

Shiksha Mandal, Wardha's
G. S. College of Commerce and Economics, Nagpur
(Autonomous)

Direction No. 3 of 2024

Regarding Provision for Lateral Entry to Second Year of MBA Program

G. S. College of Commerce and Economics, Nagpur, was granted autonomy by the University Grants Commission (UGC) and RTM Nagpur University, Nagpur, starting from the 2018-2019 session. From the academic year 2023-2024, the college implemented the New Education Policy-2020 for all first-year undergraduate and postgraduate courses, except for the MBA program, as per the government resolutions received on 20-04-2023 and 16-05-2023.

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

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

Such student is required to fulfil the following conditions:

1. A student shall be required to obtain 'Eligibility Certificate' from The Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and shall submit the college.
2. Such a student shall be required to complete 'Bridge Course/s' as prescribed under this direction.
3. Such a student shall be required to undergo and successfully complete an 'Internship Project' during 3rd Semester.

Bridge Courses: (Refer Appendix-A)

A student directly admitted to 2nd Year of MBA program under lateral entry provision is required to successfully complete the following bridge courses:

Compulsory Courses:

1. Economics for Managers – 12 Hrs.
2. Quantitative Techniques for Business – 12 Hrs.
3. Business Research Methods & Application – 12 Hrs.

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

1. Fundamentals of Human Resource Management – 12 Hrs.
2. Fundamentals of Financial Accounting – 12 Hrs.
3. Fundamentals of Marketing Management – 12 Hrs.

Evaluation of Bridge Courses:

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

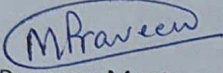


Result Processing:

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

This Direction has been approved by the Academic Council of the college in its meeting dated 08-05-2024, and by the Governing Body in its meeting dated 24-10-2024.

The Direction shall come into effect from the academic session 2024-2025 for MBA Programme.



Dr. Praveen Mustoor
Principal

Principal
G. S. College of Commerce
& Economics, Nagpur



Course Structure for Compulsory Courses**1. Economics for Managers – 12 Hrs.**

Course Outcomes	
CO1	To understand the use of the tools of economic analysis in classifying problems, in organizing and evaluating information and in comparing alternative course of action.
CO2	To analyse how changes in demand and supply affect markets.
CO3	To explore the market outcomes under different market structures.
Course Modules	
Module 1	Introduction to Managerial Economics: Definition, nature, scope, significance & Uses of Managerial Economics, Economic Approach - Circular Flow of Activity, Role and Responsibilities of Managerial Economist. Consumer's Behaviour – Utility analysis, Indifference curve- Properties. A case study on the rise of AI and its role in strategic managerial decisions.
Module 2	Demand & Supply analysis: Demand function, law of demand, Elasticity of demand, types of elasticity of demand & methods of its measurement. Supply – Meaning, Law of supply, elasticity of supply & its types. Demand forecasting, need for forecasting, forecasting techniques. A case study on factors affecting global gold prices. Production & Cost Analysis: Production function, Cobb-Douglas complementary function analysis, law of variable proportions, returns to scale. Costing concepts: Direct and indirect, explicit and implicit, opportunity, money and real. Marginal, average and total cost curves. Cost-output relationship. Economies & diseconomies of scale.

2. Quantitative Techniques for Business – 12 Hrs.

Course Outcomes	
CO1	To understand the various statistical concepts that are used in business and research.
CO2	To develop an ability to apply the various statistical concepts to practical situations in business and research.
CO3	To apply the concept of statistical tools in business and research.
Course Modules	
Module 1	Role of statistics: Applications of inferential statistics in managerial decision - making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation, Skewness, Kurtosis.
Module 2	Correlation & Regression Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation. Probability: Theory of Probability, Addition and Multiplication Law, Baye's Theorem. Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

3. Business Research Methods & Application – 12 Hrs.

Course Outcomes	
CO1	To understand the basic concepts and approaches involved in conducting research.
CO2	To understand and apply the various statistical tools and processes in practical research situations.
CO3	To apply the concept of conducting research work and formulating research synopsis and final report with interpretation.
Course Modules	
Module 1	Introduction - Meaning, Objectives and Types of research, Research Approach, Research Process, Defining research problem, problem identification process,



	Formulation of research hypothesis. Procedure for hypothesis testing; Communication and presentation of research, Types of research reports, formulation, layout, format and guidelines for effective report.
Module 2	Research Design - Features of good Design, Types of Research Design – exploratory, descriptive, experimental, Research design process, Classification of research designs – exploratory, secondary source analysis and descriptive; Basic principles of experimental Design, Causality, Validity in experimentation, factors affecting internal and external validity of experiment Classifications of experimental designs – pre, quasi, true and statistical designs Data Collection: Primary and secondary data, Data collection methods.

