



Deccan Education Society's

Chintamanrao Institute of Management Development and Research, Sangli



PROSPECTUS

MBA

MB6208



Deccan Education
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ABOUT US



Chintamanrao Institute of Management Development And Research, Sangli (CIMDR) was established in 1996 as a constituent unit of the Deccan Education Society. It took over the MBA programme, which was started in 1984 at Chintamanrao College of Commerce, Sangli. The Institute conducts Master of Business Administration (M.B.A.) programme of Shivaji University, Kolhapur from June, 1984 and it is approved by All India Council for Technical Education (AICTE) New Delhi since 1994 and accredited by NAAC in 2018-19.

- CIMDRS is a community of students, staff and faculty striving to be vibrant with learning processes,
- Today it is one of the leading management institutes in the Shivaji University
- offering four courses, viz : Master of Business Administration, Diploma in Business Management, Bachelor Of Computer Application, Bachelor of Business Administration.

Deccan Education Society's Sangli Campus is spread in 125 acres. The institute is located in a prime area of Vishrambag which happens to be an educational, administrative and commercial hub of Sangli. Renowned engineering, science, commerce and arts colleges are sited nearby which creates a healthy teaching- learning environment. Institute has a strong team of experienced and qualified teachers who strive for the development of student community. Over the years MBA programme has attracted talented students from various states of India. 2003-2004 passed out batch represented almost 10 states of India

❖ COURSES OFFERED BY CIMDR

- M.B.A. (Master's in Business Administration) Two Years Full Time Course - Since 1984
- D.B.M. (Diploma in Business Management) 1 year Part Time Course - Since 1971
- B.B.A. (Bachelor of Business Administration) 3 Years Full Time Course - Since 2003
- B.C. A. (Bachelor of Computer Applications) 3 Years Full Time Course - Since 2007

❖ MISSION STATEMENT

- To participate in the development process by imparting modern and ethical management education to young students, executives and others in the society who are striving for individual, organizational and social development.

❖ OBJECTIVE

- To develop among students a passion for learning, a lifelong quest for excellence and to help them acquire competencies which enable them to serve the society with a difference, confidence, humility and a sense of responsibility.

❖ PHILOSOPHY

"Education is the manifestation of the perfection already in man"
- Swami Vivekanand

❖ VALUES

- Trust and Confidence
- Self Reliance.
- Freedom with accountability.
- Humility and social sensibility.
- Transparency and participation.

❖ CULTURE

- Empowerment.

- Harmony, Warmth & Friendliness
- Integration.
- Efficiency and Effectiveness.
- Open door policy.

❖ LIST OF INSTITUTIONS OF DES COLLEGES (AIDED)

- Fergusson College, Pune.
- Willingdon College, Sangli.
- Brihan Maharashtra College of Commerce, Pune.
- Kirti M. Doongursee College, Mumbai.
- Chintamanrao College of Commerce, Sangli.

❖ COLLEGES (UNAIDED)

- DES Navalmal Firodia Law College, Pune.
- DES Brijlal Jindal College of Physiotherapy, Pune.
- DES Smt. Subhadra K. Jindal College of Nursing, Pune.
- Rajarshee Chhatrapati Shahu Maharaj Krushi Vyavsay Vyavsthapan Mahavidyalaya, Sangli.
- New English School, Ramanbag. (Jr. College), Pune.
- Dravid High School - MCVC Course, Wai.

❖ COLLEGIATE INSTITUTE (AIDED)

- Technical Institute, Pune.

❖ COLLEGIATE INSTITUTE (UNAIDED)

- Institute of Management Development and Research, Pune.
- Institute of Applied Research & Development in Agriculture. Sangli.
- Jagannath Rathi Vocational Guidance & Training Institute. Pune.
- Chintamanrao Institute of Management Development & Research. Sangli.
- DES Fergusson Academy for Creative Science. Pune.
- Navinchandra Mehta Institute of Technology and Development, Mumbai.
- DES Institute of Film and Television. Pune.

❖ SECONDARY SCHOOLS (AIDED)

- New English School, Tilak Road, Pune.
- New English School, Satara.
- Dravid High School, Wai.

