



TILAK MAHARASHTRA VIDYAPEETH

Gultekdi, Pune 411 037.

(Declared u/s 3 of UGC Act 1956 vide Notification No. F.9-19/85.U-3
dated 24th April 1987 by the Government of India)

BOARD OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(HR / FINANCE / MARKETING) - REGULAR

MASTER OF BUSINESS ADMINISTRATION (MBA)
AICTE APPROVED
HR / FINANCE / MARKETING

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For Admission Enquiry

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Welcome to Tilak Maharashtra Vidyapeeth, our university with a legacy of more than a century.

As we embark on this journey of education and exploration, it is my pleasure to introduce a transformative approach that promises to reshape the way you would learn and prepare for the dynamic world of business through experiential learning.

In an era of rapid technological advancements, globalization, and evolving business landscapes, the demand for graduates who possess not only theoretical knowledge but also practical skills and real-world adaptability has never been greater. As we strive to equip our students with the tools to thrive in this ever-changing environment, we have recognized the pivotal role that experiential learning can play in achieving these goals. Experiential learning often referred to as "learning by doing," marks a departure from conventional classroom instruction. Therefore I encourage you to envision the possibilities that await you within our programmes offered through the department.

It is with great enthusiasm that I share my perspective on the implementation of the National Education Policy 2020 (NEP 2020) – a visionary blueprint that has the potential to revolutionize the landscape of education in India. At the Department of management, TMV, we are committed to embracing the principles and goals outlined in NEP 2020 and aligning our educational practices to contribute to the realization of its transformative vision.

With an unwavering commitment of imparting education as a catalyst for positive change and societal progress, I welcome you aboard on this journey of intellectual exploration, holistic personal development and acquisition of skills which will lead you on a path to success.

Regards,

Dr. Pranati Tilak

DEAN

Department of Management

Tilak Maharashtra Vidyapeeth.



Dr. Pranati Rohit Tilak
Dean,

Department of Management

VISION

- To build a quality work force for professional enhancement of India
- To Incorporate global exposure to students through multicultural activities and interface

MISSION

- To mould young minds for enriching the corporate world
- To progressively bridge the gap between knowledge and application, Academia - Industry requirement

Admission Procedure for Foreign Students



STEP 1 : APPLY FOR PROVISIONAL ADMISSION

- 1) Please shortlist the course that you would like to pursue. You may also mail us your queries to the following e-mail : intl.student@tmv.edu.in
- 2) Contact Foreign Student Cell for Admission Request Form. Fill in the details and mail us the following documents. (a) Filled in admission request form with the photograph (b) Valid Passport (c) Marks transcripts of i) High School ii) Bachelor's Degree (if applicable) (d) Previous VISA to India if any (e) Payment details of Processing Fee / Eligibility Fee : Rs.15000 (Non-refundable) (f) Course fees are other than processing fees.

STEP : 2

- 1) All Marks Transcripts have to be attested by Ministry of Higher Education in your country.
- 2) Apply for VISA at the nearest Indian mission or Indian Embassy in your Country.
- 3) You must take an endorsed STUDENT VISA.

Confirmation of Admission

On arrival in India you must report to the 'International Students' Cell to take a firm admission.

Submit the filled in Final Admission form along with the copies of following documents.

- i) Endorsed student VISA
- ii) Medical Fitness Report/yellow fever vaccination card
- iii) C-Form and House Agreement
- iv) 4 Photographs
- v) Complete Payment of Fee / Receipts
- vi) Entrance exam result wherever applicable
- vii) Scholarship / Sponsorship Letter if any

Note : In case of admission of foreign students for the mentioned program in Handbook, applicable fees is given below:

For all Regular Programs

Sr.	Fee (Rs.) prescribed in the prospectus	Fee (Rs.) Applicable for Foreign Students
1.	Below 25,000	3 times of total fees
2.	25,000 - 1,00,000	2 times of total fees
3.	Above 1,00,000 - upto 2,00,000	1.5 times of total fees
4.	Above 2,00,000	Actual fee for the mentioned program in handbook

General Instructions Regarding Admission



Note :

- 1) **Please carry the Original documents for Verification. All Original documents will be returned to you after verification.**
- 2) All foreign students must take English Language Proficiency Test. Clearance of this test is a must for firm admission.
- 3) You need to report to the FRO for registration. You must register within 14 days of your arrival.
- 4) **Registration validity.**
For 2 years Programme - 4 years
For 3 years Programme - 5 years
For 4 years Programme - 6 years

- Fee for Out of Maharashtra Students - 3 times eligibility fee.

