semester even though he/she fails in one or more subjects in third Semester.
8. Performance Index (SPI) will be as follows:

Grading System:

There shall be numerical marking for each course, which will be placed into credits. Each subject is classified as a major or minor. The major and minor subjects will be given 2 and 1 credits respectively.

a. **Full Credit (100 Marks) Course:**

Grade Table for Semester Examination			
Marks Obtained	Letter Grade	Grade Point	Description of Performance
96-100	S+	10.0	SUPER
91-95	S	9.0	
86-90	E+	8.5	Exemplary
81-85	E	8.0	
76-80	O+	7.5	Outstanding
71-75	O	7.0	
66-70	A+	6.5	Good
61-65	A	6.0	
56-60	B+	5.5	Average
50-55	B	5.0	
--	X	0.0	Defaulter
--	XX	---	Incomplete

b. **Half Credit (50 Marks) Course:**

Grade Table for Semester Examination			
Marks Obtained	Letter Grade	Grade Point	Description of Performance
48-50	S+	10.0	SUPER
46-47	S	9.0	
43-45	E+	8.5	Exemplary
41-42	E	8.0	
38-40	O+	7.5	Outstanding
36-37	O	7.0	
33-35	A+	6.5	Good
31-32	A	6.0	
28-30	B+	5.5	Average
25-27	B	5.0	
--	X	0.0	Defaulter
--	XX	---	Incomplete

9. **Final Result:** For the final result of the student Cumulative Performance Index (CPI) based on total earned credits vis-à-vis total earned grade points shall be calculated will be as follows.
Total earned grade points / Total credits **100**

Result		
CPI	Final Grade	Classification of Final Result.
9.6-10.0	S+	SUPER
9.1-9.5	S	
8.6-9.0	E+	Exemplary
8.1-8.5	E	
7.6-8.0	O+	Outstanding
7.1-7.5	O	
6.6-7.0	A+	Good
6.1-6.5	A	
5.6-6.0	B+	Average
5.0-5.5	B	

Note: An aggregate of **5.0** credit points are required to pass the MBA program.

Grade Table for Semester Examination			
Marks Obtained	Letter Grade	Grade Point	Description of Performance
48-50	S+	10.0	SUPER
46-47	S	9.0	
43-45	E+	8.5	Exemplary
41-42	E	8.0	
38-40	O+	7.5	Outstanding
36-37	O	7.0	
33-35	A+	6.5	Good
31-32	A	6.0	
28-30	B+	5.5	Average
25-27	B	5.0	
--	X	0.0	Defaulter
--	XX	---	Incomplete

IV. CALCULATION OF PERFORMANCE INDICES:

A distinction of the performance of one student from the other student is rather impossible to carry out from the grades obtained by a student in all the courses taken by him in a Semester/year. Hence, the evaluation of various courses is cumulated in two performance indices termed as Semester performance index (SPI) and cumulative performance index (CPI) the explanation of which is given below:

Semester Performance Index (SPI):

The performance of a student in a Semester is indicated by a number called Semester Performance Index (SPI). SPI is the weighted average of all the grade points obtained by him in all the courses registered during the Semester r. If G_i is a grade with numerical equivalent as G_i obtained by a student for the course with credit C_i then, SPI for that Semester is calculated using formula.

$$\text{SPI} = \frac{\sum_1 C_i G_i}{\sum_1 C_i}$$

Where summation is for all the courses registered by a student in that Semester. SPI is calculated to two decimal places and rounded off. SPI once calculated shall be modified. Generally, for the students failed in regular examinations SPI is calculated only after the declaration of re-examination grades.

Cumulative Performance Index (CPI):

An up-to-date assessment of the overall performance of a student from the first Semester till completion of the programme is obtained by calculating an index called as Cumulative Performance Index (CPI). The CPI is weighted average of the grade points obtained in all the courses registered by a student since the first semester of the programme.

$$\text{CPI} = \frac{\sum_1 C_i G_i}{\sum_1 C_i}$$

Besides SPI, CPI is also calculated at the end of every semester upto two decimal places and is rounded off. It is necessary to ensure that one course appears only once in calculation of CPI and the denominator in above equation does not exceed the total number of credits registered by him.

Initially there is certain trepidation in the minds of students and there are some difficulties in understanding the mechanics of this system. Therefore, it was decided that for the first year of implementation, on the mark sheets, both, the marks and the grade points and credits should be shown.

