

An ISO 9001 : 2008 Certified

Sahyog Pratishthan's

SAHYOG COLLEGE OF MANAGEMENT STUDIES

Affiliated to UNIVERSITY OF MUMBAI, YCMOU, BV PUNE, CVRU & MSBVE

UGC, AICTE & DEC APPROVED COURSES



Mission : Committed to provide that education by which character is formed, strength of mind is increased, intellect is expanded and by which one can stand on one's own feet.

Vision : To be recognized as a high performing educational institute in India by enhancing Reliable, Responsible and Realistic qualities of Academic Scholars so that they are more adaptable to corporate world and become good citizens of India.

Goals : Create self employment for Graduate and Post Graduate students and place students in the corporate organisations at India & Abroad.



REGULAR COURSES

**Hotel Management
Tourism & Aviation Management
Bakery & Confectionary
Cookery, Hotel Operation**

BBA / MBA / PGDBM

Hospitality / Mkt. / Fin. / HR / IT / E-MBA / Media & Entertainment
International Business / Production & Operation

Diploma in Computer-IT

BCA MCA M.Sc.-IT

ADMISSION CENTER

BA / B.Com. / MA / M.Com. / B.Sc. / M.Sc. / B.Tech. / M.Tech.
Polytechnic / Engineering / B.Lib. / M.Lib. / LLB / LLM
D.Pharm. / B.Pharm. / SSC / HSC / Ph.D. / MBBS (Russia)

Overseas Education, Training & Placement

Correspondence Courses

M.: 8422882281

Hotel, Tourism & Aviation Mgt. Cookery & Bakery

M.: 8422882283/84

BBA / MBA Courses

M.: 8422882282

BCA / MCA IT & Mgt. Courses

M.: 8422882285

Dr. Neeta Patil

M.Sc (Maths), MTM, Ph.D.

Principal

M.: 9969633626

Dr. M. B. Patil

M.Com., MBA Ph.D.

President

M.: 9969513647

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Mob.: 8422882281/2/3/4/5/6/7

Website: www.sahyogcollege.com

Email: sahyogcollegethane@gmail.com

SAHYOG for advanced career...

MUMBAI UNIVERSITY

B. Sc. in Hospitality Studies

Eligibility :12th pass 45% (Reserve Category 40%)

Structure :

Semester - I

- 1 Food Production & Patisserie - I
- 2 Food & Bev Service - I
- 3 Front Office - I
- 4 Housekeeping - I
- 5 Rooms Division Mgmt. (P) - I
- 6 Communication Skill - I (Eng. & French)
- 7 Information Technology
- 8 Food Safety & Nutrition

Semester - II

- 1 Food Production & Patisserie - II
- 2 Food & Bev Service - II
- 3 Front Office - II
- 4 Housekeeping - II
- 5 Rooms Division Mgmt. (P) - II
- 6 Communication Skill - II (Eng. & French)
- 7 Principles of Hotel Accountancy
- 8 Principles of Management

Semester - III

- Industrial Training (120 days)

Semester - IV

- 1 Food Production & Patisserie - III
- 2 Food & Bev Service - III
- 3 Front Office - III
- 4 Housekeeping - III
- 5 Rooms Division Mgmt. (P) - III
- 6 Hotel Accountancy & Cost Control
- 7 Hospitality Law & Human Resource Management
- 8 Management Information Systems

Semester - V

- 1 Food Production & Patisserie
- 2 Food & Beverage Operations Mgt.
- 3 Front Office
- 4 Housekeeping
- 5 Rooms Division Management (P)
- 6 Corporate English
- 7 Environmental & Sustainable Tourism

Semester - VI

- 1 Organisation Behaviour
- 2 Strategic Management
- 3 Event Planning, Mkt. & Mgt.
- 4 Core Elective (Any Two)
 - (a) Advanced Food Production
 - (b) Advanced F & B Open Mgt.
 - (c) Advanced Housekeeping
 - (d) Advanced Front Office
 - (e) Advanced Bakery & Confectionery
- 5 Allied Elective (Any One)
 - (a) Revenue Management
 - (b) Foreign Language (French)
 - (c) Services Marketing
 - (d) Financial Mgt.
 - (e) Strategic HRM

YCMOU PROGRAMS

B. Sc. Hospitality and Tourism Studies: B Sc HTS: V101

Eligibility : 10+2 From any stream OR 10+ Preparatory

Structure :

