Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur

An Autonomous Institute under UGC, Government of India
College with Potential for Excellence (CPE) Phase III
Reaccredited by NAAC with 'A+' Grade, RUSA 2.0

SCHOOL OF BUSINESS

MASTER OF BUSINESS ADMINISTRATION (MBA) – GENERAL

Programme Structure and Syllabus
To be implemented from the academic year 2026-27

PROGRAMME STRUCTURE

MBA General

Semester I – Core Courses

Subject code	Subject Name	Credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB 101	Marketing Management	04	60	40	60	100
SOB 102	Financial Accounting	04	60	40	60	100
SOB 103	Research Methodology	04	60	40	60	100
SOB 104	Business Statistics	04	60	40	60	100
SOB 105	Information Technology for Business Management (Lab-Based)	04	60	40	60	100
SOB 106	Organizational Behaviour	04	60	40	60	100
SOB 107	Principles and Practices of Management	04	60	40	60	100
	Total	**28**	**420**	**280**	**420**	**700**

Semester II – Core and Other Components

Subject code	Subject Name	Credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB 201	Financial Management	04	60	40	60	100
SOB 202	Managerial Economics	04	60	40	60	100
SOB 203	Human Resource Management	04	60	40	60	100
SOB 204	Operations Management	04	60	40	60	100
SOB 205	Business Laws	02	30	20	30	50
SOB 206	Business Communication	02	30	20	30	50
SOB 207	Field Project	02	30	20	30	50
MDE IKS	Fundamentals of Indian Constitution	02	30	20	30	50
AEC	Elective 1. Start up and ED 2. Advanced Excel (Lab-based) 3. Computerized Accounting (Tally Prime- Lab-based) 4. Conflict Management	02	30	20	30	50
	Total	**26**	**390**	**260**	**390**	**650**

Semester III – Core, AEC and Specialization

Subject code	Subject Name	credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB 301	Strategic Management	04	60	40	60	100
SOB 302	International Business	04	60	40	60	100
AEC	Electives 1. Tourism Management 2. Event Management 3. Sports Management 4. Digital Marketing	02	30	20	30	50
SOB 303	Specialization 1 a)	04	60	40	60	100
	Specialization b)	04	60	40	60	100
SOB 304	Specialization 2 a)	04	60	40	60	100
	Specialization b)	04	60	40	60	100
	Total	**26**	**390**	**260**	**390**	**650**

List of courses offered in different specializations

Specialization	**Semester III**
Finance	SOB-FIN-I International Finance SOB-FIN-II Direct Tax
Marketing	SOB-MKT-I Consumer Behaviour SOB-MKT-II Services Marketing
Human Resource Management	SOB-HRM-I Employee Relations and Labour Laws SOB-HRM-II International Human Resource Management
Systems	SOB-SYS-I Management Information System(Lab-Based) SOB-SYS-II Information System Audit and Control
Production and Operations Management	SOB-POM-I Supply Chain Management SOB-POM-II Purchasing and Inventory Management
Agri-Business Management	SOB-ABM-I Indian Agri-Business Management SOB-ABM-II Rural Marketing in India

MBA-General, SEMESTER-IV

Subject code	Subject Name	credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB 401	Business Ethics and Corporate Governance	04	60	40	60	100
SOB 402	One MOOC on SWAYAM platform identified by the department committee	02	30	20	30	50
SOB 403	Specialization 1 a)	04	60	40	60	100
	Specialization b)	04	60	40	60	100
SOB 404	Specialization 2 a)	04	60	40	60	100
	Specialization b)	04	60	40	60	100
SOB 405	Project report	04	60	40	60	100
	Total	**26**	**390**	**260**	**390**	**650**

List of courses offered in different specializations

Specialization	Semester IV
Finance	SOB-FIN-III Management Control System SOB-FIN-IV Investment and Portfolio Management
Marketing	SOB-MKT-III Sales and Distribution Management SOB-MKT-IV Advertising and Integrated Marketing Communication
Human Resource Management	SOB-HRM-III Performance and Compensation Management SOB-HRM-IV Talent and Human Capital Management
Systems	SOB-SYS-III Applied Data Science and Business Analytics using R SOB-SYS-IV Software Engineering
Production and Operations Management	SOB-POM-III Project Management SOB-POM-IV Quality Management
Agri-Business Management	SOB-ABM-III Agri Production , Supply Chain and Logistics Management iv) SOB-ABM-IV Agricultural Marketing, Commodities Markets and Agri-Business.

Specialization will be offered only if 12 students or more opt for it.

Core courses: SOB 301 Strategic Management and SOB 302 International Business (4 credits each). AEC elective: Tourism Management / Event Management / Sports Management / Digital Marketing (2 credits). Specialization: Specialization 1(a), 1(b), 2(a) and 2(b), each carrying 4 credits.

On the Job Training

The inclusion of On-the-Job Training (OJT) in the MBA syllabus provides students with valuable hands-on industry experience, enabling them to apply classroom learning to real-world business situations. It enhances professional skills, industry readiness, problem-solving abilities, and managerial competencies, bridging the gap between academic knowledge and practical application.

Semester IV – Core, MOOC, Specialization and Project

SOB 401 Business Ethics and Corporate Governance (4 credits); SOB 402 one MOOC on SWAYAM identified by the department committee (2 credits); four specialization papers under SOB 403 and SOB 404 (4 credits each); SOB 405 Project Report (4 credits).

Specialization Areas

Specialization	**Courses listed in approved syllabus**
Finance	International Finance; Direct Tax; Management Control System; Investment and Portfolio Management
Marketing	Consumer Behaviour; Services Marketing; Sales and Distribution Management; Advertising and Integrated Marketing Communication
Human Resource Management	Employee Relations and Labour Laws; International Human Resource Management; Performance and Compensation Management; Talent and Human Capital Management
Systems	Management Information System (Lab-Based); Information System Audit and Control; Applied Data Science and Business Analytics using R; Software Engineering
Production and Operations Management	Supply Chain Management; Purchasing and Inventory Management; Project Management; Quality Management
Agri-Business Management	Indian Agri-Business Management; Rural Marketing in India; Agri Production, Supply Chain and Logistics Management; Agricultural Marketing, Commodities Markets and Agri-Business

Specialization will be offered only if 12 students or more opt for it.