Course Structure for Elective Courses (Any One)

1. Fundamentals of Human Resource Management – 12 Hrs.

Course Outcomes	
CO1	To acquaint students with the techniques and principles to manage human resource of an organization.
CO2	To explore the concept of human resource planning and acquisition.
CO3	To identify different methods and tools for conducting Training, including organizational analysis, task analysis, and individual analysis.
Course Modules	
Module 1	Human Resource Management- Introduction: Concept of Labor and Human Resource; Definition, Nature, Scope, Importance, Evolution of the concept of HRM, Personnel Management vs. Human Resource Management, Role of personnel manager- administrative roles and operational roles, Qualities and Qualifications of a Personnel Manager, Future of HRM- Influencing factors, Functions of a human resource manager.
Module 2	Human Resource Planning & Acquisition: Job Analysis: - Process, Competency approach, methods to collect job analysis data, Job description, job specification, Human Resource Planning- Objectives, importance, Process, Recruitment- Introduction, constraints and challenges, sources of recruitment, methods of recruitment, interviews- types of interviews Selection- Interview process, mistakes in interviews; Current Trends in recruitment, effects of Covid pandemic on human resource management. Training & Development: Induction Program & its importance Training- Introduction, benefits, Training vs. Education vs. Development

2. Fundamentals of Financial Accounting – 12 Hrs.

Course Outcomes	
CO1	Students will be able to describe the importance and objectives of accounting, explain accounting principles, and prepare journals, ledgers, and trial balances.
CO2	Students will be able to explain the characteristics of companies and prepare final accounts in accordance with Schedule III of the Companies Act, 2013.
CO3	Students will be able to explain the characteristics of companies and prepare final accounts in accordance with Schedule III of the Companies Act, 2013.
Course Modules	
Module 1	Introduction and Accounting Process: Theory: Meaning, Accounting Principles, Concepts and Conventions of Accounting. Inflation Accounting, Social Accounting, Human Resource Accounting and Responsibility Accounting. Practical Problems: Preparation of Journal, Ledger and Trial Balance.
Module 2	Final Accounts of Public Limited and Private Limited Companies: Theory: Meaning, Characteristics, Objectives and Advantages of Final Accounts. Practical Problems: Preparation of Final Accounts as Per Schedule III of Companies Act, 2013.



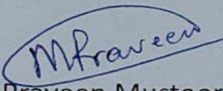
Liquidations of Companies:

Theory: Meaning of Liquidation, Meaning of various types of Creditors, types of commission to be paid to Liquidator.

Practical Problems: Preparation of Liquidator's Final Statement of Account.

3. Fundamentals of Marketing Management – 12 Hrs.

Course Outcomes	
CO1	To study core concepts of marketing & importance of understanding external environment in marketing decision making.
CO2	To Identify and explain factors which influence consumer buying behaviour.
CO3	To expose students to the different marketing approaches for a product.
Course Modules	
Module 1	<p>Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Concept of Marketing mix, Elements of Marketing Mix; Marketing environment – macro and micro components and their impact on marketing decisions.</p> <p>Buyer Behaviour: Market segmentation and positioning; Buyer behaviour - Understanding Industrial and Consumer Buyer Behaviour, Online buyer behaviour; Factors influencing consumer behaviour, Consumer decision making process.</p>
Module 2	<p>Product Decisions: Concept of a product; Classification of products; levels of product, Major product decisions; Product line strategies and product mix strategies; Product life cycle – strategic implications; New product development and consumer adoption process. Packaging and labelling.</p> <p>Pricing Decisions: Factors affecting price determination; Pricing policies and strategies.</p>


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