V. GRACE MARKS UNDER DIFFERENT ORDINANCE.

S.O. No. 1:-Grace Marks for Passing in each head of Passing (Theory/Practical/ Oral/ Sectional/External/Internal)

The Examinee shall be given the benefit of grace marks only for passing in each head of Passing (Theory/Practical/Oral/Sectional/ in External Internal examination as follows.

Head of Passing	Grace Marks
Upto -50	2
051-100	3
101-150	4
151-200	5
201-250	6
251-300	7
301-350	8
351-400	9
401 and above.	10

Provided that the benefit of such gracing marks in different heads of passing shall not exceed 1% of the aggregate marks in that examination.

Provided further that the benefit of gracing of marks under this ordinance shall be applicable only if the candidate passes the entire examination of Semester/year.

Provided further that this gracing is concurrent with the rules and guidelines of professional statutory bodies at the all India level such as AICTE and UGC.

S.O. No. 2:- Grace Marks for getting higher Class

A Candidate who passes in all the subjects and heads of passing in the examination without the benefit of either gracing or condonation rules and whose total number of Marks falls short for securing Higher Class or Grade by marks not more than 1% of the aggregate marks of that examination or upto 10 marks, whichever is less, shall be given the required marks to get the next higher class of grade as the case may be.

Provided that benefits of above mentioned grace marks shall not be given, if the candidate fails to secure necessary passing marks in the aggregate head of passing also, if prescribed in the examination concerned.

Provided further that the benefits of above mentioned grace marks shall be given to the candidate for such examination/s only for which provision of award of class has

been prescribed. Provided further that this gracing is concurrent with the rules and guidelines of Professional statutory bodies at the All India level such as AICTE and UGC.

S.O. No. 3 Condonation

If a candidate fails in one or more head of passing, having passed in all other heads of passing, his/her deficiency of marks in such head of passing may be condoned by not more than 1% at the aggregate marks of that examination or 10 marks of the total Number of marks of that of passing in which he/she is failing whichever is less. However condonation, whether in one head of passing or aggregate head of passing be restricted to maximum upto 10 marks only.

Condonation of deficiency of marks be shown in the statement of Marks in the form of asterisk and Ordinance number

Provided further that this gracing is concurrent with the rules and guidelines of Professional statutory bodies at the All India level such as AICTE and UGC.

MBA (Business Analytics specialization) Programme Structure

**Under C.B.C.S. Pattern
with Effect from 2021-22**

MBA-I (BA), Semester – I

Nature of Choice	Subject Code	Subject	Credits	Contact Hours	Int. Marks	Ext. Marks	Total Marks
Core Component (CC)	CC 101	Perspectives in Management And OB	04	60	40	60	100
	CC 102	Accounting for Business Decisions	04	60	40	60	100
	CC 103	Database Management Systems	04	60	40	60	100
	CC 104	Foundations of Mathematics and Statistics	04	60	40	60	100
	CC 105	Economics for Analysts	04	60	40	60	100
	CC 106	Marketing Management	04	60	40	60	100
Ability Enhancement Course (AECC)	AECC 101	Professional Communication Skills	02	30	20	30	50
Discipline Specific Elective (DSE)	DSE 101 (Any One)	DSE- 101- (A) Programming fundamentals and R DSE- 101- (B) Programming fundamentals and Python	04	60	40	60	100
		Total	30	450	300	450	750

MBA-I (BA), Semester – II

Nature of choice	Subject Code	Subject	Credits	Contact Hours	Int. Marks	Ext. Marks	Total Marks
Core Component (CC)	CC 201	Advanced Excel(Lab-Based)	04	60	40	60	100
	CC 202	Legal Aspects of Business	02	30	20	30	50
	CC 203	Managing Human Resource	04	30	20	30	50
	CC 204	Research Methodology	02	60	40	60	100
	CC 205	Data Warehousing and Data Mining	04	60	40	60	100
	CC 206	Operations Research	04	60	40	60	100
	CC 207	Operation Management	02	30	20	30	50
Ability Enhancement Course (AEC)	AEC201 (Any One)	AEC 201 (A) German AEC 201 (B) Japanese AEC 201 (C) French AEC 201 (D) Selling and Negotiation Skills AEC 201 (G) Digital Marketing AEC 201 (H) Human Values	02	30	20	30	50
Discipline Specific Elective (DSE)	DSE201	DSE 201 (C) Data Exploration and Visualization	04	60	40	60	100
Generic Elective (GE)	GE 201 (Any One)	GE 201 (A) Environment and Development GE 201 (B) Indian Social Problems and Services GE 201 (C) Office Automation GE 201 (D) Principles of Economics	02	30	40	60	100
		Total	30	450	300	450	750

