



## SHIVAJI UNIVERSITY, KOLHAPUR

### Circular No. 217

Exam of March/April 2023

Draft Programme of the Examination for the MBA (CR./CBCS) Sem. I to VI March 2023

Examination to be held in June/July 2023

**INSTRUCTIONS:** Common Instructions as per Circular No:- SU/ON EXAM/ 29 Date 01/02/2020 and Circular No - SU/APP./RVC/204 Date 06/05/2023 also available on University Website [www.unishivaji.ac.in](http://www.unishivaji.ac.in)

### The Written Examination will be held at:

College Code	College Name	Center Code	Center Name
20	Deshbhakta Rantnappa Kumbhar College Commerce, Kolhapur.	264	Dept. Of MBA Shivaji University, Kolhapur.
207	K. I. T. Insitute Of Management Education & Research, Kolhapur.	20	Deshbhakta Rantnappa Kumbhar College Commerce, Kolhapur.
450	Ideal Institute Of Management, Kondigre Dist- Kolhapur	207	K. I. T. Insitute Of Management Education & Research, Kolhapur
264	Dept. Of MBA Shivaji University, Kolhapur	207	K. I. T. Insitute Of Management Education & Research, Kolhapur
420	B.M.S.P.M. Ashokrao Mane Group Of Institutes, Peth Vadgaon Dist- Kolhapur	456	Dr. D.Y.Patil Edu. Society's D. Y. Patil Tec. Campus Talsande Dist- Kolhapur
456	Dr. D.Y.Patil Edu. Society's D. Y. Patil Tec. Campus Talsande	420	B.M.S.P.M. Ashokrao Mane Group Of Institutes, Peth Vadgaon Dist- Kolhapur
458	Wes's Abasaheb Garware Institute Of Management Studes Sangli	190	Chintamanrao Institute Of Management, Sangli
190	Chintamanrao Institute Of Management, Sangli	458	Wes's Abasaheb Garware Institute Of Management Studes, Sangli
232	Vasantrao Dada Patil Institute Of Management Studies And Research Miraj	418	Shri Ambabai Talim Sanstha's, Sanjay Bhokare Grp Of Inst, Miraj
418	Shri Ambabai Talim Sanstha's, Sanjay Bhokare Grp Of Inst, Miraj	232	Vasantrao Dada Patil Institute Of Management Studies And Research Miraj
419	Vanketashwara Institute Of Management, Peth Naka Dist.- Sangli	423	Krishna Foundation's Jaywant Inst Of Mgnt., Vathar, Dist. Satara
423	Krishna Foundation's Jaywant Inst Of Mgnt., Vathar, Dist. Satara	168	Krishna Mahavidyalaya, Rethare (Bk.) Tal Karad Dist. Satara.
452	Sdf's Vishwarkarma Dadasheb Chavan Inst. Of Mangt. Malwadi-Masur, Karad	157	Venutai Chavan College, Karad Dist-Satara
362	Late N. B. Chhabada Institute Of Engg. & Tech., Raigaon Dist- Satara	455	Yashoda Technical Campus, Satara
358	Gourishankar Institute Of Management Science, Limb, Satara.		
337	Karmveer Bhaurao Patil Institute Of Management Studies & Research, Satara.	358	Gourishankar Institute Of Management Science, Limb, Satara.
455	Yashoda Technical Campus, Satara	337	Karmveer Bhaurao Patil Institute Of Management Studies & Research, Dist - Satara.
492	Swaraj Institute Of Management.	452	Sdf's Vishwarkarma Dadasheb Chavan Inst. Of Mangt. Malwadi-Masur, Karad
451	Shrimant Jayshrimaladevi Naik-Nimbalkar Institute Of Management Studies, Phaltan	150	Law College Phaltan, Dist. Satara.

1) The written examination will be conducted in the following order

# Course code 7807 MBA (CBCS)

## Part 1 Semester - I

60-20-20 Syllabus

### MCQ Examination on Time

**2.30 PM To 03.00 PM**

### Theory Examination on Time

**03.00 PM To 05.00 PM**

Subject Code	Subject	Date	Day
74369	Indian Ethos & Management Conpts	21-07-23	Friday
74370	Management Accounting	24-07-23	Monday
74371	Managerial Economics	26-07-23	Wednesday
74372	Inf Tech for Management	28-07-23	Friday
74373	Legal and Business Environment	31-07-23	Monday
74374	Organizational Behaviour	02-08-23	Wednesday

## Part 1 Semester - II

60-20-20 Syllabus

### MCQ Examination on Time

**10.30 AM To 11.00 AM**

### Theory Examination on Time

**11.00 AM To 01.00 PM**

Subject Code	Subject	Date	Day
74382	Marketing Management	21-07-23	Friday
74383	Financial Management	24-07-23	Monday
74384	Human Resource Management	26-07-23	Wednesday
74385	Operations Management	28-07-23	Friday
74386	Management Information System	31-07-23	Monday
74387	Research Methodology	02-08-23	Wednesday