First Year

Semester-1

- 1 HTS 101: Food Production Foundation - I
- 2 HTS102: Food & Beverage Service - I
- 3 HTS103: Accommodation & Front Office Foundation - I
- 4 AEC101: English Communication

Semester-2

- 5 HTS201: Food Production Foundation - II
- 6 HTS202: Food & Beverage Service Foundation - II
- 7 HTS203: Accommodation & Front Office Foundation - II
- 8 AEC102: Environmental Science

Second Year

Semester-3

- 1 HTS301 Food Production Operation Industry Exposure-I
- 2 HTS302 Food and Beverage Service Operations Industry Exposure-I
- 3 HTS303 Accommodation and Front Office Operations Industry Exposure-I
- 4 HTS304 Personality Skills for Hospitality-Learning from Industry

Semester-4

- 5 HTS401 Introduction to Indian Cookery
- 6 HTS402 Food and Beverage Service Operations-II
- 7 HTS403 Accommodation and Front Office Operations-II
- 8 HTS404 Accountancy Skills for Hospitality

Third Year

Semester-5

- 1 GEN101 /GEN103/GEN1 04/GEN 105 English/French/Arabic /German
- 2 HTS502 Cultural Heritage of India
- 3 HTS503 Tourist Guide and Tour Operations
- 4 HTS504 Principles and Practices of Tourism

Semester-6

- 5 HTS601 Principles of Management
- 6 HTS602 Accommodation Management-II
- 7 HTS603 Eco Tourism
- 8 HTS604 Hotel Marketing

SAHYOG for five star lifestyle....

MSBVE PROGRAMS

Diploma in Hotel Management & Catering Technology (401208) (Duration 1 Year)

Eligibility : HSC Pass

1 Communication Skill (Th)	40120811
2 Food Production and Catering Science (Th)	40120812
3 Food & Beverage Services (Th)	40120813
4 Communication Skill (Pr)	40120821
5 Food Production & Catering Science (Pr)	40120822
6 Food & Beverage Services (Pr)	40120823

Diploma in Bakery & Confectionary (401202) (Duration 1 Year)

Eligibility : SSC Pass

1 Bakery Material & Products (Th)	40120211
2 Equipment, Maintenance & Services (Th)	40120212
3 Costing (Th)	40120213
4 Bread Product (Pr)	40120221
5 Non Bread Product (Pr)	40120222
6 Equipment, Maintenance & Costing	40120223

Elective I: Choose any one

1 Applied Mathematics	90000011
2 Business Economics	90000012
3 Physical Biology (Botany & Zoology)	90000013
4 Entrepreneurship	90000014
5 Psychology	90000015

Elective II: Choose any one

1 Applied Science (Physics & Chemistry) (Pr)	90000021
2 Computer Application (Pr)	90000022
3 Business Mathematics (Pr)	90000023

Diploma in Cookery (401201) (Duration 1 Year)

Eligibility : SSC Pass

1 Basics of Cookery (Th)	40120111
2 Commodities and Hygiene (Th)	40120112
3 Larder (Th)	40120113
4 Indian Dishes (Pr)	40120121
5 Continental Dishes (Pr)	40120122
6 Larder (Pr)	40120123

Diploma in Hotel Operation (401402) (Duration 2 Years)

Eligibility : SSC Pass

1 English (Communication Skill) (Pr)	90000001
2 Elective – I (Pr)	
3 Elective – II (Pr)	
4 Food & Beverage Service (Pr)	40140001
5 Food Production (Pr)	40140002
6 Accommodation (Pr)	40140004

Diploma in Computer Info. Tech. (101408) (Duration 2 Years)

Eligibility : SSC Pass

1 English (Communication Skill) (Pr)	90000001
2 Elective – I (Pr)	
3 Elective – II (Pr)	
4 Computer Fundamentals & Application (Pr)	10140001
5 Computer Programming Elements (Pr)	10140006
6 Microsoft Office (Pr)	10140014

Diploma in Tourism & Aviation Mgt. (414402) (Duration 2 Years)

Eligibility : SSC Pass

1 English (Communication Skill)	90000001
2 Elective – I (Pr)	
3 Elective – II (Pr)	
4 Growth & Evolution of Tourism/ Hospitality Industry	41440004
5 Aviation Geography & Ground Handling	41440012
6 Communication Skill, Personality Development & Foreign Language	41440011

