PIMPRI CHINCHWAD EDUCATION TRUST'S
S B PATIL INSTITUTE OF MANAGEMENT
Sector No.26,Pradhikaran,Nigdi,Pune-44, Ph.No.020-2765 6900
E-mail ID: sbpatilmba@gmail.com Website: www.sbpatilmba.com

Academic Calendar – 2023 – 24
Semester I & III

Sr. No.	Date	Particulars
1	August 26, 2023	Commencement / Induction Programme
2	August 30, 2023	Rakshabandhan (Holiday)
3	September 09, 2023	ISR - Eco Friendly Ganpati Idol Making
4	September 16, 2023	Guest Session / T & P / Alumni Interaction
5	September 19, 2023	Ganesh Chaturthi (Holiday)
6	September 23, 2023	Guest Session / T & P / Alumni Interaction
7	September 28, 2023	Anant Chaturdashi / Eid-e-Milad (Holiday)
8	September 30, 2023	Guest Session / T & P / Alumni Interaction
9	October 2, 2023	Gandhi Jayanti (Holiday)
10	October 7, 2023	Guest Session / T & P / Alumni Interaction
11	October 12,13 & 14, 2023	Entrepreneurship Awareness Camp - MCED
12	October 16, 2023	Vachan Prerna Din
13	October 21, 2023	Guest Session / T & P / Alumni Interaction
14	October 24, 2023	Dasara (Holiday)
15	October 28, 2023	Conclave
16	November 13 - 19, 2023	Diwali Vacation
17	November 28 - December 07, 2023	Internal Examination
18	December 11, 2023	SPPU Examination
19	December 22-30, 2023	MS Excel Certification
20	December 25, 2023	Christmas (Holiday

Note:
SPPU Examination will be conducted as per schedule / time table provided by University

Dr. Roopali Kudare
Head-Academics

S.B.PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Dr. Kirti Dharwadkar
Director

PCET'S

S. B. Patil Institute of Management

Academic Year 2023-24

Academic Calendar Term II - Sem II & IV (2023-2024)

Sr. No.	Date	Particulars (Semester II)	Particulars (Semester IV)
1	22/12/2023	Commencement of Semester II	
2	23/12/2023 - 30/12/2023	Certtification course in MS Office Automation	
3	23/12/2023 - 30/12/2023	Corporate Mentorship Training - AI powered	
4	08-01-2024	Commencement of Semester II classes	
5	10-01-2024	Student Workshop on Writing Research Paper	
6	12-01-2024	National Youth Day	
7	12/01/2024 & 13/01/2024	Capitaline Training	
8	19/01/2024	Guest Session/T&P Activity/Alumni Interaction	
9	25/01/2024	Finance Conclave	
10	26/01/2024	Republic Day	
11	29/01/2024		Commencement of Semester IV classes
12	1/02/2024 to 31/03/2024	Industrial Visit	
13	02-02-2024	Guest Session/T&P Activity/Alumni Interaction	T&P Activity/Alumni Interaction
14	05-02-2024	Union Budget Review Session	Union Budget Review Session
15	09/02/2024 to 10/02/2024	National Seminar	National Seminar
16	13/02/2024 to 19/02/2024		Industrial Tour
17	16/02/204	Guest Session/T&P Activity/Alumni Interaction	T&P Activity/Alumni Interaction
18	19/02/2023	Shivajayanti (Holiday)	Shivajayanti (Holiday)
19	23/02/204	Guest Session/T&P Activity/Alumni Interaction	T&P Activity/Alumni Interaction
20	24/02/2023	Alumni Meet	Alumni Meet
21	27/02/2024	Marathi Rajbhasha Din	Marathi Rajbhasha Din
22	29/02/2024	ISR Activity	ISR Activity
23	02/03/0204	Guest Session/T&P Activity/Alumni Interaction	T&P Activity/Alumni Interaction
24	08-03-2024	Mahashivratri (Holiday)	Mahashivratri (Holiday)
25	10-12 March 2024	ED camp	ED camp
26	17/03/2024	Guest Session/T&P Activity/Alumni Interaction	T&P Activity/Alumni Interaction
27	24/03/2024	Guest Session/T&P Activity/Alumni Interaction	T&P Activity/Alumni Interaction
28	25/03/2024	Holi (Holiday)	Holi (Holiday)
29	28-30 /03/2024	Yuvotsav	Yuvotsav
30	30/03/2024	ISR Activity	ISR Activity
31	01/04/2024 - 05/04/2024	Sportsweek	Sportsweek

PCET'S

S. B. Patil Institute of Management

Academic Year 2023-24

Academic Calendar Term II - Sem II & IV (2023-2024)

Sr. No.	Date	Particulars (Semester II)	Particulars (Semester IV)
32	08/04/2024 - 10/04/2024	Zing 2024	Zing 2024
33	08-04-2023	Gudi Padwa (Holiday)	Gudi Padwa (Holiday)
34	01/04/2024 - 05/04/2024		Internal Examination
35	11-04-2024	Ramjan Id (Holiday)	Ramjan Id (Holiday)
36	13/05/2024	Orientation program - 'Selection of Minor Specialization'	
37	15/04/2024 - 22/04/2024	Internal Examination	
38	19/04/2024		MBA Sem IV University Examination (tentativ
39	23/04/2024	Orientation program - 'Summer Intership Program'	
40	01-05-2024	Maharashtra Din (Holiday)	Maharashtra Din (Holiday)
41	02-05-2024	MBA Sem II University Examination (tentative)	

Dr. Roopali Kudare
Head Academics

S. B. PATIL INSTITUTE OF MANAGEMENT
MIDC, PRADHIKARAN, PUNE-44

Dr.Kirti Dharwadkar
Director

P.C.E.T's

S. B. Patil Institute of Management

104 – GC –BUSINESS RESEARCH METHODS CCE - CO MAPPING

CCE No.	CCE Method	CO1	CO2	CO3	CO4	CO5	CO6	Total
CCE 1	Written Home Assignment	20	20	-	-	-	-	40
CCE 2	Situation Analysis	-	-	-	20	20	-	40
CCE 3	Develop Research Proposal & Design Questionnaire	-	-	20	-	-	20	40
	Weightage	20	20	20	20	20	20	120

Prepared by (Course Teachers):

Div. D : Dr.Vishal Wagh

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Approved by:

Dr. Roopali Kudare

Head Academics

Director

S. B. Patil Institute of Management

Sector No. 26, Nigdi,

Pradhikaran, Pune - 411 044.

Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT
NBA Accredited | NAAC Accredited | AICTE Approved | Permanently Affiliated to SPPU, Pune
Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.
Phone: 020-27656900 / 87960 76060 / 78875 70600
Email: sbpatilmba@gmail.com, **Website:** www.sbpatilmba.com

(104) – Business Research Methods

Comprehensive Concurrent Evaluation (Planned)

CCE No.	Title of CCE	Marks
1	Written Home Assignment (Group A)	30
2	Situation Analysis and Research Report (Group B)	30
3	Develop Research Proposal & Questionnaire (Group D)	30

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Prepared by (Course Teachers):

Dr.Vishal Wagh

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Approved by:

Dr. Roopali Kudare

Head Academics

Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT
NBA Accredited | NAAC Accredited | AICTE Approved | Permanently Affiliated to SPPU, Pune
Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.
Phone: 020-27656900 / 87960 76060 / 78875 70600
Email: sbpatilmba@gmail.com, **Website:** www.sbpatilmba.com

(104) – Business Research Methods

Comprehensive Concurrent Evaluation (CCE):-1

CCE Group: A

Title: Written Home Assignment

Linkages with COs

CO104.1: DEFINE various concepts & terms associated with scientific business research.