MODE OF PAYMENT FOR INDIAN STUDENTS

- Fee should be paid by Demand Draft in favor of **Tilak Maharashtra Vidyapeeth, Pune** along with the application form.
- If payment is to be made at the Vidyapeeth's other premises, namely, Sangli, Belapur, Sion etc. the DD should be payable at the respective place but in the name of '**Tilak Maharashtra Vidyapeeth**'.
- Mention your name and address at the back of the DD.
- Demand Draft is accepted only of a nationalized bank.
- Fee can be paid by NEFT/RTGS. **Bank Details** are as follows

Bank:	HDFC Bank
Account Name:	Tilak Maharashtra Vidyapeeth
Branch:	Dahanukar Colony , Pune
Account Number:	59103111952003
Type of Account:	Savings
IFSC:	HDFC 0002844

Please Remember: After payment, please send following details via email to finance@tmv.edu.in.

- 1) **Name of the student**
 - 2) **Course Name** for which amount is deposited.
 - 3) **Screen shot/soft copy** of transaction.
- The candidate will have to pay the entire fees at the time of admission.
 - Do not send the fees by cheque, money order, IPO, in cash, or by any other mode of payment.
 - The Vidyapeeth will not be responsible for any loss through such mode of payments.
 - **Do not pay extra fees other than the amount prescribed in the prospectus.**



PROGRAMS OFFERED

Department of Management	
1.	Ph.D.
2.	Master of Business Administration (MBA) AICTE Approved (HR / Marketing / Finance)
3.	Bachelor of Business Administration (BBA) - (Regular)

TMV's Institute of Hotel Mgmt & Catering Technology	
1.	BHMCT (AICTE Approved)
2.	BBA in Hospitality & Tourism
3.	Advanced Diploma in Hotel Operations
4.	Diploma in Hotel Operations
5.	Certificate Course in Bakery and Confectionery
6.	Certificate Course in Hotel Operations
7.	Certificate Course in Indian Cookery

BACHELOR OF BUSINESS ADMINISTRATION (BBA) (REGULAR)

Introduction

Over the last few years the requirement of Management graduates has increased manifold. To fulfill this requirement, the BBA Programme is introduced, which intends to enable students to learn the basic intellectual foundations of Management practice & gain some theoretical & practical grasp of today's complex business issues.

The program also allows the students to make their career choices by specializing in Marketing, Human Resource Management or Finance. It also helps them in developing the relevant conceptual & analytical skills necessary for future careers and ventures.

Highlights of the Program (Regular Mode)

- Highly qualified faculty & experienced industrial professionals for coaching the students.
- Innovative teaching methods like specified lectures, simulated class room training, Management games, group discussions & discussion of case studies.
- Continuous assessment through practical activities and assignments.
- Overall grooming and development of the personality of students through training in soft skills and linguistic skills.
- Experiential learning, newly established business laboratory.

Eligibility : i) 12th Pass OR
ii) 10 + 3 Years' Diploma from Govt. recognized institution.

Duration : Three Years (6 Semesters)

Student Intake : 60

Medium : English

Dress Code : Formal

Fee Structure for the Year 2024-25

Department of Management BBA- Regular

Year	Eligibility	Admission	Examination	Tuition	Laboratory/ Practical	Library	Other (Transport)	Total
First Year	1000	2000	3000	42500	-	500	-	49000
Second Year	-	2000	3000	47500	-	500	-	53000
Third Year	-	2000	3000	52500	-	500	-	58000

Fee Structure of the first Year is for students taking fresh admission for the first year in Academic year 2024-25. The Fee Structure will remain the same throughout the course. For the students of 2nd / 3rd year the fee structure of the year of their admission will be applicable.

Objectives

Being one of the business oriented Programme, the aim is to bring accord with the international education standards and equivalency of the course with other overseas universities to place the students across MNC's. It also is designed to impart education to the students from different countries with assorted background.

Program Objectives

- 1) To impart to students the latest knowledge pertaining to the field of Management.
- 2) To provide the basic training / education to students for developing the necessary managerial skills.
- 3) To develop the right kind of attitudes & values among students and enable them to work efficiently at the managerial level.

Module Or Units :

It is recommended that each of the subjects will include different topics referred to as module or units. They are relevant to the subject.