## Part 2 Semester - III

60-20-20 Syllabus

### MCQ Examination on Time

**2.30 PM To 03.00 PM**

### Theory Examination on Time

**03.00 PM To 05.00 PM**

Date	Day	Common Code		Subject
23-06-23	Friday	74395	81416	Strategic and Change Management
24-06-23	Saturday	74396	81417	Business Intelligence and Analytics
26-06-23	Monday	74398	81419	Paper I Buying behavior and brand Management
27-06-23	Tuesday	74400	81420	Paper- II Advertising and Sales Management
29-06-23	Thursday	74399	81421	Paper I Compensation Management
30-06-23	Friday	74401	81422	Paper II Human Resource Development
01-07-23	Saturday	79768	81423	Paper I Indian Financial System
03-07-23	Monday	79769	81424	Paper II Corporate Restructuring an Liquidity Management
04-07-23	Tuesday	79770	81425	Paper I Operations Management Strategies
05-07-23	Wednesday	79771	81426	Paper II Materials & Inventory Management
06-07-23	Thursday	79772	81427	Paper I IT Strategy & Governance
07-07-23	Friday	79773	81428	Paper II Information System Security and Audit
08-07-23	Saturday	79774	81429	Paper I Agribusiness Management and Practices
10-07-23	Monday	79775	81430	Paper II Agri-Business Finance
11-07-23	Tuesday	79776	81431	Paper I Textile Manufacturing
12-07-23	Wednesday	79777	81432	Paper II Indian Textile Industry
13-07-23	Thursday	79778	81433	Paper I Fundamentals of Hospitality Management
14-07-23	Friday	79779	81434	Paper II Hotel Management
15-07-23	Saturday	79780	81435	Paper I Project Planning and Implementation
17-07-23	Monday	79781	81436	Paper II Institutional Support and Venture Funding
18-07-23	Tuesday	79782	81437	Paper I Principles of International Business
19-07-23	Wednesday	79783	81438	Paper II Export and Import Policy
20-07-23	Thursday	79784	81439	Paper I Business Data Management
22-07-23	Saturday	79785	81440	Paper II Business Analytics In Management
25-07-23	Tuesday	85780		Digital Marketing (Website Development)

27-07-23	Thursday	86924	Digital Marketing (Digital Marketing And Strategy)
01-08-23	Tuesday	85781	Supply Chain And Planning
03-08-23	Thursday	85782	Supply Chain Strategy

**Part 2 Semester - IV**  
**60-20-20 Syllabus**

**MCQ Examination on Time**  
**10.30 AM To 11.00 AM**

**Theory Examination on Time**  
**11.00 AM To 01.00 PM**

Date	Day	Common Code		Subject
23-06-23	Friday	74408	83248	Innovation and Entrepreneurship
24-06-23	Saturday	74411	83251	Paper III Service Marketing and Retail Marketing
26-06-23	Monday	74412	83252	Paper IV Contemporary Issues in Marketing
27-06-23	Tuesday	74413	83253	Paper- III Strategic Human Resource Management and International Perspective
29-06-23	Thursday	74414	83254	Paper- IV Industrial Relations and Labour Laws
30-06-23	Friday	79786	83255	Paper III Investment Management
01-07-23	Saturday	79787	83256	Paper IV International Finance
03-07-23	Monday	79788	83257	Paper III Global Operations & Logistics
04-07-23	Tuesday	79789	83258	Paper IV World Class Manufacturing
05-07-23	Wednesday	79790	83259	Paper III Business Process Reengineering & ERP
06-07-23	Thursday	79791	83260	Paper IV Knowledge Management
07-07-23	Friday	79792	83261	Paper III Agro-Processing Industries
08-07-23	Saturday	79793	83262	Paper IV International Trade in Agriculture
10-07-23	Monday	79794	83263	Paper III Apparel Retail Management
11-07-23	Tuesday	79795	83264	Paper IV Fashion Management
12-07-23	Wednesday	79796	83265	Paper III Tourism Management
13-07-23	Thursday	79797	83266	Paper IV Event Management
14-07-23	Friday	79798	83267	Paper III Family Business Management
15-07-23	Saturday	79799	83268	Paper IV Economic Development and Entrepreneurship
17-07-23	Monday	79800	83269	Paper III Issues in International Business
18-07-23	Tuesday	79801	83270	Paper IV Cross Cultural Management
19-07-23	Wednesday	79802	83271	Paper III Business Analytics Using R(
20-07-23	Thursday	79803	83272	Paper IV Cloud Computing and Virtualization
22-07-23	Saturday	85783		Paper III Digital Marketing (Search Engine Optimization and Online Campaign Management)
25-07-23	Tuesday	85784		PAPER-IV Digital Marketing (Social Media Marketing)
27-07-23	Thursday	85785		PAPER-III Retail Supply Chain Management
01-08-23	Tuesday	85786		PAPER-IV Supply Chain Analytics