CO104.2: EXPLAIN the terms and concepts used in all aspects of scientific business research.

A description of the assessment:

1. The assessment is divided in two parts: 1) Multiple Choice Question 2) Answer in Brief.
2. Part 1 - Set of 10 Multiple Choice questions will be given to the students. Each Question will be of 2 marks.
3. Part 2 – Set of 4 questions will be given and Student has to write the answer to the questions at home and submit the assignment before the stipulated time. Each question carries 5 marks.

The format and mode of submission:

1. **Format of Submission:** Assignment books or papers

Conduction & Submission Dates:

1. **Conduction Date:** 10th September 2023
2. **Submission Date:** 30th September 2023

Encl:

1. **Notice of CCE Conduction**
2. **Rubrics**

Dr. Vishal Wagh
Course Faculty

S. B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT
NBA Accredited | NAAC Accredited | AICTE Approved | Permanently Affiliated to SPPU, Pune
Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.
Phone: 020-27656900 / 87960 76060 / 78875 70600
Email: sbpatilmba@gmail.com, **Website:** www.sbpatilmba.com

(104) – Business Research Methods

Comprehensive Concurrent Evaluation (CCE):-2

CCE Group: B

Title: Situation Analysis and Research Report

Linkages with COs

CO104.4: EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.

CO104.5: JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.

A description of the assessment:

1. The assessment is divided in two parts: 1) Hypothesis Testing Methods 2) Mini Company Project.
2. Part 1 – Hypothesis Testing Methods includes t-test, single correlation, Multiple Correlation, ANOVA etc.
3. Part 2 – Students have to collect data related to mentioned points and company allocated to you and prepare report and submit the same.

Conduction & Submission Dates:

1. **Conduction Date:-** 30/09/2023
2. **Submission Date:-** 10/10/2023

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Encl:

1. **Notice of CCE Conduction**
2. **Rubrics**

Dr. Vishal Wagh
Course Faculty

Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT
NBA Accredited | NAAC Accredited | AICTE Approved | Permanently Affiliated to SPPU, Pune
Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.
Phone: 020-27656900 / 87960 76060 / 78875 70600
Email: sbpatilmba@gmail.com, **Website:** www.sbpatilmba.com

(104) – Business Research Methods

Comprehensive Concurrent Evaluation (CCE):-3

CCE Group: D

Title: - Develop Research Proposal & Designing Questionnaire

Linkages with COs

CO104.3: MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.

CO104.6: FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

A description of the assessment:

1. The assessment is divided in two parts: 1) Develop Research Proposal 2) Designing Questionnaire.

2. Part 1 – Students have to develop research proposal by using given content

3. Part 2 – Students have to design questionnaire by using same topic of research used in research proposal.

Conduction & Submission Dates:

1. **Conduction Date:**-12/10/2023
2. **Submission Date:** 25/10/2023

Encl:

1. **Notice of CCE Conduction**
2. **Rubrics**

Dr. Vishal Wagh
Course Faculty

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

S. B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

P.C.E.T.'S

S. B. PATIL INSTITUTE OF MANAGEMENT

UNIVERSITY (SPPU) MARKS BREAK UP

MBA - I, SEM- I, A.Y:- 2023-24 **DIV: - D**

Subject: - 104-Business Research Methods

Sr.No.	ROLL NO.	NAME OF THE STUDENT	CCE - 1	CCE - 2	CCE - 3	TOTAL	TOTAL
			Written Home Assignment	Situation Analysis	Research Proposal & Questionnaire	Out of 120	Out of 50
1	FYMBA2325207	Badgujar Om Ravindra	25	35	34	94	**39**
2	FYMBA2325208	Bansode Jayesh Sanjay	32	35	34	101	**42**
3	FYMBA2325209	Barde Rutuja Sandeep	34	34	0	68	**28**
4	FYMBA2325210	Barure Vaishali Ashok	26	35	33	94	**39**
5	FYMBA2325211	Bhalekar Ritesh Ramdas	30	34	32	96	**40**
6	FYMBA2325212	Bhalerao Pratik Nagesh	31	36	36	103	**43**
7	FYMBA2325213	Bhalerao Sakshi Sandip	31	36	35	102	**43**
8	FYMBA2325214	Bhavsar Gayatri Suresh	31	36	34	101	**42**
9	FYMBA2325215	Bhoi Yuvraj Dinkar	36	36	33	105	**44**
10	FYMBA2325216	Bhujbal Sakshi Rajesh	32	35	34	101	**42**
11	FYMBA2325217	Bhumkar Tanvi Madan	32	36	34	102	**43**
12	FYMBA2325218	Chaskar Shivani Santosh	31	35	36	102	**43**
13	FYMBA2325219	Chavan Omkar Ashok	34	36	34	104	**43**
14	FYMBA2325220	Chavhan Kritik Ramesh	36	35	32	103	**43**
15	FYMBA2325221	Damodar Pragati Dadarao	36	36	38	110	**46**
16	FYMBA2325222	Desai Shruti Shirish	36	36	35	107	**45**
17	FYMBA2325223	Dhanokar Vaishnavee Gajanan	29	35	34	98	**41**
18	FYMBA2325224	Dighe Pradip Sukdeo	32	35	34	101	**42**
19	FYMBA2325225	Fadale Vaishnavi Vikas	30	35	34	99	**41**

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

P.C.E.T.'S

S. B. PATIL INSTITUTE OF MANAGEMENT

UNIVERSITY (SPPU) MARKS BREAK UP

MBA - I, SEM- I, A.Y:- 2023-24 **DIV: - D**

Subject: - 104-Business Research Methods

Sr.No.	ROLL NO.	NAME OF THE STUDENT	CCE - 1	CCE - 2	CCE - 3	TOTAL	TOTAL
			Written Home Assignment	Situation Analysis	Research Proposal & Questionnaire	Out of 120	Out of 50
20	FYMBA2325226	Gadekar Sakshi Sharad	28	35	33	96	**40**
21	FYMBA2325227	Gadhe Vrushali Dhananjay	26	35	34	95	**40**
22	FYMBA2325228	Giri Aastha Mukund	34	34	36	104	**43**
23	FYMBA2325229	Godhane Soham Vinod	36	35	36	107	**45**
24	FYMBA2325230	Gunjal Vikrant Goraksha	34	34	33	101	**42**
25	FYMBA2325231	Gurav Mrunal Jayvant	34	34	34	102	**43**
26	FYMBA2325232	Handa Akshita	34	36	34	104	**43**
27	FYMBA2325233	Handal Akanksha Vijay	36	36	34	106	**44**
28	FYMBA2325234	Hangarge Poornima Vasant	31	36	34	101	**42**
29	FYMBA2325235	Ingle Utpal Dilip	28	36	34	98	**41**
30	FYMBA2325236	Jadhao Shubham Ramchandra	34	35	33	102	**43**
31	FYMBA2325237	Jagtap Yash Digamber	32	36	34	102	**43**
32	FYMBA2325238	Jamadar Onkar Sudhakar	34	37	32	103	**43**
33	FYMBA2325239	Kalbhor Aditya	26	36	36	98	**41**
34	FYMBA2325240	Kalokhe Shravani Babasaheb	26	37	34	97	**40**
35	FYMBA2325241	Kemdharne Pratiksha Ashok	37	37	37	111	**46**
36	FYMBA2325242	Khurud Yash Sudhir	29	34	34	97	**40**
37	FYMBA2325243	Konde Payal Mangesh	32	34	34	100	**42**
38	FYMBA2325244	Kothawade Tanvi Vijay	30	34	34	98	**41**

S.B. PATIL INSTITUTE OF MANAGEMENT
NIGDI, PRADHIKARAN, PUNE-44.