Credit Point :

Credit point refers to the load of a learner in terms of the total number of teaching and learning sessions, continuous assessment in terms of practical sessions, library hours, home assignments, CSR activities, industry institute interaction, computer lab sessions etc. The student will be assessed on a continuous comprehensive evaluation pattern to offer credits for the semester. The assessment criteria may differ from subject to subject. The total credits offered to the BBA program will be 120 divided equally over 6 semesters.

Credit Completion :

Credit completion will happen when the process of evaluation for all the criteria meant for the subject is successfully cleared. The student will be then awarded 4 credits in case of core subject and 2 credits in case of complementary subject and elective type in each semester. The credit will be offered through assessment based on various parameters.

Value Added Courses

In order to bridge the gap between industry expectations & academics, an array of value added courses are offered every semester to enhance the skill and thereby employability of students. Following value added courses are offered during the academic year.

- Leadership Skills
- Team Building & interpersonal skills
- Stress Management
- Yoga
- Image Management & Personal Branding
- Business etiquette
- Employability skills (Preparing for Interview, Resume Writing, Presentation, Report Writing etc.)
- Time Management
- Computer Basics (Ms-Office)

PROGRAMME STRUCTURE

Semester - I

Subject Code	Name of Subject	Credits	Category of Course	Internal Evaluation	External Evaluation
BBA24-111	Principles of Management	4	Core	40	60
BBA24-112	Fundamentals of Accounting	3	Core	40	60
BBA24-113	Basics of Marketing - I	3	Core	40	60
BBA24-114	Legal Aspects of Business -I	3	Multidisciplinary	40	60
BBA24-115	MS Office Tools	3	SEC	40	60
BBA24-116	Functional English	2	AECC	50	-
BBA24-117	Book Review :				
	<ul style="list-style-type: none"> • Contribution of Lokmanya Tilak to Indian Studies OR • The Essence of Lokmanya B. G. Tilak's Economic Thought 	2	AECC	50	-
VAC108	Event Management	2	Open Elective	50	-
VAC104	Content Creation for Social Media				
VAC109	Gender Perspectives (Online)				
Total Credits		22		350	300

Semester II

Subject Code	Name of Subject	Credits	Category of Course	Internal Evaluation	External Evaluation
BBA24-211	Introduction to HRM	3	Core	40	60
BBA24-212	Financial Accounting	4	Core	40	60
BBA24-213	Basics of Marketing -II	3	Core	40	60
BBA24-214	Legal Aspects of Business-II	3	Multidisciplinary	40	60
BBA24-215	MS Excel for Data Analysis and Presentation	3	SEC	40	60
BBA24- 216	Business Communication	2	AECC	50	-
IKS24	Indian Knowledge Systems (Generic)	2	IKS	50	-
VAC209	E Business				
VAC205	OR Mobile Photography	2	Open Elective	50	-
VAC208	OR Moral Values (online)				
	Total Credits	22		350	300

Semester III

Subject Code	Name of Subject	Credits	Category of Course	Internal Evaluation	External Evaluation
BBA24-311	Organisational Behaviour	3	Core	40	60
BBA24-312	Business Mathematics	3	Core	40	60
BBA24-313	Basics of Supply Chain and Logistics Management	3	Core	40	60
BBA24-314	Cost and Works Accounting	3	Multidisciplinary	40	60
BBA24-315	Leadership and Team Building Skills	2	SEC	50	-
BBA24-316	Internship	4	Internship	40	60
BBA24-317	Environmental Studies (Mandatory)	4	VAC	100	-
	Total Credits	22		350	300

Semester - IV

Subject Code	Name of Subject	Credits	Category of Course	Internal Evaluation	External Evaluation
BBA24-411	Management Accounting	4	Core	40	60
BBA24-412	Business Statistics and Decision Theory	4	Core	40	60
BBA24-413	Managerial Economics	4	Core	40	60
Marketing (MKTG) :			DSE		
BBA24-414-MKTG	Consumer Behaviour	4		40	60
BBA24-415- MKTG	Advertising and sales Promotion	4		40	60
Finance (FM) :					
BBA24-414-FM	Principles of Finance	4		40	60
BBA24-415-FM	Analysis of Financial Statements	4		40	60
Human Resource Management (HRM) :					
BBA24-414-HRM	Recruitment and Selection	4		40	60
BBA24-415-HRM	Training and Development	4		40	60
BBA24-416	Employability Skills	2		AECC	50
Total		22		250	300