SEVERAL POSTS IN HOSPITALITY INDUSTRY

Kitchen Department

- Corporate Chef
- Executive Chef
- Sous Chef
- Chef De Cuisine
- Chef De Partie
- Demi Chef De Partie
- Chef De Larder
- Pastry Chef
- Gardemanger Chef
- Soup Chef
- Grill Chef
- Chef De Rung
- Entre Chef
- Salad Chef
- Commi I
- Commi II
- Commi III
- Outlet Incharge
- Helper

Front Office Department

- Front Office Manager
- Assistant Manager Reservation
- Front Office Supervisor
- Front Office Assistant
- Reception/registration Assistant
- Information Assistant
- Receptionist
- Reservation Clerk
- Senior Bell Captain
- Bell Captain
- Bell Boy
- Front Office Cashier
- Door Man
- Valet
- Telephone Supervisor
- Telephone Operator
- Telex Operator
- Page Boy
- Night Manager
- Concierge
- Airport Representative
- Guest Relation Executive
- Lobby Manager

Housekeeping Department

- Head Of The Department
- Executive Housekeeper
- Ex.asst Housekeeper Rooms
- Ex.asst Housekeeper Public Area
- Ex.asst Housekeeper
- Housekeeping Supervisor Rooms
- Housekeeping Supervisor Public Area
- Horticulture /laundry /carpet
- Housekeeping Attendants Rooms
- Housekeeping Attendants Public Area
- Control Desk Supervisor
- Control Desk Coordinator
- Florist

Food And Beverages Department

- Restaurant Manager
- Head Waiter / Maitre D Hotel
- Head Wine Waiter
- Wine Waiter
- Apprentices
- Station Head Waiter
- Asst. Station Waiter
- Waiter
- Reception Head Waiter
- Carver / Buffet Chef

Human Resources

- Director Human Resources
- Recruitment Officer
- Training & Placement Officer
- Labour Relations

HOTELS FOR TRAINING / PLACEMENT

INDIA

ITC Grand Maratha
ITC Grand Central
ITC Foutune Lake City
Taj Lands End
Oberoi Flight Kitchen
The Trident
The Leela Kempinski
West End Hotel
B.W. The Emerald
Sun-n-Sand
Ramada
Le Royal Meridien
Fariyas Hotels Ltd.
Renaissance
Ravine Hotel

Satkar Residency
May Fair Banquets
Lavender Bough
Orchid
Mars International
Indigo
Vits - Lotus Resort
Vits - Mumbai
Meluha The Fur
Sea Princess Hotel
Taj Wellington
Ambassador
Tajsats Air Catering
Graviss Hospitality Ltd.
Yogi Executive

OVERSEAS

Singapore

The Shangri-La Hotel

Germany

Morada Resort
Bio-Aktiv-Hotel
Amedia Hotel
Morada Strand Hotel
Natur Freundetaus
Hotel Alter Speicher
Weinseligkeit
Hotel Dollenberg

Hotel Maximilian
Dorint Hotel & Resort
Alte Linde
Berg Hotel
Hotel Chiemgauer Hof GMBH
Libertas Hotel
Hotel Kranzbach GMBH
Ballants im Park
Akzent Hotel

SAHYOG for becoming Manager....

CVRU PROGRAMS

BHARATI VIDYAPEETH PROGRAMS

BCA (Duration 3 Years)

Eligibility : HSC

1st Year (Semester - I)

1BCA1	Fundamentals of Computers & Information Technology
1BCA2	Windows & MS Office
1BCA3	Programming in C
1BCA4	Discrete Mathematics
1BCA5	Communicative English

2nd Year (Semester - II)

2BCA1	Digital Computer Organization
2BCA2	Object Oriented Programming with C++
2BCA3	Operating Systems
2BCA4	Internet Programming (HTML, DHTML & JavaScript)
2BCA5	Environmental Study

2nd Year (Semester - III)

3BCA1	Data Base Management System
3BCA2	Data Structure with C++
3BCA3	Computer Communication & Networks
3BCA4	Programming with JAVA
3BCA5	Principal of Management

2nd Year (Semester - IV)

4BCA1	Linux Operating System Operations & Management
4BCA2	Software Engineering
4BCA3	Computer Architecture & Assembly Language Programming
4BCA4	RDBMS Practice with Oracle/MY SQL Server Express Edition
4BCA5	Programming with Visual Basic.NET