- Ahilyadevi High School For Girls, Pune.
- New English School. Ramanbag, Pune.
- Shree Kanulal Purshortamdas Shaha Prashala, (Marathi Medium). Sangli.

❖ **SECONDARY SCHOOLS (UNAIDED)**

- DES Secondary School, Tilak Road, Pune.
- Shree Kantilal Purshottamdas Shaha Prashala, (English Medium), Sangli.
- M.S. Golwalkar Guruji Vidyalaya, Tilak Road, Pune.
- DES - New English Medium Secondary School, Pune.
- English Medium Secondary School, Satara.

❖ **PRIMARY SCHOOLS (AIDED)**

- Navin Marathi Shala, Pune.
- Navin Marathi Shala, Satara.
- Shree Kantilal Purshottamdas Shaha Prashala, (Marathi Medium) Sangli.

❖ **PRIMARY SCHOOLS (UNAIDED)**

- DES Primary School, Tilak Road, Pune
- M.S. Golwalkar Guruji Vidyalaya, Tilak Road, Pune.
- Shree Kantilal Purshottamdas Shaha Prashala, (English Medium), Sangli.
- DES's Datar - Shendure Primary School (English Medium), Satara.
- DES- English Medium School, Wai.
- DES - New English Medium Primary School, Pune.

❖ **PRE - PRIMARY SCHOOLS**

- Ny. Ranade Balak Mandir, Pune.
- Balak Mandir, Satara.
- DES - Pre-Primary School. Tilak Road, Pune.
- M.S. Golwalkar Guruji Vidyalaya, Tilak Road, Pune.
- Shree Kantilal Purushottamdas Shaha Balak Mandir, (English Medium), Sangli.
- Shree Kantilal Purushottamdas Shaha Balak Mandir, (Marathi Medium), Sangli.
- DES's Datar - Shendure Pre-Primary School, (English Medium), Satara.
- DES-English Medium School, Wai.
- DES - New English Medium Pre-Primary School, Pune.

❖ **SCHOOLS FOR MANAGEMENT (AIDED) HIGHER SECONDARY & SECONDARY SCHOOLS.**

- Hindustan Antibiotics Sachool (H.A.), Pimpri, Pune.
- Rashtriya Chemicals & Fertilizers School, (Secondary & Higher Secondary) (E & M), Kurul. Tal. Alibag

❖ **PRIMARY & PRE-PRIMARY SCHOOLS (.AIDED)**

- Hindustan Antibiotics School, (HASP-PU) (M) (E), Pimpri, Pune.
- Hindustan .Antibiotics School (HASP-PPU) (M) (E), Pimpri, Pune.