Semester - V

Subject Code	Name of Subject	Credits	Category of Course	Internal Evaluation	External Evaluation
BBA24-511	Management Information System	4	Core	40	60
BBA24-512	Research Methodology	4	Core	40	60
BBA24-513	Production and Operations Management	4	Core	40	60
Marketing (MKTG) :			DSE		
BBA24-514-MKTG	Services Marketing	4		40	60
BBA24-515- MKTG	Brand Management	4		40	60
Finance (FM) :					
BBA24-514-FM	Financial Services	4		40	60
BBA24-515-FM	Financial Management	4		40	60
Human Resource Management (HRM) :					
BBA24-514-HRM	Industrial Relations	4		40	60
BBA24-515-HRM	Compensation Management	4		40	60
BBA24-516	Indian Knowledge System (Discipline Specific)	2		IKS	50
Total		22		250	300

Semester - VI

Subject Code	Name of Subject	Credits	Category of Course	Internal Evaluation	External Evaluation
BBA24-611	Strategic Management	4	Core	40	60
BBA24-612	Entrepreneurship Development	4	Core	40	60
BBA24-613	Introduction to International Business	4	Core	40	60
Marketing (MKTG) :			DSE		
BBA24-614-MKTG	Sales and Distribution Management	4		40	60
BBA24-615- MKTG	Retail Marketing	4		40	60
Finance (FM) :					
BBA24-614-FM	Audit and Taxation	4		40	60
BBA24-615-FM	Security Analysis and Portfolio Management	4		40	60
Human Resource Management (HRM) :					
BBA24-614-HRM	Labour Laws	4		40	60
BBA24-615-HRM	Performance Management	4		40	60
BBA24-616	Internship	2		Internship	50
	Total	22		250	300

EVALUATION SCHEME :

The evaluation will be done in two parts viz. Internal Assessment with 40% weightage by way of continuous comprehensive evaluation (CCE) and 60% with semester end examination.

A) Internal Assessment - 40 Marks

Breakup of 40 marks

- a) Written Test : 20 Marks
- b) Attendance : 10 Marks
(class & activities)
- c) Assignment : 10 marks

B) External Assessment - 60 Marks

The term end examination is conducted at the end of the semester.

It is a theory examination of 60 marks for each subject. The exam is based on all units of the subject.

CARRY FORWARD AND BACKLOG PATTERN

No student can appear for more than specified number of subjects i.e. 7 in each semester and in addition to this number of subjects with 10 credits. Backlog or failure in any course is completed only when the subject will be offered in odd or even semesters as per syllabus and not on an external evaluation only on adhoc basis.

CATEGORY OF THE SUBJECTS

With the introduction of National Education Policy 2020, there are various categories of courses (subjects) introduced in the curriculum.

- **CORE** : Core courses provide the foundational knowledge necessary for understanding advanced concepts in management. These courses ensure that all students, regardless of their background, have a common understanding of key disciplines of business viz finance, marketing and human resources along with various aspects of business and management such as principles and practices in management, statistics and quantitative methods required to conduct research etc.
- **Discipline Specific Core (DSC)** : The SEC's objective is to narrow the divide between academic knowledge and practical abilities by providing management students with industry-specific competencies. This linkage with industry criteria improves the chances of being hired and equips students to tackle real-world difficulties. The course advocates for a comprehensive development strategy, which includes the cultivation of critical thinking, problem-solving, leadership, and communication skills. Professionals in management must possess a wide-ranging skill set in order to effectively navigate intricate corporate situations.