3rd Year (Semester - V)

5BCA1	Computer Graphics
5BCA2	Software Testing & Project Management
5BCA3	Multimedia Systems
5BCA4	Management Information System
5BCA5	Data Warehousing & Mining

3rd Year (Semester - VI)

6BCA1	Web Development through Open Source Technologies (PHP, MYSQL)
6BCA2	Information Technology Trends
6BCA3	Project

MBA-Executive

Semester - I

101	Principles of Management
102	Organizational Behaviour
103	Business Communication
104	Managerial Economics
105	Marketing Management
106	Financial Accounting
107	Management Science & Decision Tech.

Semester - II

201	Human Research Management
202	Management Accounting
203	Business Law
204	Research Methodology
205	Management Information Systems
206	Production and Operating Management
207	Business Policy & Strategic Management

Semester - III

301	International Business
302	Elective 1
303	Elective 2
304	Elective 3
305	Elective 4
306	Elective 5
307	Project Work

Electives:

1. Marketing Management (MKT)
 - 302 Elective-I Consumer Behaviour
 - 303 Elective-II Advertising & Media Mgmt.
 - 304 Elective-III Sales & Distribution Mgmt.
 - 305 Elective-IV Brand Management
 - 306 Elective-V Services Marketing
2. International Business (IB)
 - 302 Elective-I Global Business Strategies
 - 303 Elective-II Exp.-Imp. Procedure & Docu.
 - 304 Elective-III International Marketing
 - 305 Elective-IV Foreign Exchange Markets
 - 306 Elective-V India's Foreign Trade Policy
3. Production Management
 - 302 Elective-I Production Planning and Control
 - 303 Elective-II Operations Research
 - 304 Elective-III Logistics Management
 - 305 Elective-IV Transportation Management
 - 306 Elective-V Service Operations Management
4. Human Resource Management
 - 302 Elective-I Labour Legislation
 - 303 Elective-II Training and Development Methodology
 - 304 Elective-III Compensation and Benefits Mgt.
 - 305 Elective-IV Performance Mgmt. System
 - 306 Elective-V Organizational Development & Change Management
5. Financial Management
 - 302 Elective-I Investment Analysis & Portfolio Management
 - 303 Elective-II Mergers and Acquisitions
 - 304 Elective-III Management of Financial Institutions & Services
 - 305 Elective-IV Management Control System
 - 306 Elective-V Foreign Exchange Management
6. Retail Management
 - 302 Elective-I Fundamentals of Retail
 - 303 Elective-II Merchandising & Sales Promotion
 - 304 Elective-III Info. Tech. MIS & E-Retailing
 - 305 Elective-IV Supply Chain Management
 - 306 Elective-V Retail Marketing

MCA (Duration 3 Years)

Eligibility : Graduate

1st Year (Semester - I)

MCA1	Computer Organization & Architecture
MCA2	Mathematical Foundation
MCA3	Programming in C
MCA4	Operating System
MCA5	Accounting & Financial Management

1st Year (Semester - II)

MCA6	System Analysis and Designing
MCA7	Data Structure and Application

MCA8 Numerical Computation & Statistical Methods

MCA9 Business Data Processing

MCA10 Object Oriented Programming Analysis & Designing

2nd Year (Semester - III)

MCA11	Database Management System
MCA12	Computer Communication Networks
MCA13	Communication Skills
MCA14	Advanced UNIX Programming
MCA15	Operation Research

2nd Year (Semester - IV)

MCA16 Software Engineering

MCA17 Programming in Java

MCA18 Computer Graphics & Multimedia Management

MCA19 Management Information System

3rd Year (Semester - V)

MCA20	Artificial Intelligence and Expert System
MCA21	Linux
MCA22	Visual Basic Programming
MCA23	Theory of Computation
MCA24	Internet and Web Page Design

3rd Year (Semester - VI)

Project Work

BBA (Duration 3 Years)

Eligibility : HSC

1st Year (Semester - I)

1BBA1	Hindi Language Structure-1
1BBA2	Fundamentals of Entrepreneurship
1BBA3	Principles of Management
1BBA4	Business Environment
1BBA5	Managerial Economics
1BBA6	Business Mathematics

1st Year (Semester - II)

