

Provision for Lateral Entry to Second Year of MBA Program

As approved by the Boards of Studies in Business Management in the Faculty of Commerce and Management in its meeting held on 4th September 2024 and approved by the Faculty of Commerce and Management vide Item No. 1(B) in its meeting held on 9th September 2024 and Approved by the Hon'ble Vice-Chancellor on behalf of the Academic Council under powers vested in him u/s 12(7) of The Maharashtra Public Universities Act, 2016

As per directions of the Government of Maharashtra and procedural guidelines provided by the State CET Cell, a student possessing a 4 Year BE/B. Tech degree from any statutory university can directly be admitted to the 3rd Semester of 2nd Year of MBA program governed by this direction.

In accordance with the directions issued by Government of Maharashtra and State CET cell, the RTM Nagpur University has proposed the following provisions for admitting the candidates directly into Second year of MBA Program for the academic session 2024-2025.

Such a student is required to fulfil the following conditions:

1. A student shall be required to obtain the 'Eligibility Certificate' from R T M Nagpur University shall submit the same to the college/institute concerned.
2. Such a student shall be required to complete the 'Bridge Course/s' as prescribed under this direction.
3. Such a student shall be required to undergo and successfully complete an 'Internship Project' during 3rd semester.

Bridge Courses:

A student directly admitted to 2nd Year of MBA program under lateral entry provision is required to successfully complete the following bridge courses (Detailed syllabus as per Appendix-A):

Compulsory Courses:

1. Managerial Economics and Foundations of Finance – 12 Hrs.
2. Business Laws and Organizational Behaviour – 12 Hrs.
3. Foundations of Managerial Effectiveness – 12 Hrs.

Elective Courses (A student is required to choose any one course in line with the specialization he/she wants to pursue MBA):

1. Foundations of Marketing Management – 12 Hrs.
2. Foundations of Financial Management – 12 Hrs.
3. Foundations of Human Resource Management – 12 Hrs.
4. Foundations of Business Analytics – 12 Hrs.

Evaluation of Bridge Courses:

1. The college/institute concerned shall conduct the evaluation of bridge courses as mentioned in Appendix-A and certify the successful completion of the same.
2. The certificate of successful completion of bridge courses need to be submitted by the college/institute need to be submitted at the time of submission of internal assessment marks, failing which the result of a candidate shall not be declared.

Result Processing:

1. CGPA of such candidates shall be calculated on the basis of result of 3rd and 4th semester only.
2. The number of credits earned by such candidates during the fourth year of their graduation shall be considered equivalent to the number of credits of 1st year of MBA program under this direction.

Course Structure for Compulsory Courses

1. Managerial Economics and Foundations of Finance – 12 Hrs.

Course Outcome

CO 1	The students will be able to interpret the concepts of Demand, Supply and Pricing practices in different market structures. Also the students will be able to analyse National income determination.
CO 2	Given the details about cost of different sources of finance the students will be able to calculate the weighted average cost of capital for a firm.
Co 3	Given the details about and elements of working capital, the students will be able to calculate and ascertain the requirement of working capital for a firm.

Module 1-

Micro Economics - Demand and Supply Analysis – Concept of Demand, Law of Demand, Types of Elasticity of Demand, Indifference Curve Analysis. Law of Supply, Theory of Production, Economies and diseconomies of scale. Market Structures and Pricing Practices.

Macro Economics - Circular Flow of Income, Multiplier, Accelerator, Inflation, Economic Growth. National Income, Theories of National Income Determination.

Module 2 –

Foundations of Finance - - Finance Functions. Goals & objectives of financial management, Cost of Capital – Concept and Cost of different sources of finance (Computation of WACC), Concept of Leverage EBIT- EPS Analysis, Concepts of Capital Structure.

Working Capital Management - Meaning, Scope, Importance, and Limitations of Working Capital, Factors affecting Working Capital needs, Estimation of Working Capital Requirement. Concept of Operating Cycle.

2. Business Laws and Organizational Behaviour – 12 Hrs.

Course Outcome

CO 1	The students will be able to make use of provisions of the Contract Act to evaluate a contract used in commercial practice.
CO 2	Also The learner will be able to explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company.
CO 3	Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.
Co 4	Also The student will be able to distinguish between the various theories of motivation.
Co5	Also the students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.

Module 1-

Legal aspects of business and contracts: Concept of law. Types of Law. Definition, Nature and types of contracts. Essentials of valid contract. Legality and Validity of Contracts. Discharge of contracts.

Companies Act 2013: Characteristics and types of companies. Formation of companies; documents and registration process. Directors: Appointment, Powers, Duties and Liabilities.