- **Multidisciplinary** : By offering multidisciplinary courses, students are exposed to a wide range of viewpoints and approaches, which promotes innovation and the capacity to apply knowledge in several fields. Multidisciplinary courses amalgamate knowledge from diverse domains including business analytics, technology, humanities, legal concerns, social sciences, and more. This comprehensive approach improves the critical thinking, problem-solving skills, and creativity of students studying management.
- **Value Added Courses (VACs) / Open Elective** : These courses have a substantial impact on improving the educational and career opportunities for students studying management. These courses enhance the main curriculum and offer various advantages that contribute to a comprehensive and competitive profile. Vocational and career programmes (VACs) play a crucial role in the comprehensive growth of students by promoting analytical thinking, problem-solving skills, and innovation. Additionally, they improve students' job prospects by equipping them with current and applicable abilities, making them more appealing to potential employers.
- **Indian Knowledge Systems (IKS)** : From the profound discoveries in mathematics and astronomy by ancient scholars like Aryabhata and Brahmagupta, to the holistic understanding of the universe captured in the Upanishads, the Indian knowledge system weaves together threads of ancient wisdom and scientific pursuit. Today, though India is known for its achievement in Yoga and other spiritual studies, it has made enormous progress in the material life as well. The Ancient Indian texts offer valuable insights into leadership, strategy, governance, and ethics. These can provide alternative frameworks for decision-making and leadership styles. It is imperative for students to imbibe Indian knowledge system, where science and spirituality converge to illuminate the path to holistic development.
- **Ability Enhancement Compulsory Course (AECC)** : The Ability Enhancement Compulsory Course (AECC) holds significant importance for management students, providing a broad foundation in essential skills and knowledge areas that are crucial for their academic and professional development. AECC courses often include modules on language skills, which help students enhance their verbal and written communication abilities.
- **Skill Enhancement Course (SEC)** : The objective of these courses is to narrow the divide between academic knowledge and practical abilities by providing management students with industry-specific competencies. This linkage with industry criteria improves the chances of being hired and equips students to tackle real-world difficulties. The course advocates for a comprehensive development strategy, which includes the cultivation of critical thinking, problem-solving, leadership, and communication skills. Professionals in management must possess a wide-ranging skill set in order to effectively navigate intricate corporate situations.
- **Internship** : The NEP 2020 prioritises the cultivation of 21st-century competencies like as analytical reasoning, creative problem-solving, effective communication, and collaborative teamwork. Internships provide students with an opportunity to enhance and refine their abilities in a professional environment, with the supervision of experienced mentors.

INSTRUCTIONS FOR BBA (REGULAR)

Last dates of admission : Without Late Fee - 30th september
With Late Fee (Rs. 500/-) - 15th October

CURRICULUM

One academic year will be divided into two semesters. Examination will be held at the end of each semester. The program structure mentioned in this prospectus is indicative and may be changed / updated at the discretion of the Vidyapeeth. It may include co-curricular activities and extra-curricular activities as well.

DURATION OF THE SYLLABUS

In case of any change in partial or full syllabus of the course, the examination of the previous syllabus will be conducted, only for the next 3 consecutive times and the repeaters should clear their backlog of the previous syllabus within those 3 examinations.

ATTENDANCE It is mandatory for a student to have 80% attendance for Lectures, Practicals & Co-Curricular Activities.

ASSESSMENT OF MARKS :

- a) **INTERNAL ASSESSMENT** : This is a continuous assessment throughout the semester which includes, attendance, participation in co-curricular and extra-curricular activities, completion and submission of assignments and class tests.
- b) **EXTERNAL ASSESSMENT** : The term-End examination conducted at the end of each semester is considered as external assessment.

Semester Examination will be held twice in a year.

VIDYAPEETH EXAMINATION :

Vidyapeeth examinations are conducted according to the examination time-table notified by the Vidyapeeth by the end of each term / semester. Students are required to appear for written as well as oral / practical examination as per the program syllabus.

MASTER OF BUSINESS ADMINISTRATION (MBA) AICTE APPROVED (HR / Finance / Marketing)

Introduction

Embarking on postgraduate study is a major step in everyone's life. You will be committing national energy and money in the expectation of a good qualification that will broaden and enrich your personal horizons and your long-term future. So your choice of the University is very important.

Two features, in particular, the corporate culture and environment and a good combination of national and global perspectives, demonstrate the optimism and ambition that are making Tilak Maharashtra Vidyapeeth one of the most forward-looking Universities in the country.

The Vidyapeeth has used all reasonable endeavors to deliver the MBA Program accordance with the descriptions set by the industry.

Highlights of the Program

- Experiential learning to enhance practical knowledge of the student.
- Continuous Assessment over the duration of the semester.
- Organization of co-curricular and extra curricular activities / presentations / assignments/ exposure to Industry Personnel / Management experts through guest lectures / seminars.

Program Objectives

- Soft Skill Sessions to improve managerial ability.
- To provide students up-to-date knowledge supported by strong theoretical background coupled with practical industrial experience.
- To inculcate professional ethics and values in the students.
- To broaden the scope of job opportunities for management students.
- To ensure overall development of the student.

Activities of MBA

Students are groomed through various initiatives to enhance their professional and interpersonal skills and expose them to realtime corporate environment. Following activities serve as a platform for students to improve their inherent skills and acquire new ones.

◆ Presentations	◆ Guest Lectures
◆ Quiz Competition	◆ Industrial Visits
◆ Field Work	◆ Cultural Activities
◆ Market Research	◆ Entrepreneurship
◆ Workshops	◆ Seminars
◆ Art Mela	◆ Project Work
◆ Traditional Day	◆ Social awareness
◆ Competitions	◆ Group Discussions
◆ Management Games	◆ Mock Interviews
◆ Book Review	◆ Assignments

● Summer Training

Students undertake summer projects after completing their first year. Based on the training and area of specialization students prepare a Project Report. Our campus students were placed in renowned industry houses for their summer training.