2BBA1	English Language and Indian Culture
2BBA2	Development of Entrepreneur
2BBA3	Business Communication
2BBA4	Introduction to Accountancy
2BBA5	Business Law
2BBA6	Organisational Behaviour

2nd Year (Semester - III)

3BBA1	Hindi Language & Samvedana
3BBA2	Environmental Studies
3BBA3	Banking & Insurance Practices
3BBA4	Cost & Mgt. Accounting
3BBA5	Business Statistics
3BBA6	Mgt. Information System

2nd Year (Semester - IV)

4BBA1	English Language and Scientific Temper
4BBA2	Environmental study
4BBA3	Financial Management
4BBA4	Marketing Management
4BBA5	Production and Operation Mgt.
4BBA6	Human Resource Mgt.

3rd Year (Semester - V)

5BBA1	Hindi Language (Bhasha Kausal aur Sanchar Sadhan)
5BBA2	Computer & Information Technology Basics-I
5BBA3	Corporate Strategy
5BBA4	Research Methodology
5BBA5	Specialisation-I
5BBA6	Specialisation-II

3rd Year (Semester - VI)

6BBA1	English Language and Aspects of Development
6BBA2	Computer & Information Technology Basics-II
6BBA3	Project Work & Viva voce
6BBA4	Specialisation-III
6BBA5	Specialisation-IV

Specialization

Marketing Group

M-I	Consumer Behaviour
M-II	Advertising and Sales Management
M-III	Service Marketing
M-IV	Marketing Research

HR Group

HRM-I	Human Resource Management
HRM-II	Management of Industrial Relations
HRM-III	Management Of Training & Development
HRM-IV	Change Management

Finance Group

F-I	Working Capital Management
F-II	Security Analysis & Portfolio Management
F-III	Marketing of Financial Services
F-IV	International Financial System

Retail Management Group

R-I	Brand Management
R-II	Retail Techniques & Skills
R-III	Supply Chain Management
R-IV	Mall & Risk Management

SAHYOG for becoming IT Manager....

BHARATI VIDYAPEETH PROGRAMS

BCA (Duration 3 Years)

Eligibility : HSC

1st Year (Semester - I)

- 1.1 Fundamentals of Information Technology
- 1.2 Algorithms and Programme Design
- 1.3 Office Automation
- 1.4 Business Organization and Systems
- 1.5 Environmental Studies
- 1.6 Mathematical Foundations
- 1.7 Computer Laboratory-I

1st Year (Semester - II)

- 2.1 Digital Computer Design and Computer Organization
- 2.2 System Analysis and Design
- 2.3 C-Programming and Data Structure
- 2.4 Organizational Behaviour
- 2.5 Business Environment
- 2.6 Numerical Methods
- 2.7 Computer Laboratory-II

2nd Year (Semester - III)

- 3.1 Computer Architecture and Operating System
- 3.2 Object Oriented Programming with C++
- 3.3 Database Design
- 3.4 Management Accounting and Control
- 3.5 Human Resource Management
- 3.6 Computer Oriented Decision Models
- 3.7 Computer Laboratory-III

2nd Year (Semester - IV)

- 4.1 Software Engineering
- 4.2 Data Communication and Networking
- 4.3 Business Information System & Oracle
- 4.4 Marketing Management
- 4.5 Visual Programming
- 4.6 Computer Oriented Statistical Methods
- 4.7 Computer Laboratory-IV

3rd Year (Semester - V)

- 5.1 Web Design & Internet Programming
- 5.2 Multimedia Management
- 5.3 Advanced Networking
- 5.4 Project Management
- 5.5 Information System Audit
- 5.6 Computer Laboratory-V
- 5.7 Project-I

3rd Year (Semester - VI)

- 6.1 E-Commerce Applications
- 6.2 Microcomputer and Maintenance
- 6.3 IT Enabled Services
- 6.4 Communication and Personality Development
- 6.5 Information System Audit-II
- 6.6 Computer Laboratory-VI
- 6.7 Project-II

MCA (Duration 3 Years)

Eligibility : Graduate

Semester - I

- 101 Elementary Algorithmic
- 102 Computer Organizations and Architecture
- 103 Procedure Oriented Programming
- 104 Introductions to Management Functions
- 105 Mathematical Foundations
- 106 Practical (Information Technology Laboratory)
- 107 Minor Software Project-I