P.C.E.T.'S

S. B. PATIL INSTITUTE OF MANAGEMENT

UNIVERSITY (SPPU) MARKS BREAK UP

MBA - I, SEM- I, A.Y:- 2023-24 **DIV: - D**

Subject: - 104-Business Research Methods

Sr.No.	ROLL NO.	NAME OF THE STUDENT	CCE - 1	CCE - 2	CCE - 3	TOTAL	TOTAL
			Written Home Assignment	Situation Analysis	Research Proposal & Questionnaire	Out of 120	Out of 50
39	FYMBA2325245	Kulkarni Hrishikesh Umesh	25	33	34	92	**38**
40	FYMBA2325246	Latambale Nikhil Balasaheb	33	35	34	102	**43**
41	FYMBA2325247	Lende Vaibhav Gopichand	36	37	33	106	**44**
42	FYMBA2325248	Mane Omkar Rajaram	36	36	33	105	**44**
43	FYMBA2325249	Mane Pradnya Sitaram	35	37	33	105	**44**
44	FYMBA2325251	Pagar Sakshi Kiran	34	37	34	105	**44**
45	FYMBA2325252	Pandita Nitish	32	35	32	99	**41**
46	FYMBA2325253	Pasle Kirti Purshottam	26	35	35	96	**40**
47	FYMBA2325254	Patil Asmita Padmakar	32	36	32	100	**42**
48	FYMBA2325255	Patil Lipakshi Satish	38	36	37	111	**46**
49	FYMBA2325256	Patil Pooja Rajesh	34	36	0	70	**29**
50	FYMBA2325257	Patil Pravin Nimba	25	35	37	97	**40**
51	FYMBA2325258	Patil Rupam Ramchandra	25	36	32	93	**39**
52	FYMBA2325259	Patil Siddharth Vilas	27	35	36	98	**41**
53	FYMBA2325260	Rajdev Chaitanya Nandkishor	34	36	32	102	**43**
54	FYMBA2325261	Raut Harshada Bharat	33	36	34	103	**43**
55	FYMBA2325262	Raut Radha Anantrao	34	36	32	102	**43**
56	FYMBA2325263	Rawate Deepali Dnyandev	29	34	33	96	**40**
57	FYMBA2325264	Sagar Narayan Phukat	29	34	32	95	**40**

P.C.E.T.'S

S. B. PATIL INSTITUTE OF MANAGEMENT

UNIVERSITY (SPPU) MARKS BREAK UP

MBA - I, SEM- I, A.Y:- 2023-24 **DIV: - D**

Subject: - 104-Business Research Methods

Sr.No.	ROLL NO.	NAME OF THE STUDENT	CCE - 1	CCE - 2	CCE - 3	TOTAL	TOTAL
			Written Home Assignment	Situation Analysis	Research Proposal & Questionnaire	Out of 120	Out of 50
58	FYMBA2325264	Sagar Narayan Phukat	29	34	32	95	**40**
59	FYMBA2325265	Sakhare Shivraj Vishwas	27	34	34	95	**40**
60	FYMBA2325266	Sarkar Swapna Shivpad	32	34	34	100	**42**
61	FYMBA2325267	Sathe Aditi Yashwant	34	34	32	100	**42**
62	FYMBA2325268	Shende Krutadnya Suresh	31	35	37	103	**43**
63	FYMBA2325269	Shimpi Abhishek Manohar	32	36	34	102	**43**
64	FYMBA2325270	Sonawane Prajwal Santosh	30	35	32	97	**40**
65	FYMBA2325271	Thombare Kishor Balasaheb	36	36	34	106	**44**
66	FYMBA2325272	Ubhe Pranav Anil	36	35	34	105	**44**
67	FYMBA2325273	Vitkar Prathamesh Deepak	28	36	34	98	**41**
68	FYMBA2325274	Waghere Om Digamber	32	36	34	102	**43**

Dr.Vishal W. Wagh

Course Teacher

INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director

S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

P.C.E.T.'S

S.B. PATIL INSTITUTE OF MANAGEMENT

End Term Examination (November 2023)

M.B.A. SEMESTER – IV

104 Business Research Methods (BRM)

Max. Time: 2.30 Hours **Max. Marks: 50**

Instructions to the Candidates:

1. **All questions are compulsory.**
2. **Each question has an internal option.**
3. **Use the simple calculator only.**
4. **Draw diagram whenever is required**

Q. No.	Cognitive Ability &	Question	CO No.	Marks
1	Remembering	**Answer any 5 out of 8 (2 marks each)** a) What is research? Why research is important in business? b) Define sample. c) List the steps involved in the process of Business Research. d) Write any two example of Likert scale e) Define Hypothesis. f) Define Research Design. g) What is Primary Data? h) Define Median & Mode	1	10
2	Understanding	**Answer any 2 out of 3 (5 marks each)** a) Compare Quantitative and Qualitative research with suitable examples. b) Classify different sampling techniques with suitable examples. c) Explain following variables with suitable examples 1) Dependent & Independent Variable 2) Extraneous Variable 3) Mediating & Moderating Variable 4) Concomitant Variable 5) Control Variable	2	10

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

<table>
<tr><td>3</td><td>Applying</td><td>Answer 3 (a) or 3 (b) (10 marks)
a) The sale of Amul Ice Cream for last two years has declined. You are appointed as Research Consultant to resolve the management dilemma for exploring research. Develop research proposal to rectify the customer satisfaction challenges of Amul Ice cream.
OR
a) Construct Questionnaire for collecting perception on Swacch Bharat Abhiyan from your society members.</td><td>3</td><td>10</td></tr>
<tr><td>4</td><td>Analyzing</td><td>Answer 4 (a) or 4 (b) (10 marks)
a) Analyse different scaling techniques with suitable examples.
OR
b) Distinguish between descriptive research design and exploratory research design.</td><td>4</td><td>10</td></tr>
<tr><td>5</td><td>Evaluating / Creating</td><td>Answer 5 (a) or 5 (b) (10 marks)
a) Draw the histogram of the following data and find out MODE graphically
<table>
<tr><td>Salary</td><td>30-40</td><td>40-50</td><td>50-60</td><td>60-70</td><td>70-80</td><td>80-900</td><td>90-100</td></tr>
<tr><td>No. of Employees</td><td>20</td><td>30</td><td>60</td><td>75</td><td>115</td><td>100</td><td>60</td></tr>
</table>
OR
b) The respondents of a survey were classified by magazine read type and income as follows:
<table>
<tr><th>Magazine Read</th><th>Under 25,000</th><th>25,000-50,000</th><th>50,000 & Above</th></tr>
<tr><td>A</td><td>20</td><td>50</td><td>30</td></tr>
<tr><td>B</td><td>10</td><td>55</td><td>35</td></tr>
</table>
Test the null hypothesis that magazine choice is independent of level of income.
Given that: Chi-Square Calculated Value = 3.956
Chi-Square Critical Value = 5.99
Frame the hypothesis and interpret the result.
c) Explain the structure of Research Report</td><td>5 / 6</td><td>10</td></tr>
</table>

D.Y. PATIL INSTITUTE OF MANAGEMENT
NIGDI, PRADHIKARAN, PUNE-44.