1. ICICI	2. HDFC Standard Life Insurance
3. Luminous Power Technology	4. Zuari Agro Products
5. Godrej & Boyce Mfg Co. Ltd.	6. Nicholas Piramal India Ltd
7. Delphi Computech Pvt Ltd.	8. System Technologies
9. i2m Technologies	10. Roto Pumps Ltd.
11. Tata Motors Ltd.	12. IT Zone
13. Cavin Kare	14. Idea
15. TAL Manufacturing Solutions Ltd.	16. ING Vysya Life Insurance Pvt. Ltd.
17. Bharat Aluminum Co. Ltd.	18. Hindustan Machine Tools
19. BAFNA PVC Pipes	20. SYSLAB Automation Pvt. Ltd.
21. Hindustan Advt Agencies	22. Meenal Advt Agencies
23. Airtel	24. HINDALCO
25. Central Mall	26. Sakal Papers

Programme Details



Some of the esteemed organisations where our students have been placed over the years -

- ICICI Prudential
- HDFC Bank
- Parle Agro
- Ashok Leyland
- Colgate Palmolive
- Quickheal
- Manage-o-soft
- Shriram Finance
- Bajaj Allianz
- USV Pharma
- Zenith
- Infosys
- Nokia
- Cadila Pharma

Practical Training & Project Work

Each student shall have to undergo training for a period of 8 weeks during vacation at the end of the first year. Based on the actual training during the vacation, students will submit a Project Report on the topic selected under the guidance of a faculty before 30th Sept. for evaluation. There will be a Viva-Voce at the end of the third semester. Such viva voce shall be conducted by a panel of two referees who will be appointed by the Vidyapeeth.

Induction :

The course commences with an Induction Program designed to bridge the knowledge gap & to break the ice for students from diverse cultures.

The main focus would be to develop the requirement of business skills and introduction to the modules to be studied during the first semester.

Value Added Courses

In order to bridge the gap between industry expectations & academics, an array of value added courses are offered every semester to enhance the skill and thereby employability of students. Following value added courses are offered during the academic year.

- Leadership Skills
- Team Building & interpersonal skills
- Stress Management
- Yoga
- Image Management & Personal Branding
- Business etiquette
- Employability skills (Preparing for Interview, Resume Writing, Presentation, Report Writing etc.)
- Time Management
- Computer Basics (Ms-Office)

Programme Details



- Eligibility** : 1. Graduate from any recognized University with at least 50% marks.
2. Qualifying in the Entrance Test.
- Selection Procedure** : 1. Written entrance examination
2. Document Verification
- Dress Code** : Formal

1) Structure of MBA Entrance Exam 2024-25

Section	Subject	Marks
1	English	30
2	Quantitative Aptitude	20
3	Logical Reasoning	20
4	G. K. & Business Awareness	30
	Total	100

2) **Medium** : English

3) **Duration of the Exam** : 90 mins.

4) **Total No. of Questions** : 100 Questions (Each for 1 mark)

5) **Nature of Questions** : Objective type - Multiple Choice

- Fee for Entrance Exam Rs. 500/-

Programme Details



Duration of the Course : 2 years full time with 4 Semesters

Student Intake : 60

Fees For the Academic Year 2024 - 25 :

MBA (Finance, Marketing, HR)

Year	Eligibility	Admission Fees	Examination	Tuition Fees	Laboratory/ Practical	Library	Other (Transport)	Total
First Year	1000	2000	3000	93500	-	500		100000
Second Year	-	2000	3000	103500	-	500		109000

- For Additional Specialisation : Rs. 42,000/-

Fee Structure of the first year is for students taking fresh admission in the Academic year 2023-24. The Fee Structure will remain the same throughout the course. For the students of the 2nd year the fee structure of the year of their admission will be applicable.

Library Deposit : (Refundable) Rs. 1000/- (2 books) to be paid separately.

Medium of instruction : English

Examination : Semester-wise (Mid-term & Term end)

Opportunities at the Exit Point :

- Further Education - Ph.D.
- Job opportunities in MNCs; Trade & Commerce Sector; Government Sector.
- As an Entrepreneur.