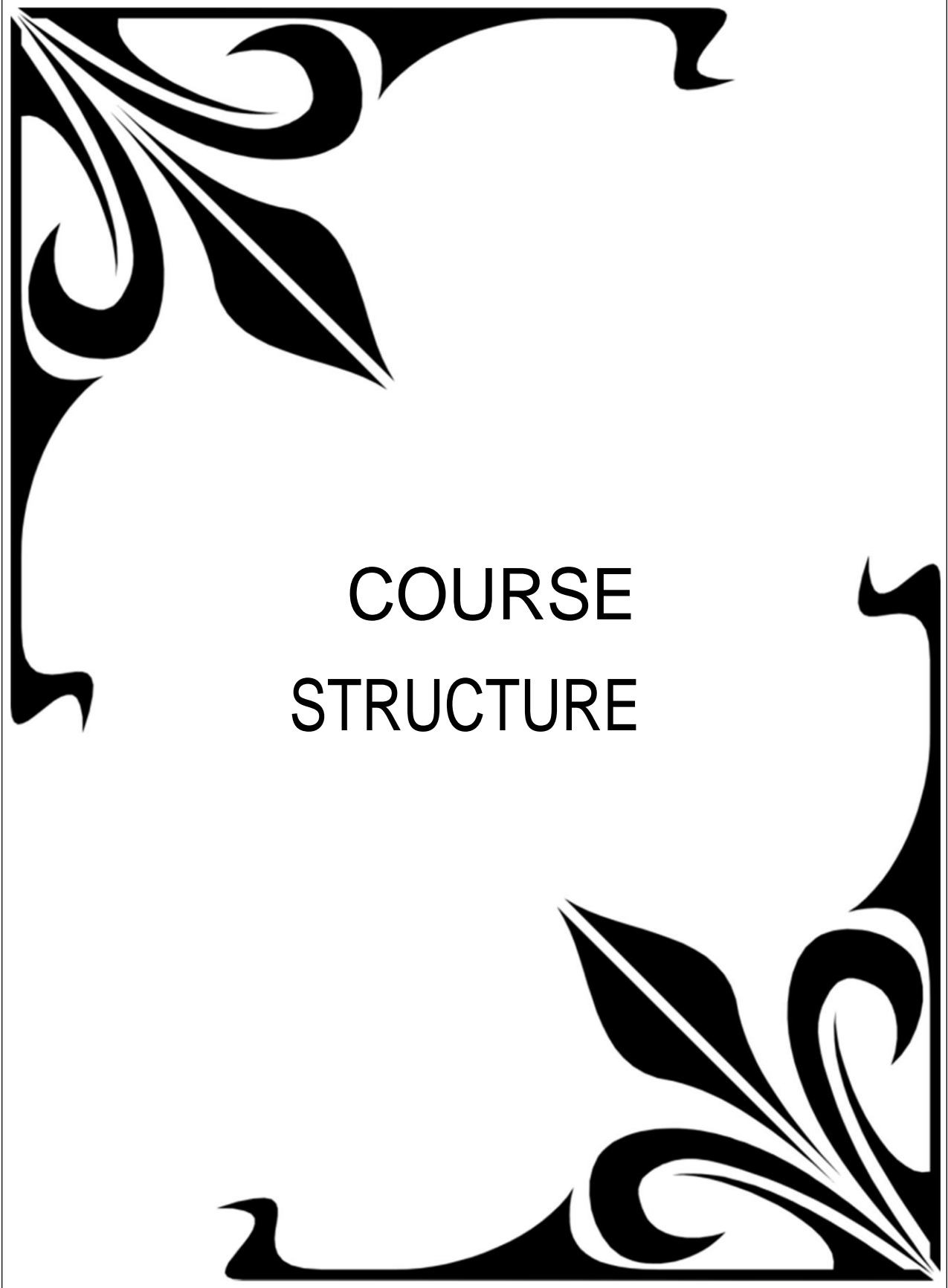
❖ **PRIMARY & PRE-PRIMARY SCHOOLS (L NAIDED)**

- Rashtriya Chemicals & Fertilizers School, (RCFSK - PU and PPU), (E&M) (Pre-primary) Kurul, Tal, Alibag.

❖ **RULES AND REGULATIONS:**

- Students should be regular in attending classes, practical's, tutorials and submissions of the term-work in various subjects. Term shall not be granted to any student if the progress, conduct and attendance is not satisfactory.
- Ragging of students in any form within or outside the Institute/Hostel is prohibited. Defaulters will be strictly dealt with as per Govt. instructions in this matter
- Smoking, drinking (alcohol) and use of 'Drugs' is strictly prohibited in the premises of the Institute.
- Vehicle should be parked only in areas provided for the purpose. The Institute accepts no responsibility for their safe custody. Vehicles lodged elsewhere may be confiscated.
- Students must carry Identity card and produce the same whenever asked by the Institute Authorities. Without Identity card, students may not be allowed to enter the Institute premises.
- Student is expected to read the notices put up on the notice board of the institute.
- In case, a student requires to remain absent for some reasons, he / she will be required to take the prior permission of the Teachers.
- Any damage to the Institute's property, apparatus, furniture, equipment, library books, building etc. must be paid for immediately by the student
- Student will be bound by the rules and regulations framed by the Institute from time to time.

- No students will be allowed to appear for the Examination unless he / she has paid all his / her dues and completed his / her journals and has satisfactory attendance.
- The attendance of the day will be only given if the student has attended all lectures and practical's for the day. A minimum of 75% attendance in each subject (theory / practical's) is required. If the student does not have the minimum of attendance he will not be allowed to appear for the examination.
- SC / ST, OBC, VJ-NT(A,B,C,D), SBC, EBC and EWS Category students should submit then-scholarship application form along with necessary documents in specified time. If the student fails to submit scholarship form he/she has to pay the full fees of the respective course for the academic year.
- Students are expected to observe cleanliness in the premises at all times.
- All students must appear for the examination. tests and must not absent remain for any curricular and extracurricular activities. Such absence without leave may lead to loss of term work, since to keep a term, a student has to complete, the course of study prescribed.
- No mobile phones are permitted in the Class-Rooms, Library. Computer Lab.