Module 2-

Organisational Structure: Introduction, Organizational design- Organization and stakeholders, strategy - Alternative structures; Management process - Authority and Responsibility Relationship; organizational control mechanisms; Organizational decision making, Organisational Behaviour – Motivation, Concept, types of motivation, Theories of Motivation. Group and Team Behaviour-Foundations of Group behaviour -Group development.

3. Foundations of Managerial Effectiveness – 12 Hrs.

Course Outcome

CO 1	The student will be able to make proper use of group of words, synonyms and antonyms, phrases, idioms, proverbs for effective verbal communication
CO 2	The student will be able to write essays, The student will be able to draft business letters for given situations
CO 3	The student will be able to use various spreadsheet functions and will also be create useful spreadsheets

Module 1-

Basics of Verbal Communication, Essay Writing, Letter Writing, Writing Business Letters and Quotations,

Module 2-

Working with spreadsheets - Sorting and Filtering, Charts, Statistical Functions, Conditional Formatting, Formulas and Functions: Mathematical & Statistical Functions. Logical Functions in Spreadsheet: 'And', 'Or', 'If'. 'Lookup' functions and formula in spreadsheet.

Course Structure for Elective Courses (Any One)

1. Foundations of Marketing Management – 12 Hrs.

Course Outcome

CO 1	For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix.
CO 2	For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy.
CO 3	For a given promotional objective of a company the student manager should be able to develop a suitable promotion mix
CO 4	For a given company the student managers will be able to evaluate different distribution channel options and their suitability for the company's product.

Module 1 –

Introduction to Marketing Management - Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning. Product Decision – Product Life Cycle, New product development and consumer adoption process. Packaging and labelling.

Module 2-

Pricing Decisions: Pricing objectives, Factors affecting price determination, Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Promotion Decisions: Communication Process; Promotion mix.

2. Foundations of Financial Management – 12 Hrs.

Course Outcome

CO 1	Given the cash-flows pertaining to a project, the future manager will be able to estimate projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques.
CO 2	Given the expected dividends, future price of shares, investor expectations and funding requirements; the future manager will be able to compute the value of a share using various dividend discount models and illustrate whether dividend is relevant for firm valuation or not.

Module 1

Capital Budgeting - Concept of Capital budgeting, Discounted and Non-discounted Cash Flow Techniques – NPV, IRR, PI, Discounted PBP, ARR & PBP.

Module 2

Dividend Policy: Walter's Model; Gordon's Model and MM Hypothesis for Dividend Policy and Firm Valuation, Determinants and constraints of dividend decision.

3. Foundations of Human Resource Management – 12 Hrs.

Course Outcome

CO 1	Students should be able to explain the importance of Human Resource Management for an organisation and also distinguish between Personnel and HR Management.
CO 2	For a given job profile, students should be able to develop a job analysis and produce a job description and job specification.
CO 3	Students should be able to justify the applicability of various techniques of Training
CO 4	Students should be able to outline the performance appraisal process and identify and explain the utility of various modern and traditional methods of Performance Appraisal.

Module 1-

Introduction, Nature, scope, objectives, importance and functions of HRM, Roles and Qualities of HR Manager; Job Analysis – Meaning, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications & Role Analysis, Concept of Job Design, Factors affecting Job Design, Techniques of Job Design,

Module 2-

Recruitment and Selection—Meaning, Sources and Process, Introduction of Training; Objectives and Importance of Training; Training Process, Training Needs Identification. Performance Appraisal- concept, objectives, Importance, Methods; Potential Appraisals.

4. Foundations of Business Analytics – 12 Hrs.

5. Course Outcome

CO 1	The student will be able to understand the basic concepts of Business Analytics and Descriptive Analytics.
CO 2	The student will be able to develop model for forecasting and analysis using the basic concepts of Predictive Analytics
CO 3	The student will be able to apply the tools of optimization for improving models.
CO 4	The student will be able to understand the concepts of business analytics and apply them in building model for analysis

Module 1-

Introduction to Business Analytics - Terminology of Business Analytics, Business Analytics Process, Relationship of Business, Analytics and organization, Business Analytics and decision making process. Descriptive Analytics - Meaning of descriptive analytics, visualizing and exploring data, Sampling and Estimation, Sampling Methods.

Module 2 –

Predictive Analytics I - Predictive Modeling and Analysis, Forecasting Techniques, Simulation and Risk Analysis. Introduction to Data Mining - Introduction to Data Mining, Types of Data Mining, Data Mining Process.

Evaluation of Bridge Courses:

1. The Institute shall conduct the evaluation of bridge courses based on Assignments, and / or MCQ based exam and/ or Viva- Voce.
2. After successful completion of the bridge courses, the Institute shall submit a certificate of successful completion of the course to the university along with Internal Assessment marks.