

## CRITERION 1 - CURRICULAR ASPECTS

### 1.1 Curricular Planning and Implementation

1.1.1 The institution ensures effective curriculum planning and delivery through well-structured and documented processes, including the development of an academic calendar and the regular conduct of continuous internal assessments.

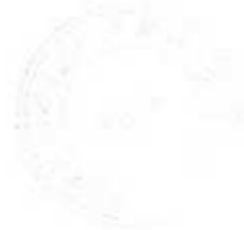
#### Supporting Documents :

INDEX	
Sr.no.	Details
1	Vision
2	Mission
3	Program approval letter of AICTE
4	Program approval letter of DTE
5	Flow chart Academic Cycle of ASMA
6	Academic Delivery at ASMA
7	Program approval letter of SPPU
8	SPPU Academic Calendar
9	Sample of ASMA - Academic Calendar
10	Programme Outcomes (Pos)
11	Syllabus Structure
12	Sample Copy of MBA Timetable
13	Sample Copy of Subject Allocation
14	List of Certificate, Value Added & Online Courses
15	Mentor - Mentees Allocation
16	Course File Index
17	Sample of Lesson Plan
18	Sample of Concurrent Evaluation
19	Sample of Internal Exam Evaluation (SPPU)
20	Result Analysis
21	Feedback formats



Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management





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**ASMA INSTITUTE OF MANAGEMENT**  
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)  
Shastri Campus, S, No. 85, NDA Road, Shivajinagar, Pune - 411 005.  
Ph: (020) 25291471, 25291332, 9011036202 Fax: (020) 25291461  
E-mail: [enquiry@asma.in](mailto:enquiry@asma.in), [director@asma.in](mailto:director@asma.in) Website: [www.asma.in](http://www.asma.in)

# VISION & MISSION



Director

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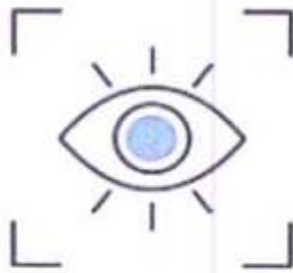


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E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

## Vision & Mission

### Vision:

To transform youth into highly professional managers to meet the challenges of a highly competitive world through intensive training, appropriate guidance, discipline & holistic approach.



VISION

### Mission:

To make a Qualitative Contribution towards Human Resource Development in Business & Industry, IT and Management Science



MISSION

  
Director

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# PROGRAM APPROVAL LETTER OF AICTE



Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management



**APPROVAL PROCESS 2022-23**

**Extension of Approval (EoA)**

F.No. Western/1-10975330554/2022/EOA

Date: 03-Jul-2022

To,

The Secretary,  
Tech. & Higher Education Deptt.  
Govt. of Maharashtra, Mantralaya,  
Annexe Building, Mumbai-400032

**Sub: Extension of Approval for the Academic Year 2022-23**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2022-23

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations, 2022 Notified on 4th February, 2022 and amended on 24th February 2022 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-5194211	Application Id	1-10975330554
Name of the Institution	PSD SHASTRI EDUCATIONAL FOUNDATION'S ASMA INSTITUTE OF MANAGEMENT	Name of the Society/Trust	PANDIT SHIVDATTI SHASTRI EDUCATIONAL FOUNDATION
Institution Address	SR. NO. 85, SHASTRI CAMPUS, NDA ROAD, SHIVANE, DIST. PUNE-411 023, PUNE, PUNE, Maharashtra, 411023	Society/Trust Address	,PUNE,PUNE,Maharashtra,411029
Institution Type	Private-Self Financing	Region	Western
Year of Establishment	2008		

**To conduct following Courses with the Intake indicated below for the Academic Year 2022-23**

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2021-22	Intake Approved for 2022-23	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
POST GRADUATE	MANAGEMENT	MBA	University of Pune, Pune	120	120	NA	NA
POST GRADUATE	MCA	MASTERS IN COMPUTER APPLICATIONS	University of Pune, Pune	60	60	NA	NA

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It is mandatory to comply with all the essential requirements as given in APH 2022-23 (Appendix 6)