# Course code 765 MBA (CR)

## Part 1 Semester - I Old 80-20 Syllabus

## Theory Examination on Time 2.30 PM To 5.30 PM

Subject Code	Subject	Date	Day
68302	Principles & Practices of Management	21-07-23	Friday
68303	Accounting of Managers	22-07-23	Saturday
68304	Quantitative Techniques for Management	24-07-23	Monday
68305	Managerial Economics	25-07-23	Tuesday
68306	Information Technology for Management	26-07-23	Wednesday
68307	Business Communication	27-07-23	Thursday
68308	Organizational Behavior	28-07-23	Friday
68309	Legal Framework of Business	31-07-23	Monday

## Part 1 Semester - II Old 80-20 Syllabus

## Theory Examination on Time 10.30 AM To 1.30 PM

Subject Code	Subject	Date	Day
68310	Marketing Management	21-07-23	Friday
68311	Financial Management	22-07-23	Saturday
68312	Human Resource Management	24-07-23	Monday
68313	Operations Management	25-07-23	Tuesday
68314	Management Information System	26-07-23	Wednesday
68315	Operation Research Techniques	27-07-23	Thursday
68316	Research Methodology	28-07-23	Friday
68317	Business Environment	31-07-23	Monday

## Part 2 Semester - III Old 80-20 Syllabus

## Theory Examination on Time 2.30 PM To 5.30 PM

Subject Code	Subject	Date	Day
70257	Corporate Planning & Strategic Management	23-06-23	Friday
70259	Consumer Behavior And Brand Management	24-06-23	Saturday
70260	Sales and Distribution Management	26-06-23	Monday
70261	Service Marketing and Retail Marketing	27-06-23	Tuesday
70262	Human Resource Planning and Procurement	29-06-23	Thursday
70263	Human Resource Development	30-06-23	Friday
70264	Compensation Management	01-07-23	Saturday
70265	Indian Financial System	03-07-23	Monday
70266	Financial Decision Analysis	04-07-23	Tuesday
70267	Project Planning and Finance	05-07-23	Wednesday
70268	Operations Management Strategies	06-07-23	Thursday
70269	Production Planning and Control	07-07-23	Friday
70270	Materials and Inventory Management	08-07-23	Saturday
70271	Strategic Information Technology Management	10-07-23	Monday
70272	Information System Security and Audit	11-07-23	Tuesday
70273	Software Project Management	12-07-23	Wednesday
70274	Agri- Business Management	13-07-23	Thursday
70275	Agricultural Marketing	14-07-23	Friday
70276	Agri premiership And Project Management	15-07-23	Saturday
70277	Fiber to Yarn Manufacturing	17-07-23	Monday
70278	Fabric Manufacturing	18-07-23	Tuesday
70279	Textile Industry in India	19-07-23	Wednesday

**Part 2 Semester - IV**  
**Old 80-20 Syllabus**

**Theory Examination on Time**  
**10.30 AM To 1.30 PM**

<b>Subject Code</b>	<b>Subject</b>	<b>Date</b>	<b>Day</b>
70280	Entrepreneurship Development and Project Management	23-06-23	Friday
70281	Management Control System	24-06-23	Saturday
70282	Global Quality System	26-06-23	Monday
70283	International Business	27-06-23	Tuesday
70284	Strategic Marketing	29-06-23	Thursday
70285	Contemporary issues in marketing	30-06-23	Friday
70286	Employee Relations and Labour Laws	01-07-23	Saturday
70287	Strategic HRM and International Perspective	03-07-23	Monday
70288	Investment Management	04-07-23	Tuesday
70289	International Finance	05-07-23	Wednesday
70290	Global Operations & Logistics	06-07-23	Thursday
70291	World Class Production Management	07-07-23	Friday
70292	Business Process Re-Engineering	08-07-23	Saturday
70293	Knowledge Management	10-07-23	Monday
70294	International Trade in Agriculture	11-07-23	Tuesday
70295	Agri-Business Finance Management	12-07-23	Wednesday
70296	Retail Management in Textile & Garment	13-07-23	Thursday
70297	Fashion Industry	14-07-23	Friday

**IMPORTANT**

In case of any Query found in respective Question Paper, student shall communicate the same through Principal/ Senior Supervisor within 3 days from the date of concerned Question Paper to, Deputy Registrar, Appointment Section, Room no 205, Exam Building No. 1, Shivaji University, Kolhapur 416004

Vidyanagar Kolhapur

**Date :- 07/06/2023**

**Sd/-**  
**Director,**  
**Board of Examinations and Evaluation**