COURSE STRUCTURE

Semester - I

Subject Code	Name of Subject	Category of Subject	Credits	Internal Assesment	External Assesment
MBA101	Principles of Management	Core	3	40	60
MBA102	Managerial Economics	Core	3	40	60
MBA103	Introduction to Management Accounting	Core	3	40	60
MBA104	Statistical and Quantitative Methods	Core	3	40	60
MBA105	Organisational Behaviour	Core	3	40	60
MBA106	Basics of Computers and Information Technology	Core	3	40	60
MBA107	Communication Skills	Core	3	40	60
MBA108-A	Japanese-I	Elective	3	40	60
	OR				
MBA108-B	German-I	Elective	3	40	60
Total Credits			24	320	480
Total Marks			800		

Semester - II

Subject Code	Name of Subject	Category of Subject	Credits	Internal Assesment	External Assesment
MBA201	Business Research Methodology	Core	3	40	60
MBA202	Marketing Management	Core	3	40	60
MBA203	Human Resource Management	Core	3	40	60
MBA204	Financial Management	Core	3	40	60
MBA205	Legal Aspects of Business	Core	3	40	60
MBA206	Basic Concepts in Supply Chain and Logistics Management	Core	3	40	60
MBA207	Soft Skills	Core	3	40	60
MBA208-A	Japanese-II	Elective	3	40	60
	OR				
MBA208-B	German-II	Elective	3	40	60
Total Credits			24	320	480
Total Marks			800		

Semester - III

Subject Code	Name of Subject	Category of Subject	Credit	Internal Assesment	External Assesment
COMPULSORY SUBJECTS					
MBA301	Entrepreneurship Development	Core	3	40	60
MBA302	Management Information System	Core	3	40	60
MBA303	Project (Internship)	Core	3	40	60
MARKETING SPECIALISATION					
MMM304	Advertising and Sales Promotion	Core	3	40	60
MMM305	Retail Management	Core	3	40	60
MMM306	Consumer Behaviour	Core	3	40	60
MMM307	International Marketing	Core	3	40	60
FINANCE SPECIALISATION					
MFM304	Advance Financial Management	Core	3	40	60
MFM305	Security Analysis and Portfolio Management	Core	3	40	60
MFM306	Risk Management	Core	3	40	60
MFM307	International Financial Management	Core	3	40	60
HUMAN RESOURCE MANAGEMENT SPECIALISATION					
MHRM304	Training and Development	Core	3	40	60
MHRM305	Performance Management	Core	3	40	60
MHRM306	Labour Laws and Industrial relations	Core	3	40	60
MHRM307	Strategic Human Resource Management	Core	3	40	60
ELECTIVE					
MBA308-A	Japanese-III	Elective	3	40	60
	OR				
MBA308-B	German-III	Elective	3	40	60
Total Credits			24	320	480
Total			800		

Semester - IV

Subject Code	Name of Subject	Category of Subject	Credits	Internal Assesment	External Assesment
COMPULSORY SUBJECTS					
MBA401	Business Environment	Core	3	40	60
MBA402	Corporate Policies and Strategic Management	Core	3	40	60
MBA403	Operations Research	Core	3	40	60
MARKETING SPECIALISATION					
MMM404	Brand Management	Core	3	40	60
MMM405	Services Marketing	Core	3	40	60
MMM406	Sales and Distribution Management	Core	3	40	60
MMM407	Rural Marketing	Core	3	40	60
FINANCE SPECIALISATION					
MFM404	Business Acquisitions and Valuation	Core	3	40	60
MFM405	Taxation Laws and Practices	Core	3	40	60
MFM406	Financial Decision Analysis	Core	3	40	60
MFM407	Management of Financial Institutions	Core	3	40	60
HUMAN RESOURCE MANAGEMENT SPECIALISATION					
MHRM404	Cross Cultural and Global Human Resource Management	Core	3	40	60
MHRM405	Compensation management	Core	3	40	60
MHRM406	Talent Acquisition and Retention	Core	3	40	60
MHRM407	Leadership and Decision making	Core	3	40	60
ELECTIVE					
MBA408-A	Japanese-IV	Elective	3	40	60
	OR				
MBA408-B	German-IV	Elective	3	40	60
			Total Credits	24	320
			Total	800	

First Year : (I : 800) (II : 800)

Second Year : (III : 800) (IV : 800)

Grand Total = 3200

INSTRUCTIONS FOR MBA

Last Dates of Admission :	Without Late Fee	- 30th september
	With Late Fee (Rs. 500/-)	- 15th October

Curriculum

One academic year will be divided into two semesters. Examination will be held at the end of each semester. The program structure mentioned in this prospectus is indicative and may be changed / updated at the discretion of the Vidyapeeth. It may include co-curricular activities and extra-curricular activities as well.