Semester - II

- 201 Data Structures
- 202 Operating Systems
- 203 Data Base Management Theory
- 204 Accounting and Management Control
- 205 Probability and Combinatorics
- 206 Practical (Windows Programming Laboratory)
- 207 Minor Software Project-II

Semester - III

- 301 Software Engineering
- 302 Computer Communication Network
- 303 Object Oriented Programming
- 304 Communication and Organization Behavior
- 305 Decision Technology
- 306 Practical (Database Design, Implementation)
- 307 Minor Software Project-III

Semester - IV

- 401 UML and Design Patterns
- 402 Unix and Linux Internals
- 403 I.T. Elective-I
- 404 I.T. Elective-II
- 405 BM Elective-I
- 406 Practical (Internet Programming)
- 407 Minor Software Project-IV

Semester - V

- 501 Software Project Management
- 502 Artificial Intelligence and Applications
- 503 I.T. Elective-III
- 504 I.T. Elective-IV
- 505 B.M. Elective-II
- 506 Practical (Advanced Internet Programming)
- 507 Minor Software Project-V

Semester - VI

- 601 Major Software Project
- 602 Trends in Information Technology (Term Paper)
- 603 Comprehensive Examination (Objective Type)
- 604 Comprehensive Exam (Conventional Type)

I.T. Elective Details

I.T. Elective –I

- a) Theory of Automata
- b) Data Warehousing & Data Mining
- c) Embedded Systems Concepts and Modelling

I.T. Elective-II

- a) Programming with STL
- b) Database Management with SQL Server
- c) Embedded Systems Design and Programming

I.T. Elective-III

- a) Design of Language Processors
- b) Computer Graphics and Multimedia
- c) Simulation Modeling
- d) Embedded Systems Interfacing and Embedded Communication Systems

I.T. Elective-IV

- a) Programming with MFC
- b) NET Technology
- c) Assembly Language Programming
- d) Embedded Systems Programming using High Level Language

B.M. Elective Details

B.M. Elective-I

- a) Marketing Management
- b) Managerial Economics

B.M. Elective-II

- a) Knowledge Management
- b) Business Finance
- c) Design and Implementation of E-Commerce Application

CORPORATES FOR TRAINING / PLACEMENT

Microsoft India PL • Infosys • Wipro • HCL Technologies • TCS • Tech Mahindra • Blue Star Infotech • C-DAC • CMC Ltd • Impetus Technologies • Mastek • Ramco Systems • Zenith Computers • Trigent Software • NIIT Technologies • Cognizant • Oracle Financial Services Software • Mindtree • Mphasis • Hexaware Technologies • Tata Elxsi • Autoone Engineering Services Pvt. Ltd. • Tata Technology Ltd. • Care Soft Consultancy Private Ltd.

SAHYOG for becoming IT Manager....

MBA - BHARATI VIDYAPEETH PROGRAMS

Eligibility : Any Graduate (10+2+3 or equivalent) in any discipline with min 50% marks (45% for SC/ST) from any recognized university. Duration : Two Years.

MBA PART I

Semester - I

- 101 Management Concepts & Applications
- 102 Financial and Management Accounting
- 103 Economics for Business
- 104 Organizational Behavior
- 105 Statistical Techniques
- 106 Managerial Skills Development
- 107 Business Legislation
- 108 Information Technology

Semester - II

- 201 Marketing Management
- 202 Financial Management
- 203 Human Resource Management
- 204 Productions and Operations Management
- 205 International Business
- 206 Macro Economics
- 207 Research Methodology
- 208 Disaster Management

MBA PART II

Semester - III

- 301 Business Policy and Strategic Management
- 302 Business Ethics and Professional Values
- 303 Operational Research
- 304 Elective I
- 305 Elective II
- 306 Elective III
- 307 Elective IV
- 308 Training Project

Semester - IV

- 401 Entrepreneurship Development
- 402 Innovation and Technology Management
- 403 Management Information System
- 404 Elective V
- 405 Elective VI
- 406 Elective VII
- 407 Elective VIII
- 408 Project Management

Electives:

- 1. Marketing Management (MKT)
- 304 Elective-I Consumer Behaviour

- 305 Elective-II Strategic Marketing
- 306 Elective-III Advertising & Media Management
- 307 Elective-IV Rural And Social Marketing
- 308 Elective-V Relationship Marketing
- 309 Elective-VI Sales & Distribution Management
- 310 Elective-VII Brand Management
- 311 Elective-VIII Services Marketing
- 3. International Business (IB)
- 304 Elective-I Global Business Strategies
- 305 Elective-II International Financial Management
- 306 Elective-III Export-Import Procedures And Documentation
- 307 Elective-IV World Business Environment
- 308 Elective-V International Marketing
- 309 Elective-VI Regulatory Framework of International Business
- 310 Elective-VII Foreign Exchange Markets
- 311 Elective-VIII India's Foreign Trade Policy
- 3. Production & Operations Management (PM)
- 304 Elective-I Materials Management
- 305 Elective-II Quality Management
- 306 Elective-III Production Planning & Control
- 307 Elective-IV Industrial Management
- 308 Elective-V Logistics & Supply Chain Mgt.
- 309 Elective-VI Transportation Management
- 310 Elective-VII Service Operations Mgmt.
- 311 Elective-VIII World Class Manufacturing
- 4. Human Resource Management (HRM)
- 304 Elective-I Labour Legislation
- 305 Elective-II Org. Theory, Structure & Design
- 306 Elective-III Personnel Cost & Compensation Management
- 307 Elective-IV Employee Administration, Industrial Relations & Labour Welfare
- 308 Elective-V Performance Mgmt. Systems
- 309 Elective-VI Org. Dev. & Change Mgmt.
- 310 Elective VII Strategic HR Management
- 311 Elective VIII Managerial Competencies and Career Development

- 5. Financial Management (FIN)
- 304 Elective-I Applied Corporate Finance
- 305 Elective-II Risk & Insurance Management
- 306 Elective-III Investment Analysis & Portfolio Management
- 307 Elective-IV Financial Institutions & Banking Operations
- 308 Elective-V Mgmt. of Financial Services
- 309 Elective-VI Global Financial Analysis
- 310 Elective-VII Management Control System
- 311 Elective-VIII Corporate Taxation
- 6. Media & Entertainment

MBA-IT (PART-I)

Semester - I

- 101 Fundamentals of Information Technology
- 102 IT Enabled Services
- 103 Managerial Economics
- 104 Organizational Behaviour
- 105 Innovation and Technology Management
- 106 Managerial Skills Development

Semester - II

- 201 Internet Programming for Business Appli.
- 202 Visual Programming & Multimedia Mgmt.
- 203 Analysis & Design of Information Systems
- 204 Business Accounting
- 205 Data Analysis for Management
- 206 Practical Viva Voce

Semester - III

- 301 Project Management
- 302 Database Management with Oracle
- 303 Programming with C++
- 304 Marketing Management and Research
- 305 Operations Research
- 306 Practical Viva Voce

Semester - IV

- 401 Programming with Java
- 402 Computer Networks and Networking
- 403 Data Warehousing and Networking
- 404 Financial Management and Control
- 405 Knowledge Management
- 406 Project

SAHYOG for becoming Global Manager....

MBA - CVRU PROGRAMS

MBA Duration - 2 Yrs.

Semester - I

- 1MBA1 Management Process & Organizational Behavior
- 1MBA2 Quantitative Methods
- 1MBA3 Managerial Economics
- 1MBA4 Environment Analysis & Management
- 1MBA5 Managerial Skill Development
- 1MBA6 Accounting for Managers
- 1MBA7 Computer Application for Managers
- 1MBA8 Business ethics & CSR

Semester - II

- 2MBA1 Business policy and Strategic analysis
- 2MBA2 Management Science
- 2MBA3 Human Resource Management
- 2MBA4 Financial Management
- 2MBA5 Marketing Management
- 2MBA6 Production & Operation Management
- 2MBA7 Research Methodology
- 2MBA8 International Business

Semester - III

- 3MBA1 Business Legislation
- 3MBA2 Group 1 – Paper I
- 3MBA3 Group 1 – Paper II
- 3MBA4 Group 1 – Paper III
- 3MBA5 Group 2 – Paper I
- 3MBA6 Group 2 – Paper II
- 3MBA7 Group 2 – Paper III
- 3MBA8 Summer Training Project & Viva

Semester - IV

- 4MBA1 MIS & Decision Support System
- 4MBA2 Group 1 – Paper IV
- 4MBA3 Group 1 – Paper V
- 4MBA4 Group 1 – Paper VI
- 4MBA5 Group 2 – Paper IV
- 4MBA6 Group 2 – Paper V
- 4MBA7 Group 2 – Paper VI
- 4MBA8 Final Project & Viva