MBA-II (BA), Semester – III

Nature of choice	Subject Code	Subject	Credits	Contact Hours	Int. Marks	Ext. Marks	Total Marks
Core Component (CC)	CC 301	Strategic Management	04	60	40	60	100
	CC 302	Cloud Computing	04	60	40	60	100
	CC 303	Project report and Viva-voce	04	50days + 30	40	60	100
	CC 304	CC Specialization Paper-I List of Choices for CC-304 CC-304-A International Trade and Finance CC-304-B Employee Relations and Labour Law CC-304-C Buying Behaviour CC-304-D Agri- Business, Entrepreneurship and cooperatives CC-304-E Logistics and Supply Chain Management CC-304-F Knowledge Management Systems and ERP	04	30	20	30	50
	CC 305	CC Specialization Paper-II Machine Learning	04	60	40	60	100
	CC 306	Lean Management	02	60	40	60	100
Discipline Specific Elective (DSE)	DSE 301	DSE Specialization Paper I Business Analytics using R	04	60	40	60	100
	DSE 302	DSE Specialization Paper- II List of Choices for DSE- 302: DSE-302-A Direct and Indirect Taxes DSE-302-B Strategic and International Human Resource Management DSE-302-C Marketing Sectors DSE-302-D Rural and Agricultural Marketing DSE-302-E Purchasing and Inventory Management DSE-302-F Information SystemControl and Audit	04	60	40	60	100
Ability Enhancement course (AEC)	AEC- 301	AEC-301-(A): Entrepreneurial skills and Start up AEC- 301-(B): Health and Wellness AEC-301-(C): Tourism Management AEC-301-(D): Change	02	30	20	30	50

		Management					
Generic Elective (GE)	GE-301 (Any One)	GE-301-(A) E Commerce GE-301-(B) Disaster Management GE-301-(C) Corporate Social Responsibility GE- 301 (D) Basics of Indian Economics	02	30	20	30	50
		Total	34	480	340	510	850

MBA-II (BA), Semester – IV

Nature of choice	Subject Code	Subject	Credits	Contact Hours	Int. Marks	Ext. Marks	Total Marks
Core Component (CC)	CC 401	Big Data Analytics	04	60	40	60	100
	CC 402	CC Specialization Paper-I Social Media Analytics	04	60	40	60	100
	CC-Spl-II-402	CC-402- (A) Management Accounting and Control System CC-402- (B) Performance and Compensation Management CC-402- (C) Sales and Distribution Management CC-402- (D) Agri- Production and Supply Chain Management CC-402- (E) Project Management CC-402- (F) Software Engineering and IT Project Management	04	60	40	60	100
Discipline Specific Elective (DSE)	DSE-Spl-II-401	DSE Specialization II Analytics in Functional Areas Of Management	04	60	40	60	100
	DSE-Spl-II-401 (Any Two)	DSE-Spl-II-401- (A) Investment And Portfolio Management DSE-Spl-II- 401(B) Talent And Human Capital Management DSE-Spl-II-401-(C) Integrated Marketing Communication DSE-Spl-II-401-(D) Agri Commodity Markets and Agri Business DSE-Spl-II-401-(E) Modern Approaches to Quality Management DSE-Spl-II-401-(F) Applied Data Science and Business Analytics using R	04	60	40	60	100
Ability Enhancement Compulsory course (AECC)	AECC-401	Employability Skills	02	30	20	30	50
		Total	22	330	220	330	550

**Component-wise distribution of MBA curriculum
2021-22**

Component \ Semester	I	II	III	IV	Total	PERCENTAGE
Core Courses	24	22	22	12	80	68.9 %
Discipline Specific Elective	4	4	8	8	24	20.7 %
Ability Enhancement Compulsory Course	2	-	-	2	4	3.5 %
Ability Enhancement Course	-	2	2	-	4	3.5%
Generic Elective	-	2	2	-	4	3.5 %
Total credits:	30	30	34	22	116	100%