Duration of the Syllabus

In case of any change in partial or full syllabus of the course, the examination of the previous syllabus will be conducted, only for the next 3 consecutive times and the repeaters should clear their backlog of the previous syllabus within those 3 examinations.

EVALUATION

Attendance

80% attendance for Lecturers & Activities is mandatory.

Internal Assessment

This assessment is done at the departmental level. It may consist of theory, practical, term work, internal tests, seminar, project work, industrial training and so on.

External Assessment

Schedule of Examination

Semester Examination will be held twice in a year.

Vidyapeeth Examination

Vidyapeeth examinations are conducted according to the examination time-table notified by the Vidyapeeth by the end of each term / semester. Students are required to appear for written as well as oral / practical examination as per the program syllabus.

Student's Testimonial



TMV has been excellent to me. The faculty and staff are true professionals in their field.

TMV is unique because of the great teachers and advisors they have. It has given me the strength to do my very best. I am so grateful for my experiences here.

Alisha Katke (BBA Program)

The lectures and tutorials are interesting and academically stimulating, and applied to realworld case studies which are extremely useful."The very international nature of students on the course has also been a major plus both in terms of making new friends from different countries and cultures to actually helping understanding courses.

Mujeeb Shaikh (BBA Program)



My BBA program was a unique experience for two main reasons. First, for the richness of cross-cultural exchanges on the itinerant track: this is a very innovative formula thanks to the participants' diversity, valuable teachers and the stimulating learning environments. It is a real window opened to the world. Second, for the opportunity to work on ourselves that helped us become proactive leaders in our fields. This point was particularly useful for me to prepare for new career possibilities."

TMV has a unique humanitarian approach that goes behind lectures and seminars, focusing on cultural diversities, experiences and soft skills.

Khushbu Gautam (BBA Program)

Being a BBA student at TMV gave me the edge over the others. The rich cultural heritage paved a way to knowing the national heritage university. The culture also gave us the feeling of home away from home. Everyone at the university was willing to help me; they were so respectful and encouraged me in every way possible in order to make me feel better and secure. "I chose TMV's BBA program because it offered significant hands-on experience, was well-respected in the industry and gave me a chance to live in the lovely and safe city of Pune."

Jay Akotkar (BBA Program)





Panel Discussion



National Conference



'Amul य भारत '

'अतुल्य भारत '



AMUL Dairy Visit, Gujarat



AMUL Choclate Factory Visit, Gujarat



Entrepreneurship Development Programme



1- Ganeshotsav 2023



1-International Conference 2024 at Dept of Management-TMV (7)



1-Malaysia Study Tour 2024



1-Tree Plantation



2-Ganeshotsav 2023



2-International Conference 2024 at Dept of Management-TMV (6)

Activities



2-Tree Plantation



3-Ganeshotsav 2023



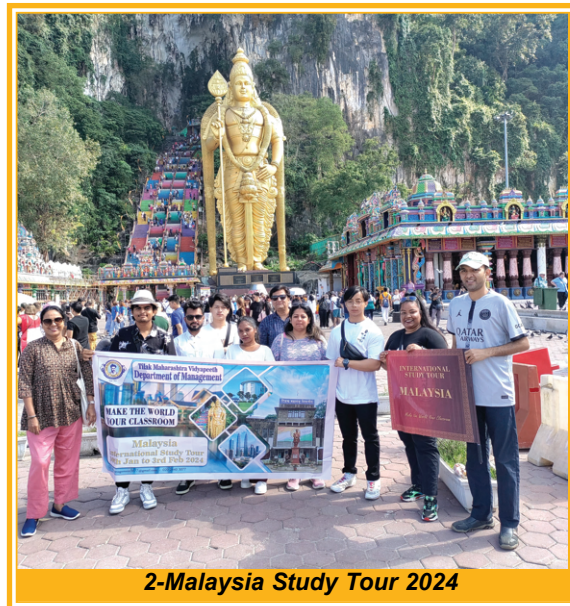
AICTE Vice Chairman Dr. Abhay Jere addressing International Conference 2024 at Dept of Management-TMV



Guest Speaker Dr. Anamika Singh addressing International Conference 2024 at Dept of Management-TMV (5)



3-Malaysia Study Tour 2024



2-Malaysia Study Tour 2024