Specialization Subjects

Marketing Group

- 3MBA2 3MBA5 Consumer Behavior
- 3MBA3 3MBA6 Advertisement & Sales Promotion
- 3MBA4 3MBA7 Service Marketing
- 4MBA2 4MBA5 CRM & Sales Management
- 4MBA3 4MBA6 International Marketing
- 4MBA4 4MBA7 Retail & Rural Marketing

HR Group

- 3MBA2 3MBA5 Management Training & Development
- 3MBA3 3MBA6 Human Resource Planning & Development
- 3MBA4 3MBA7 Legal Framework Governing Human Relation
- 4MBA2 4MBA5 Management of Industrial Realitions
- 4MBA3 4MBA6 Organizational Change & Intervention Strategies
- 4MBA4 4MBA7 International Human Resource Management

Finance Group

- 3MBA2 3MBA5 Security Analysis and Portfolio Management
- 3MBA3 3MBA6 Tax Management & Planning
- 3MBA4 3MBA7 Financial Institution & Services
- 4MBA2 4MBA5 Working Capital Management
- 4MBA3 4MBA6 Financial Derivatives
- 4MBA4 4MBA7 Banking & Finance

Information Technology Group

- 3MBA2 3MBA5 Business Process Reengineering
- 3MBA3 3MBA6 System Analysis & Design
- 3MBA4 3MBA7 Database Management System
- 4MBA2 4MBA5 Innovation & Technology Management
- 4MBA3 4MBA6 E-Commerce
- 4MBA4 4MBA7 Cyber Law

Post Graduate Diploma In Financial Management (PGDFM)

Duration: 12 Months

Eligibility: Graduation in any discipline

Semester - I

- PGDFM1 Working Capital Management
- PGDFM2 Capital Investment and Financing Decisions
- PGDFM3 Management Control Systems

Semester - II (Choose any two courses)

- PGDFM4 Security Analysis and Portfolio Management
- PGDFM5 International Financial Management
- PGDFM6 Management of Financial Services

Post Graduate Diploma In Human Resource Management (PGDHRM)

Duration: 12 Months

Eligibility: Graduation in any discipline

Semester - I (Choose any 3 courses)

- PGDHRM1 Social Processes and Behavioural Issues
- PGDHRM2 Human Resource Development
- PGDHRM3 Human Resource Planning
- PGDHRM4 Employment Relations

Semester - II (Choose any two courses)

- PGDHRM5 Managing Change in Organisations
- PGDHRM6 Organisational Dynamics
- PGDHRM7 Wage and Salary Administration
- PGDHRM8 Labour Laws

Post Graduate Diploma In Insurance & Risk Management (PGDIRM)

Duration: 12 Months

Eligibility: Graduate

Semester - I

- PGDIRM1 Principles of Insurance and Practices of Life Insurance
- PGDIRM2 Practices of General Insurance
- PGDIRM3 Risk Management and Reinsurance
- PGDIRM4 Management of Insurance

Semester - II

- PGDIRM5 Legal Aspects of Insurance
- PGDIRM6 Marketing of Insurance Products
- PGDIRM7 Communicative English
- PGDIRM8 Project / On the Job Training

Post Graduate Diploma In Marketing Management (PGDMM)

Duration: 12 Months

Eligibility: Graduation in any discipline

Semester - I

- PGDMM1 Consumer Behaviour
- PGDMM2 Sales and Distribution Management
- PGDMM3 Product and Brand Management
- PGDMM4 International Marketing
- PGDMM5 Advertising Management

Semester - II (Choose any Two)

- PGDMM6 Marketing of Services
- PGDMM7 Marketing Research
- PGDMM8 Rural Marketing
- PGDMM9 Retail Management

Post Graduate Diploma In Rural Development (PGDRD)

Duration: 12 Months

Eligibility: Graduation in any discipline

Semester - I

- PGDRD1 Rural Development – Indian Context
- PGDRD2 Rural Development – Programme
- PGDRD3 Rural Development – Planning and Management

Semester - II (Choose any one from 4, 5, 6. Project is compulsory)

- PGDRD4 Rural Social Development
- PGDRD5 Rural Health Care
- PGDRD6 Communication and Extension in Rural Development
- PGDRD7 Research Methodology & Project Work

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