Vishal Wagh <vishal.wagh@sbpatilmba.com>

CCE No.1 of Business Research Methods (BRM) (104-GC)

2 messages

Vishal Wagh <vishal.wagh@sbpatilmba.com>
To: 2023-2025d@sbpatilmba.com

Fri, Sep 15, 2023 at 10:49 AM

Dear Students,

I am sending you the **1st CCE (Assignment)** of Business Research Methods (**BRM**) **(104-BRM-GC)** subject which is attached herewith. So, I would request you to please go through it.

Last Date of Submission of CCE:- 30/09/2023 (Saturday)

Note:- Students have to submit CCE on or before **30/09/2023 (Saturday)**.Students who fail to submit CCE before the deadline will be responsible for further consequences. Please take a note of it.

CCE 1 (BRM) (Revised).pdf
124K

Vishal Wagh <vishal.wagh@sbpatilmba.com>
To: bhushanpardeshi@sbpatilmba.com

Mon, Sep 18, 2023 at 2:18 PM

[Quoted text hidden]

CCE 1 (BRM) (Revised).pdf
124K

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Vishal Wagh <vishal.wagh@sbpatilmba.com>

CCE No.2 of Business Research Methods (BRM) (104-GC)

2 messages

Vishal Wagh <vishal.wagh@sbpatilmba.com>
To: 2023-2025d@sbpatilmba.com

Sat, Sep 23, 2023 at 10:04 AM

Dear Students,

I am sending you the **2nd CCE (Assignment)** of Business Research Methods (**BRM**) **(104-BRM-GC)** subject which is attached herewith. So, I would request you to please go through it.

Last Date of Submission of CCE:- 10/10/2023 (Tuesday)

Note:- Students have to submit CCE on or before **10/10/2023 (Tuesday).** Students who fail to submit CCE before the deadline will be responsible for further consequences. Please take a note of it.

CCE 2 (BRM) (Revised).pdf
1130K

Vishal Wagh <vishal.wagh@sbpatilmba.com>
To: bhushanpardeshi@sbpatilmba.com

Sat, Sep 30, 2023 at 3:57 PM

[Quoted text hidden]

CCE 2 (BRM) (Revised).pdf
1130K

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Vishal Wagh <vishal.wagh@sbpatilmba.com>

CCE No.3 of Business Research Methods (BRM) (104-GC)

2 messages

Vishal Wagh <vishal.wagh@sbpatilmba.com>
To: 2023-2025d@sbpatilmba.com

Fri, Oct 20, 2023 at 10:19 AM

Dear Students,

I am sending you the **3rd CCE (Assignment)** of Business Research Methods (**BRM**) **(104-BRM-GC)** subject which is attached herewith. So, I would request you to please go through it.

Last Date of Submission of CCE:- 31/10/2023 (Tuesday)

Note 1:- Students have to submit CCE on or before **31/10/2023 (Tuesday).** Students who fail to submit CCE before the deadline will be responsible for further consequences. Please take a note of it.

Note 2:- Samples of research topics are attached herewith. Either you can select any topic from the samples or you can select the topic on your own.

Note 4:- Every individual student can inform their respective topic of research on or before **26/10/2023 (Thursday)**

Note 3:- Topic should not be repeated

2 attachments

CCE 3 (BRM) (Revised).pdf
137K

Research Topics (Samples).pdf
505K

Vishal Wagh <vishal.wagh@sbpatilmba.com>
To: bhushanpardeshi@sbpatilmba.com

Wed, Nov 1, 2023 at 1:41 PM

[Quoted text hidden]

2 attachments

CCE 3 (BRM) (Revised).pdf
137K

Research Topics (Samples).pdf
505K

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Pimpri Chinchwad Education Trust's

S. B. PATIL INSTITUTE OF MANAGEMENT

NBA Accredited | NAAC Accredited | AICTE Approved | Permanently Affiliated to SPPU, Pune

Sector No. 26, , Pradhikaran, Nigdi, Pune - 411 044.
Phone: 020-27656900 / 87960 76060 / 78875 70600
Email: sbpatilmba@gmail.com, **Website:** www.sbpatilmba.com

Notice of CCE's Marks Displayed on Notice Board

Date: - 06/11/2023

All the students of MBA-I (SEM-I) of Division D are hereby informed that, the marks of Comprehensive Concurrent Evaluation (CCE's) of course Business Research Methods (104-GC) are displayed on notice board. Check your marks and contact me in case of any grievances.

S. B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Dr.Vishal W. Wagh

Course Teacher

P.C.E.T's

S. B. Patil Institute of Management

104 BRM– GC – Business Research Methods

Comprehensive Concurrent Evaluation (CCE) – 1

Written Home Assignment

Q.1) Research is **(2 Marks)**

(A) Searching again and again

(B) Finding solution to any problem

(C) Working in a scientific way to search for truth of any problem

(D) None of the above

Q.2) Which of the following is the first step in starting the research process? **(2 Marks)**

(A) Searching sources of information to locate problem.

(B) Survey of related literature

(C) Identification of problem

(D) Searching for solutions to the problem

Q.3) Analytical research is the type of research that **(2 Marks)**

A) Is made for performing the basic or pure research

B) Is intended for finding some solution to the problem considered.

C) Includes fact-finding enquires and surveys.

D) Uses available information as the base to make the further critical evaluation.

Q.4) All are examples of qualitative variables except **(2 Marks)**

A) Attitude

B) Motivation

C) Satisfaction

D) Height

Q.5) Which of the following is not type of Research Design **(2 Marks)**

A) Descriptive Research

B) Flexible Research

C) Causal Research

D) Exploratory Research

Q.6) Which of the following is not source of Secondary Data Collection **(2 Marks)**

A) Internet

B) Newspapers & Magazines

C) Questionnaire

D) Manuals

Q.7) Which of the following is not type of variable **(2 Marks)**

A) Extraneous Variable

B) Dependent and Independent Variable

C) Experimental Variable

D) Concomitant Variable

S.B. PATIL INSTITUTE OF MANAGEMENT
NIGDI, PRADHIKARAN, PUNE-44.