### **Important Instructions**

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2019-20 is implemented without affecting the reservation percentages of SC/ ST/ OBC (NCL)/ General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years.
2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time are now amalgamated as total intake and shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2022-23 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty/ Student ratio as specified in the Approval Process Handbook. All such Institutions/ Universities shall have to create the necessary Faculty, Infrastructure and other facilities WITHIN 2 YEARS to fulfil the norms based on the Affidavit submitted to AICTE beginning with the Academic Year 2022-23
3. Strict compliance of Anti-Ragging Regulation, Establishment of Committee for SC/ ST, Establishment of Internal Complaint Committee (ICC), Establishment of Online Grievance Redressal Mechanism, Barrier Free Built Environment for disabled and elderly persons, Fire and Safety Certificate should be maintained as Approval Process Handbook and provisions made in AICTE Regulation notified from time to time.
4. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

**Pharmacy Institute:** In compliance with the order dated 05.03.2020 passed by the Hon'ble Supreme Court of India in Transferred Petitions (CIVIL) No 87-101 of 2014, for the existing institutions offering courses in Pharmacy Programme, approval of Pharmacy Council of India (PCI) is mandatory and AICTE approval is NOT required. The requirements for running the Programme (Diploma / UG / PG) such as Land & Build-up Area, Student-faculty ratio, Intake etc. will be as per the respective regulatory body (PCI). In case of any inconsistency in the course name and intake for EoA issued by AICTE and the approval by PCI, the approval of PCI shall prevail.

**Architecture Institute:** In compliance with the order dated 08.11.2019 passed by the Hon'ble Supreme Court of India in CA No.364/ 2005, for the existing Institutions offering Courses in Architecture Programme, approval by the Council of Architecture (CoA) is mandatory and AICTE approval is NOT required. The requirements for running the Programme (Diploma / UG / PG) such as Land & Build-up Area, Student-faculty ratio, Intake etc. will be as per respective regulatory body (CoA). In case of any inconsistency in the course name and intake for EoA issued by AICTE and the approval by CoA, the approval of CoA shall prevail.

**Deemed to be University:** Institutions Deemed to be Universities (Running Technical Education Programmes), it is mandatory to have AICTE approval from the Academic Year 2018-19 in compliance of the Hon'ble Supreme Court Order dated 03-11-2017 passed in CA No.17869- 17870 /2017.

**Prof.Rajive Kumar**  
Member Secretary, AICTE

Copy to:

1. **The Director Of Technical Education\*\*, Maharashtra**
2. **The Registrar\*\*,  
University Of Pune, Pune.**
3. **The Principal / Director,  
PSD SHASTRI EDUCATIONAL FOUNDATION'S ASMA INSTITUTE OF MANAGEMENT  
Sr. No. 85, Shastri Campus, Nda Road, Shivane, Dist. Pune-411 023,  
Pune,Pune,  
Maharashtra,411023**



4. **The Secretary / Chairman,**

PUNE,PUNE  
Maharashtra.411029

5. **The Regional Officer,**

All India Council for Technical Education  
Industrial Assurance Building  
2nd Floor, Nariman Road  
Mumbai - 400 020, Maharashtra

6. **Guard File(AICTE)**

Note: Validity of the Course details may be verified at: <http://www.aicte-india.org/>

\*\* Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

*This is a computer generated Statement. No signature Required*

Director  
PSC Bhamburda Educational Foundation  
AGSIA, Institute of Management Studies





PSD Shastri Educational Foundation's  
ASMA INSTITUTE OF MANAGEMENT  
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Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461  
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# PROGRAM APPROVAL LETTER OF DTE

  
Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management





अखिल भारतीय तंत्रशिक्षण परिषदेच्या मान्यतेनुसार राज्यात सुरु असलेल्या खाजगी विना अनुदानित व्यवस्थापनशास्त्र संस्थेत प्रवेशक्षमता बदल करण्यास, नवीन पदवी/पदव्युत्तर पदवी अभ्यासक्रम सुरु करण्यास शासनाची मान्यता देण्याबाबत

**महाराष्ट्र शासन**

उच्च व तंत्रशिक्षण विभाग,

शासन निर्णय क्र संकिर्ण-२०१०/(१६५/२०१०)/ताशि-४.

मंत्रालय विस्तार भवन, मुंबई ४०० ०३२

दिनांक : ३० जून, २०१०.