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COURSE STRUCTURE

**Master of Business
Administration (MBA)(CBCS)**
(Under the Faculty of Commerce and
Management)

❖ **Objective of the Course :**

The main objective of this course is to prepare the executives and managers for top level and middle level management in public cooperative and private sector organizations. Also to prepare students for taking start ups and self employment. The emphasis will therefore, be on developing a role perception of managerial level personnel in the Indian context by exposing them to a wide range of relevant areas, sufficiently in depth so that they may gain the confidence to interact with people at all levels and develop managerial skills for translating policies into action effectively.

❖ **Duration of BCA Course:**

The duration of the course is full time two years **divided** into four Semesters.

❖ **Eligibility for Admission:**

In order to secure admission to first year of two-year fulltime MBA course, the candidate should fulfil the following eligibility criteria: • Passed with minimum of 50 % marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Bachelor's degree of minimum of three years duration in any discipline recognized by the UGC. • Candidate should appear for the Common Entrance Test (MH-CET), conducted by the competent Authority of Maharashtra State for the MBA Admission.

❖ **Intake Capacity: 60 students.**

❖ **Duration, Teaching Schedule and Examinations:**

The teaching of semester I, III and V will commence from 1st July and the teaching for the semester II, IV and VI will commence from 1st Dec. There will be semester end examination in November and April for all the semester, in addition there will be internal examinations for each paper to be conducted by the respective institutes/colleges.

❖ **Structure of Course :**

MBA Part -I Semester-I

Course Code	Subjects	Weekly	Internal Marks	Uni. Exam		Total Marks
				Written	Online /Written MCQ	
CC 101	Indian Ethos & Management Concepts	4	20	60	20	100
CC102	Management Accounting	4	20	60	20	100
CC 103	Managerial Economics	4	20	60	20	100
CC 104	Information Technology for Management	4	20	60	20	100
CC 105	Legal and Business Environment	4	100	-	-	100
CC 106	Organizational Behaviour	4	20	60	20	100
SECC 107	Soft Skill Development (Internal)	4	20	60	20	100
SECC 108	Optional - A* (Internal)	2	50	--	--	50
	Total	30	280	300	120	700

MBA Part-I Semester-II

Course Code	Subjects	Weekly	Internal Marks	Uni. Exam		Total Mark
				Written	Online/ Written MCQ	
CC 201	Marketing Management	4	20	60	20	100
CC 202	Financial Management	4	20	60	20	100
CC 203	Human Resource Management	4	20	60	20	100
CC 204	Operations Management	4	20	60	20	100
CC 205	Management Information System	4	20	60	20	100
CC 206	Research Methodology	4	20	60	20	100
AECC 207	Managerial Skills for Effectiveness (Internal)	4	100	-	-	100
SECC 208	Optional - B* (Internal)	2	50	--	--	50
	Total	30	280	300	120	700

❖ **Standard of Passing:**

MBA. Part-II Semester-III

Course Code	Subjects	Weekly	Internal Marks	Uni. Exam		Total Marks
				Written	Online /Written MCQ	
CC 301	Strategic and Change Management	4	20	60	20	100
CC 302	Business Intelligence and Analytics	4	20	60	20	100
AECC 303	Project Report & Viva-Voce	4	50	50	--	100
DSC 304	Elective I- Paper-I	4	20	60	20	100
DSC 305	Elective-I Paper-II	4	20	60	20	100
DSC 306	Elective-II Paper-I	4	20	60	20	100
DSC 307	Elective-II Paper-II	4	20	60	20	100
SECC 308	Optional – C* (Internal)	2	50	--	--	50
	Total	30	230	350	120	700