Q.8) Which of the following is not an element of research proposal? **(2 Marks)**

A) Hypothesis

B) Objectives

C) Data Analysis

D) Evaluation

Q.9) If we reject null hypothesis that is true, this error is called as_____ **(2 Marks)**

A) Type --- I Error

B) Type ---- II Error

C) Type ---- III Error

D) Type ---- IV Error

Q.10) When the calculated value is greater than test value we_____ **(2 Marks)**

A) Accept Null Hypothesis

B) Reject Null Hypothesis

C) Accept the Research Hypothesis

D) Reject the Research Hypothesis

Q.11) Compare qualitative and quantitative research with suitable examples. **(5 Marks)**

Q.12) Explain the various steps in research process with suitable examples. **(5 Marks)**

Q.13) Classify the different types of research design with suitable examples. **(5 Marks)**

Q.14) Illustrate different types of sampling techniques with suitable examples. **(5 Marks)**

S.B. PATIL INSTITUTE OF MANAGEMENT
NIGDI, PRADHIKARAN, PUNE-44.

RUBRICS (MCQ's)

Criteria	Poor	Excellent
Choose Correct Answer (CO – 1)	Choose wrong answer (0 mark)	Choose correct answer (2 marks)

RUBRICS (Descriptive Questions)

Criteria	Fair	Good	Excellent
Meaning and Definition of Concept (CO – 2)	Meaning or Definition is given and it is partially correct (1-5 mark)	Meaning or Definition is given and it is fully correct (6-10 marks)	Meaning and Definition both are given and fully correct (1-5 marks)
Explanation Related to Concept Clarity (CO-2)	Fair and relevant explanation is given related to the concept (1-3 marks)	Good and relevant explanation is given related to the concept (4-6 marks)	Excellent and relevant explanation is given related to the concept (7-10 marks)
Examples Relevant to the Concept (CO – 2)	Only one relevant example is given (1-3 marks)	Two relevant examples are given without explanation (4-6 marks)	Two relevant examples are given with explanation (1-5 marks)

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

Master of Business Administration (MBA) – Revised Syllabus 2019

2 year, 4 Semester Full time Programme
Choice Based Credit System (CBCS) and Grading System
Outcome Based Education Pattern

MBA I effective from AY 2019-20
MBA II effective from AY 2020-21

1.0 Preamble: The revised MBA Curriculum 2019 builds on the implementation of the Choice Based Credit System (CBCS) and Grading System initiated in the AY 2013. The curriculum takes the MBA programme to the next level in terms of implementing Outcome Based Education along with the Choice Based Credit System (CBCS) and Grading System.

2.0 Definitions:

2.1 Outcome Based Education:

2.1.1 Outcome Based Education (OBE) Approach: Outcomes are about performance, and this implies:

a) There must be a performer – the student (learner), not only the teacher
b) There must be something performable (thus demonstrable or assessable) to perform
c) The focus is on the performance, not the activity or task to be performed

2.1.2 Programme Educational Objectives (PEOs): Programme Educational Objectives are a set of **broad future-focused student performance outcomes** that explicitly identify what students will be **able to do with what they have learned**, and **what they will be like** after they leave school and are **living full and productive lives**. Thus PEOs are what the programme is preparing graduates for in their **career and professional life** (to attain within a **few years** after graduation[1]).

2.1.3 Graduate Attributes (GAs): Graduate Attributes (GAs) are the **qualities, knowledge and capabilities** that students are encouraged to take responsibility for developing throughout their studies and are the **defining characteristics** of the students passing out of the MBA program. These attributes include, but go **beyond, the disciplinary expertise or technical knowledge**.

2.1.4 Programme Outcomes (POs): Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of the programme** are expected to know and be able to perform or attain **by the time of graduation**.

2.1.5 Programme Specific Outcomes (PSOs): Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of a particular specialization of the programme** are expected to know and be able to perform or attain **by the time of graduation**. PSOs are also a function of the various course combinations offered by the Institute.

2.1.6 Learning Outcomes: A learning outcome is what a student CAN DO as a result of a learning experience. It describes a **specific task** that he/she is able to perform at a **given level of competence under a certain situation**. The three broad types of learning outcomes are:

a) Disciplinary knowledge and skills
b) Generic skills
c) Attitudes and values

2.1.7 Course Outcomes (COs): A set of specific statements that describes the **complex performances** a student should be capable of as a result of **learning experiences within a course.**

2.1.8 Teaching and Learning Activities (TLAs): The set of **pedagogical tools and techniques** or the teaching and learning activities that aim to **help students to attain** the intended learning outcomes and engage them in these learning activities through the teaching process.

2.1.9 Outcome Based Assessment (OBA): An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What **evidence of student learning** is most **relevant for each learning outcome** and **what standard or criteria** will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved.

2.2 Credit: *In terms of credits, for a period of one semester of 15 weeks:*

[1] Graduation refers to passing out of the MBA programme. Graduation does NOT refer to 10+2+3/4 degree e.g. BA, BE, etc.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI PRADHIKARAN PUNE

a) *every ONE hour session per week of L amounts to 1 credit per semester*
b) *a minimum of TWO hours per week of T amounts to 1 credit per semester,*
c) *a minimum of TWO hours per week of P amounts to 1 credit per semester,*

Each credit is a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work / Self Study) (P) i.e. LTP Pattern. Indicative LTP, for each course, is documented in the syllabus.

The course teacher may modify the LTP of the course in view of the course requirements, nature of the course, the level of learners and the type of pedagogy and assessment tools proposed. The modified LTP shall have to be approved by the Director / Head of the Department / Designated academic authority of the Institute.

2.3 **Session:** Each teaching-learning, evaluation session shall be of 60 minutes. However, institutes shall have the flexibility to define their time slots in a manner as to use their faculty and infrastructure resources in the best possible way and ensure effective learning.

2.4 **Course Announcement:** The institute shall announce the elective courses and specializations it proposes to offer the students out of the wider course basket. It is not mandatory to offer all the specializations and all the electives. The decision of the Director shall be final in this case. However, in the spirit of Choice Based Credit System, institutes should offer choices to the students for the elective courses and not offer only the minimum number of electives.

2.5 **Course Registration:** It is mandatory for every student, to register every semester, for the courses opted for that semester. Each student, on admission shall be assigned to a Faculty Advisor who shall advise her/him about the academic programs and counsel on the choice of courses considering the student's profile, career goals and courses taken in the earlier semesters. With the advice and consent of the Faculty Advisor, the student shall register for a set of courses he/she plans to take up for the Semester. Students shall have to register for the courses for the semester within first week of Semester I and immediately after conclusion of the preceding term for subsequent Semesters II, III and IV.

3.0 MBA Programme Focus:

3.1 Programme Educational Objectives (PEOs):

1. **PEO1:** Graduates of the MBA program will *successfully integrate core, cross-functional and inter-disciplinary* aspects of management *theories, models and frameworks* with the *real world practices* and the *sector specific nuances* to *provide solutions to real world business, policy and social issues* in a *dynamic and complex world.*
2. **PEO2:** Graduates of the MBA program will possess excellent *communication skills*, excel in *cross-functional, multi-disciplinary, multi-cultural teams,* and have an appreciation for *local, domestic and global contexts* so as to manage *continuity, change, risk, ambiguity and complexity.*
3. **PEO3:** Graduates of the MBA program will be appreciative of the significance of *Indian ethos and values in managerial decision making* and *exhibit value centered leadership.*
4. **PEO4:** Graduates of the MBA program will be ready to *engage in successful career pursuits* covering a broad spectrum of areas in *corporate, non-profit organizations, public policy, entrepreneurial ventures* and engage in *life-long learning.*
5. **PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their *managerial competence, creativity & innovation, integrity & sensitivity* to local and global issues of social relevance and earn the *trust & respect* of others as *inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs* and change agents.

3.2 Programme Outcomes (POs): At the end of the MBA programme the learner will possess the

1. **Generic and Domain Knowledge -** Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. **Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.

Director
S. B. Patil Institute of Management

S.B. PATIL INSTITUTE OF MANAGEMENT NISDI, PRADHIKARAN, PUNE-44.

3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. **Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. **LifeLong Learning –** Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

3.3 Programme Specific Outcomes (PSOs): It is expected that **Institutes define the PSOs** for **each specialization / major-minor combination.** PSOs shall also vary based upon the **customized combination** of Generic Core, Generic Elective, Subject Core, Subject Elective, Foundation, Enrichment & Alternative Study Credit Courses that they offer.

3.4 Graduate Attributes (GAs): At the end of the MBA programme the learner shall exhibit:
GA1: Managerial competence
GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership
GA3: Competence in Creativity & Innovation
GA4: Research Aptitude, Scholarship & Enquiry
GA5: Global Orientation
GA6: Proficiency in ICT & Digital Literacy
GA7: Entrepreneurship & Intrapreneurship Orientation
GA8: Cross-functional & Inter-disciplinary Orientation
GA9: Results Orientation
GA10: Professionalism, Ethical, Values Oriented & Socially Responsible behaviour
GA11: Life-Long Learning Orientation

7. Comprehensive Concurrent Evaluation (CCE) / Concurrent Internal Evaluation (CIE):

1. The course teacher shall prepare the scheme of Comprehensive Concurrent Evaluation (Formative Assessment) before commencement of the term. The scheme of Comprehensive Concurrent Evaluation shall explicitly state the linkages of each CCE with the Course Outcomes and define the targeted attainment levels for each CO.
2. The Director / Head of the Department / designated academic authority shall approve the scheme of Comprehensive Concurrent Evaluation with or without modifications.
3. The course teacher shall display, on the notice board, the approved CCE scheme of the course and the same shall also be hosted on the website, not later than the first week of the term.
4. Each CCE item shall be of minimum 25 marks.
5. For a 3 Credit Course there shall be a MINIMUM of three CCE items. The final scores shall be converted to 50, using an average or best two out of three formula.
6. For 2 Credit Course there shall be a MINIMUM of two CCE items. The final scores shall be converted to 50.
7. For a 1 Credit Course there shall be a MINIMUM of one CCE item.
8. CCE shall be spread through the duration of course and shall be conceptualized, executed, assessed and documented by the course teacher along with student-wise and class-wise attainment levels of the COs and the attainment levels of the course.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, [illegible] 044.

S. B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

9. The assessment outcome of each CCE shall be duly signed by the course teacher, programme coordinator / academic head and the Director / Head of the Department / designated academic authority of the Institute.
10. A copy of the duly signed CCE *outcome* shall be displayed on the notice boards, within a week of the assessment and course teachers shall guide the students on a need basis.
11. Institute may conduct additional make up / remedial CCE items at its discretion.
12. At the end of the term aggregate CCE scores / grades shall be calculated and the CO attainment levels shall be calculated by the course teacher. The same shall be displayed on the notice board

7.1 Comprehensive Concurrent Evaluation Methods: Course teachers shall opt for a combination of one of more CCE methods listed below.

Group A (Individual Assessment) – Not more than 1 per course

1. Class Test
2. Open Book Test
3. Written Home Assignment
4. In-depth Viva-Voce

Group B (Individual Assessment) – Atleast 1 per course

5. Case Study
6. Caselet
7. Situation Analysis
8. Presentations

Group C (Group Assessment) – Not more than 1 per course

9. Field Visit / Study tour and report of the same
10. Small Group Project & Internal Viva-Voce
11. Model Development
12. Role Play
13. Story Telling
14. Fish Bowls

Group D (Creative - Individual Assessment) – Not more than 1 per course

15. Learning Diary
16. Scrap Book / Story of the week / Story of the month
17. Creating a Quiz
18. Designing comic strips
19. Creating Brochures / Bumper Stickers / Fliers
20. Creating Crossword Puzzles
21. Creating and Presenting Posters
22. Writing an Advice Column
23. Library Magazines based assessment
24. Peer assessment
25. Autobiography/Biography
26. Writing a Memo
27. Work Portfolio

Group E (Use of Literature / Research Publications- Individual Assessment) – Not more than 1 per course

28. Book Review
29. Drafting a Policy Brief
30. Drafting an Executive Summary
31. Literature Review
32. Term Paper
33. Thematic Presentation
34. Publishing a Research Paper
35. Annotated Bibliography

Director
S. B. Patil Institute of Management

36. Creating Taxanomy
37. Creating Concept maps

Group F (Use of Technology - Individual Assessment) – Not more than 1 per course

38. Online Exam
39. Simulation Exercises
40. Gamification Exercises
41. Presentation based on Google Alerts
42. Webinar based assessment
43. Creating Webpage / Website / Blog
44. Creating infographics / infomercial
45. Creating podcasts / Newscast
46. Discussion Boards

Rubrics: The course teacher shall design Rubrics for each CCE. Rubrics are scoring tools that define performance expectations for learners. The course teacher shall seek approval for the rubrics from the Director / Head of the Department / other designated competent academic authority of the institute. The course teacher shall share the approved Rubrics with the students at the start of the course. The rubric shall detail the following:

1. Linkages of the CCE to COs.
2. A description of the assessment - brief concept note
3. Criteria that will be assessed - the expected learning outcomes.
4. Descriptions of what is expected for each assessment component - the expectations from the student.
5. Substantive description of the expected performance levels indicating mastering of various components - the assessment criteria.
6. The team composition, if applicable.
7. The format and mode of submission, submission timelines
8. Any other relevant details.

7.3 Safeguards for Credibility of CCE: The following practices are encouraged to enhance transparency and authenticity of concurrent evaluation:

1. Involving faculty members from other management institutes.
2. Setting multiple question paper sets and choosing the final question paper in a random manner.
3. One of the internal faculty members (other than the course teacher) acting as jury during activity based evaluations.
4. Involvement of Industry personnel in evaluating projects / field based assignments.
5. Involvement of alumni in evaluating presentations, role plays, etc.
6. 100% moderation of answer sheets, in exceptional cases.

7.4 Retention of CCE Documents: Records of CCE shall be retained for 3 years from the completion of the Academic Year. i.e. **Current Academic Year (CAY) + 3 years.** Likewise records of assessments to decide the learning needs of students for opting for **Foundation Courses / capabilities for Enrichment Courses/ ASCC/ start-up option** etc. shall be retained for 3 years from the completion of the Academic Year.

Director
S. B. Patil Institute of Management
Sector No. 27, Nigdi,
Pradhikaran, Pune - 411 044.