MBA. Part-II Semester-IV

Course Code	Subjects	Weekly	Internal Marks	Uni. Exam		Total Marks
				Written	Online /Written MCQ	
CC 401	Innovation and Entrepreneurship	4	20	60	20	100
CC 402	Startups and New Venture (Internal)	4	100	-	-	100
SECC 403	Employability Skill (Internal)	4	100	-	-	100
DSE 404	Elective I- Paper-III	4	20	60	20	100
DSE 405	Elective-I Paper-IV	4	20	60	20	100
DSE 406	Elective II- Paper-III	4	20	60	20	100
DSE 407	Elective-II Paper-IV	4	20	60	20	100
SECC 408	Optional – D* (Internal)	2	50	--	--	50
	Total	30	280	300	120	700

28 Heads, Total Marks – 2800 One theory lecture duration is 60

minutes. 112 credits program.7 full time faculties as per

revised AICTE directions

Sr.	Existing Electives**	Sr.	Additional Electives Offered**
1	Marketing Management	8	Hospitality Management
2	Human Resource Management	9	Entrepreneurship Development
3	Financial Management	10	International Business
4	Production Management		
5	IT & System Management		
6	Agriculture Business Management		
7	Textile Management		

Sr.	Optional A Paper - VIII	Sr.	Optional B Paper - XVI
I	Chh. Shivaji Maharaj -The Management Guru	I	Total Quality Management
II	Computerized Accounting	II	Negotiation Skills
III	Personality Development	III	Taxation
IV	Business Models	IV	E-Business
V	Constitution of India	V	Computer Applications for Business
VI	Creativity and Innovation	VI	Behavioural Finance
Sr.	Optional C Paper - XXIV	Sr.	Optional D Paper - XXXII
I	Corporate Social Responsibility	I	Corporate Finance
II	ERP/SAP	II	B2B Marketing
III	Business Analytics	III	Econometrics
IV	Labour Laws	IV	Organizational Development
V	Marketing Research	V	Sports Management
VI	Customer Relationship Management	VI	Logistic and Supply Chain Management

* Optional papers are **TWO** unit credit courses which are assessed internally by respective institute. Optional courses are to be imparted by industrial experts, practitioners, consultants and professionals from business. Student has to opt for any one optional course offered per internal course and no university examination would be held for the same. **THIRTY** (30) hours of pedagogy excluding tutorials and examination would be the duration of one optional course. The evaluation of optional course is to be done by institute. Optional course is natured as internal course and no university examination would be held for the same. Institute has to design the examination of optional papers. The performance of student in optional course out of 50 marks has to be send touniversity with rest internal marks.

**The electives selected by minimum 15 students will be taught by a faculty in a class. Rest of the students will prepare themselves for their selected module. However faculty will counsel them and complete their internal work as per module requirement. In case of electives selected less than 15 students, it is at the discretion of Head of the Institution to decide on the teaching and practical instructions.

Note: Bifurcation of 100 marks at University exam marks and Internal Marks:

Internal - Mid – term test*	10 Marks
Internal - Four (4) practical assignments given in syllabus (2.5 Marks to each practical assignment) It is the discretion to respective faculty regarding nature of submission of practical assignments. Submission of practical assignments is mandatory.	10 Marks
University Objective type examination:	20 Marks
University Theory Examination (2 hours duration)	60 marks
Total	100 Marks

Faculty should motivate students for Seminars/Group Discussion/Mini Projects/Research work/Consultation along with Faculty.

Conduct of Mid-term test:

1. Midterm test is to be conducted at the end of every semester by institute.
2. For midterm test OPEN BOOK examination is proposed.
3. The examination would be of three hours for every course.
4. Decision making oriented questions, case lets, exercise questions, practical problems would only be asked to solve.
5. Students are allowed to refer the books which are mentioned in the reference section of syllabus only of respective course. No other text material or book than mentioned in reference section is allowed.
6. Use of internet is strictly prohibited.
7. Use of any other resources apart from books mentioned in the reference section is strictly not allowed.

Open book examination is expected to foster reference taking, reasoning, thinking, decision making, problem solving, creativity and innovation. Applications of concepts in to problem solving, develop models, develop solutions, critical thinking, evaluate the situation, compute and interpret, plan for decisions and the like.

The records of internal practical assignments and midterm test of every student should be maintained at institute which is subject to verify by university authority.