S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

8.0 End Semester Evaluation (ESE):

1. The End Semester Evaluation (Summative Evaluation) for the Generic Core (GC), Subject Core (SC) and the Generic Elective (GE - UL) course shall be conducted by the Savitribai Phule Pune University.
2. The ESE shall have 5 questions each of 10 marks.
3. All questions shall be compulsory with internal choice within the questions.
4. The broad structure of the ESE question paper shall be as follows:

Question Number	COGNITIVE ABILITIES EVALUATED	Nature
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)
	CREATING	

Director
S. B. Patil Institute of Management
Sector No. 28, Nigdi,
Pradhikaran, Pune - 411 044.

S.B. PATIL INSTITUTE OF MANAGEMENT
NIGDI, PRADHIKARAN, PUNE-44.

Master of Business Administration (MBA) –Syllabus 2019 Pattern (revised)

2 year, 4 Semester Full time Programme
Choice Based Credit System (CBCS) and Grading System
Outcome Based Education Pattern

MBA I effective from AY 2022-23
MBA II effective from AY 2022-23

1.0 Preamble: The revised MBA Curriculum 2022 finetunes the MBA 2019 Pattern which was built upon the Choice Based Credit System (CBCS) and Grading System and the Outcome Based Education. The MBA Curriculum 2022 also incorporates several aspects of NEP.

2.0 Definitions:

2.1 Outcome Based Education:

2.1.1 Outcome Based Education (OBE) Approach: Outcomes are about performance, and this implies:

a) There must be a performer – the student (learner), not only the teacher
b) There must be something performable (thus demonstrable or assessable) to perform
c) The focus is on the performance, not the activity or task to be performed

2.1.2 Programme Educational Objectives (PEOs): Programme Educational Objectives are a set of **broad future-focused student performance outcomes** that explicitly identify what students will be **able to do with what they have learned**, and **what they will be like** after they leave school and are **living full and productive lives**. Thus PEOs are what the programme is preparing graduates for in their **career and professional life** (to attain within a **few years** after graduation[1]).

2.1.3 Graduate Attributes (GAs): Graduate Attributes (GAs) are the **qualities, knowledge and capabilities** that students are encouraged to take responsibility for developing throughout their studies and are the **defining characteristics** of the students passing out of the MBA program. These attributes include, but go **beyond, the disciplinary expertise or technical knowledge**.

2.1.4 Programme Outcomes (POs): Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of the programme** are expected to know and be able to perform or attain **by the time of graduation**.

2.1.5 Programme Specific Outcomes (PSOs): Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of a particular specialization of the programme** are expected to know and be able to perform or attain **by the time of graduation**. PSOs are also a function of the various course combinations offered by the Institute.

2.1.6 Learning Outcomes: A learning outcome is what a student CAN DO as a result of a learning experience. It describes a **specific task** that he/she is able to perform at a **given level of competence under a certain situation**. The three broad types of learning outcomes are:

a) Disciplinary knowledge and skills
b) Generic skills
c) Attitudes and values

2.1.7 Course Outcomes (COs): A set of specific statements that describes the **complex performances** a student should be capable of as a result of **learning experiences within a course.**

2.1.8 Teaching and Learning Activities (TLAs): The set of **pedagogical tools and techniques** or the teaching and learning activities that aim to **help students to attain** the intended learning outcomes and engage them in these learning activities through the teaching process.

2.1.9 Assessment: It is the process of collecting, recording, scoring, describing and interpreting information about learning

2.1.10 Outcome Based Assessment (OBA): An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What **evidence of student learning** is most **relevant for each learning outcome** and **what standard or criteria** will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved.

2.1.11 Rubric (Assessment Rubric): A rubric for assessment, also called a scoring guide, is a tool used to interpret and grade students on any kind of work against criteria and standards.

2.2 Academic credit: An academic credit is a unit by which the course work (theory/ practical/ training) is measured. Each course may be allotted credits in proportion to the time expected to be devoted by the student for that course. Thus, it determines the number of hours of instructions required per week

[1] Graduation refers to passing out of the MBA programme. Graduation does NOT refer to 10+2+3/4 degree e.g. BA, BE, etc.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

2.2.1 **Credit:** *In terms of credits, for a period of one semester of 15 weeks:*

a) every ONE hour session per week of L amounts to 1 credit per semester

b) every TWO hour tutorial per week of L amounts to 1 credit per semester

c) a minimum of TWO hours per week of P amounts to 1 credit per semester,

Each credit is a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work / Self Study) (P) i.e. LTP Pattern. Indicative LTP, for each course, is documented in the syllabus.

The course teacher may modify the LTP of the course in view of the course requirements, nature of the course, the level of learners and the type of pedagogy and assessment tools proposed. The modified LTP shall have to be approved by the Director / Head of the Department / Designated academic authority of the Institute.

2.2.2 **Session:** Each teaching-learning, evaluation session shall be of 60 minutes. However, institutes shall have the flexibility to define their time slots in a manner as to use their faculty and infrastructure resources in the best possible way and ensure effective learning.

2.2.3 **Course Announcement:** The institute shall announce the elective courses and specializations it proposes to offer the students out of the wider course basket. It is not mandatory to offer all the specializations and all the electives. The decision of the Director shall be final in this case. However, in the spirit of Choice Based Credit System, institutes should offer choices to the students for the elective courses and not offer only the minimum number of electives.

2.2.4 **Course Registration:** It is mandatory for every student, to register every semester, for the courses opted for that semester. Each student, on admission shall be assigned to a Faculty Advisor who shall advise her/him about the academic programs and counsel on the choice of courses considering the student's profile, career goals and courses taken in the earlier semesters. With the advice and consent of the Faculty Advisor, the student shall register for a set of courses he/she plans to take up for the Semester. Students shall have to register for the courses for the semester within first week of Semester I and immediately after conclusion of the preceding term for subsequent Semesters II, III and IV.

3.0 MBA Programme Focus:

3.1 Programme Educational Objectives (PEOs):

1. **PEO1:** Graduates of the MBA program will *successfully integrate core, cross-functional and inter-disciplinary* aspects of management *theories, models and frameworks* with the *real world practices* and the *sector specific nuances* to *provide solutions to real world business, policy and social issues* in a *dynamic and complex world.*
2. **PEO2:** Graduates of the MBA program will possess excellent *communication skills*, excel in *cross-functional, multi-disciplinary, multi-cultural teams,* and have an appreciation for *local, domestic and global contexts* so as to manage *continuity, change, risk, ambiguity and complexity.*
3. **PEO3:** Graduates of the MBA program will be appreciative of the significance of *Indian ethos and values in managerial decision making* and *exhibit value centered leadership.*
4. **PEO4:** Graduates of the MBA program will be ready to *engage in successful career pursuits* covering a broad spectrum of areas in *corporate, non-profit organizations, public policy, entrepreneurial ventures* and engage in *life-long learning.*
5. **PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their *managerial competence, creativity & innovation, integrity & sensitivity* to local and global issues of social relevance and earn the *trust & respect* of others as *inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs* and change agents.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

3.2 Programme Outcomes (POs): At the end of the MBA programme the learner will possess the

1. **Generic and Domain Knowledge -** Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. **Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. **Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. **LifeLong Learning –** Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

3.3 Programme Specific Outcomes (PSOs): It is expected that **Institutes define the PSOs** for **each specialization / major-minor combination**. PSOs shall also vary based upon the **customized combination** of Generic Core, Generic Elective, Subject Core, Subject Elective, Foundation, Enrichment & Alternative Study Credit Courses that they offer.

3.4 Graduate Attributes (GAs): At the end of the MBA programme the learner shall exhibit:

GA1: Managerial competence
GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership
GA3: Competence in Creativity & Innovation
GA4: Research Aptitude, Scholarship & Enquiry
GA5: Global Orientation
GA6: Proficiency in ICT & Digital Literacy
GA7: Entrepreneurship & Intrapreneurship Orientation
GA8: Cross-functional & Inter-disciplinary Orientation
GA9: Results Orientation
GA10: Professionalism, Ethical, Values Oriented & Socially Responsible behaviour
GA11: Life-Long Learning Orientation

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

7.0 Formative Assessment (FA) / Concurrent Assessment (CA):

1. The course teacher shall prepare the scheme of Formative Assessment before commencement of the term. The scheme of Formative Assessment shall explicitly state the linkages of each Formative Assessment Item with the Course Outcomes and define the targeted attainment levels for each CO.
2. The Director / Head of the Department / designated academic authority shall approve the scheme of Formative Assessment with or without modifications.
3. The course teacher shall display, on the notice board, the approved Formative Assessment scheme of the course and the same shall also be hosted on the website, not later than the first week of the term.
4. Each Formative Assessment item shall be of minimum 25 marks.
5. For a 3 Credit Course there shall be a MINIMUM of three Formative Assessment items. The final scores shall be converted to 50, using an average or best two out of three formula.
6. For 2 Credit Course there shall be a MINIMUM of two Formative Assessment items. The final scores shall be converted to 50.
7. For a 1 Credit Course there shall be a MINIMUM of one Formative Assessment item.
8. Formative Assessment shall be spread through the duration of course and shall be conceptualized, executed, assessed and documented by the course teacher along with student-wise and class-wise attainment levels of the COs and the attainment levels of the course.
9. The assessment outcome of each Formative Assessment shall be duly signed by the course teacher, programme coordinator / academic head and the Director / Head of the Department / designated academic authority of the Institute.
10. A copy of the duly signed Formative Assessment *outcome* shall be displayed on the notice boards, within a week of the assessment and course teachers shall guide the students on a need basis.
11. Institute may conduct additional make up / remedial Formative Assessment items at its discretion.
12. At the end of the term aggregate Formative Assessment scores / grades shall be calculated and the CO attainment levels shall be calculated by the course teacher. The same shall be displayed on the notice board

7.1 Formative Assessment Methods: Student assessment should be as comprehensive as possible and provide meaningful and constructive feedback to faculty and student about the teaching-learning process. Over-use of question-answers may be discouraged for formative assessments. Course teachers shall opt for a combination of one of more FORMATIVE ASSESSMENT methods listed below.

Group A (Individual Assessment) – Not more than 1 per course

1. MCQs with multiple correct answers
2. Class Test
3. Open Book Test
4. Written Home Assignment
5. In-depth Viva-Voce

Group B (Individual Assessment) – Atleast 1 per course

6. Case Study
7. Caselet
8. Situation Analysis
9. Presentations

Group C (Group Assessment) – Not more than 1 per course

10. Field Visit / Study tour and report of the same
11. Small Group Project & Internal Viva-Voce
12. Model Development
13. Role Play
14. Story Telling
15. Fish Bowls

Group D (Creative - Individual Assessment) – Not more than 1 per course

16. Learning Diary
17. Scrap Book / Story of the week / Story of the month
18. Creating a Quiz
19. Designing comic strips / Cartoon strips
20. Drama scripts
21. Creating Brochures / Bumper Stickers / Fliers
22. Creating Crossword Puzzles
23. Creating and Presenting Posters
24. Writing an Advice Column

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

25. Library Magazines based assessment
26. Peer assessment
27. Autobiography/Biography
28. Writing a Memo
29. Work Portfolio

Group E (Use of Literature / Research Publications- Individual Assessment) – Not more than 1 per course

30. Book Review
31. Drafting a Policy Brief
32. Drafting an Executive Summary
33. Literature Review
34. Term Paper
35. Thematic Presentation
36. Publishing a Research Paper
37. Annotated Bibliography
38. Creating Taxanomy
39. Creating Concept maps

Group F (Use of Technology - Individual Assessment) – Not more than 1 per course

40. E-portfolios
41. Digital stories
42. eNewsletter, eMagazine
43. Recorded interviews of stakeholders posted on You Tube
44. Simulation Exercises
45. Gamification Exercises
46. Presentation based on Google Alerts
47. Webinar based assessment
48. Creating Webpage / Website / Blog
49. Creating infographics / infomercial
50. Creating podcasts / Newscast
51. Discussion Boards

Rubrics: The course teacher shall design Rubrics for each Formative Assessment. Rubrics are scoring tools that define performance expectations for learners. The course teacher shall seek approval for the rubrics from the Director / Head of the Department / other designated competent academic authority of the institute. The course teacher shall share the approved Rubrics with the students at the start of the course. The rubric shall detail the following:

1. Linkages of the Formative Assessment to COs.
2. A description of the assessment - brief concept note
3. Criteria that will be assessed - the expected learning outcomes.
4. Descriptions of what is expected for each assessment component - the expectations from the student.
5. Substantive description of the expected performance levels indicating mastering of various components - the assessment criteria.
6. The team composition, if applicable.
7. The format and mode of submission, submission timelines
8. Any other relevant details.

7.3 Safeguards for Credibility of Formative Assessment: The following practices are encouraged to enhance transparency and authenticity of concurrent evaluation:

1. Involving faculty members from other management institutes.
2. Setting multiple question paper sets and choosing the final question paper in a random manner.
3. One of the internal faculty members (other than the course teacher) acting as jury during activity based evaluations.
4. Involvement of Industry personnel in evaluating projects / field based assignments.
5. Involvement of alumni in evaluating presentations, role plays, etc.
6. 100% moderation of answer sheets, in exceptional cases.

7.4 Retention of Formative Assessment Documents: Records of FORMATIVE ASSESSMENT shall be retained for 3 years from the completion of the Academic Year. i.e. **Current Academic Year (CAY) + 3 years.** Likewise records of assessments to decide the learning needs of students for opting for **Foundation Courses / capabilities for Enrichment Courses/ ASCC/ start-up option** etc. shall be retained for 3 years from the completion of the Academic Year.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

PCET's S.B. PATIL INSTITUTE OF MANAGEMENT NIGDI, PRADHIKARAN, PUNE-44.

8.0 Summative Evaluation (End Semester Evaluation):

1. The Summative Evaluation for the Generic Core (GC), Subject Core (SC) and the Generic Elective (GE - UL) course shall be conducted by the Savitribai Phule Pune University.
2. The SE shall have 5 questions each of 10 marks.
3. All questions shall be compulsory with internal choice within the questions.
4. The broad structure of the SE question paper shall be as follows:

Question Number	COGNITIVE ABILITIES EVALUATED	Nature
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)
	CREATING	

Either Question 4 or Question 5 shall involve a case study in the Summative Evaluation. i.e. Both 4 (a) or 4 (b) shall be a Case Study based question OR Both Question 5 (a) or 5 (b) shall be a case study based question.

Director
S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune - 411 044.

PCET's S. B. PATIL INSTITUTE OF MANAGEMENT NIGDI PRADHIKARAN PUNE-44