- संदर्भ:- १) अखिल भारतीय तंत्र शिक्षण परिषद, नवी दिल्ली यांनी त्यांच्या संकेतस्थळावर प्रकाशित केलेली यादी .  
२) संचालक, तंत्र शिक्षण, महाराष्ट्र राज्य, मुंबई यांनी सादर केलेले पत्र क्र. २/एनजीसी/अभार्ताशिप-यादी/शा.मान्यता/२०१०/१२४१, दिनांक ३० जून, २०१०.

शासन निर्णय:- अखिल भारतीय तंत्रशिक्षण परिषदेने त्यांच्या संकेतस्थळावर खाली नमूद केलेल्या व्यवस्थापनशास्त्र संस्थेत खालील अभ्यासक्रमात प्रवेशक्षमता बदल करण्यास मान्यता दिलेली आहे. त्यास अनुसरून याबाबत शासन निर्णय निर्गमित करण्याची बाब शासनाच्या विचाराधीन होती.

अ. क्र.	संस्थेचे नाव	अभ्यासक्रमाचे नाव	श्री. व. २००९-१० ची प्रवेशक्षमता	श्री. व. २०१०-११ ची प्रवेशक्षमता
१	अस्मा इन्स्टिट्यूट ऑफ मॅनेजमेंट, शिक्षण, पुणे ४११ ०२३	एम. बी. ए.	६०	१२०

२. आता या शासन निर्णयाद्वारे उपरोक्त संस्थेस खालील अटी व शर्तीवर शैक्षणिक वर्ष २०१०-११ पासून संस्थेत उपरोक्ताप्रमाणे प्रवेशक्षमता बदल करण्यास शासनाची मान्यता देण्यात येत आहे.
- १) प्रस्तुत बाबतीत अखिल भारतीय तंत्रशिक्षण परिषदेने विहित केलेल्या तसेच दिनांक २१ मे, १९८३ च्या शासन निर्णयान्वये विहित केलेल्या अटीची पूर्तता करणे संबंधित संस्थेस बंधनकारक राहिल.
- २) शासनाने विहित केलेल्या तसेच अखिल भारतीय तंत्रशिक्षण परिषदेने विहित केलेल्या सर्व अटी व शर्ती मान्य असल्याबाबत संस्थेस कारारनामा करावा लागेल. तसेच संबंधित कागदपत्रांची आणि औपचारिक बाबींची पूर्तता संचालक (तंत्रशिक्षण) यांच्या संमतीने समाधानकारकरित्या करण्यात येईल.
- ३) सादर अभ्यासक्रमाच्या संलग्नीकरणासाठी संबंधित संस्थेने महाराष्ट्र विद्यापीठ अधिनियम, १९९४ मधील तरतूदीनुसार संबंधित विद्यापीठाची मान्यता/संलग्नीकरण घेणे आवश्यक आहे.
- ४) संबंधित संस्थेने संचालक (तंत्रशिक्षण) यांचेकडे आवश्यक ती संचीत ठेव संयुक्त खात्यात भरून इतर कायदेशीर बाबींची पूर्तता करावी.

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**ASMA**

Inward No. P331mgt/Asmt/769/10-11

Date- 10/07/10

Received By:- By hand

Director

Higher Technical Educational Foundation  
ASMA Institute of Management



- ५) सदर पत्राची व फटव्युत्तर पत्राची अभ्यासक्रमांचे प्रवेश शासनने मान्य केलेल्या संबंधित अभ्यासक्रमाच्या प्रवेश नियमानुसार/पध्दतीनुसार काण्पात येतील.
- ६) शिक्षण शुल्क समितोंने निर्दिष्ट केलेल्या शिक्षण शुल्कापेक्षा जास्त शुल्क संबंधित संस्थांनी आकारल्यास त्या संस्थांवर महाराष्ट्र एज्युकेशनल इन्स्टिट्यूशन (प्रोहिबिशन ऑफ कंपिटेशन फॉ) अक्ट, १९८७ नुसार कारवाई करण्यात येईल.
- ७) रीगिंग संदर्भात मा. सर्वांच्च न्यायालयाचे निर्देश व महाराष्ट्र प्रोहिबिशन ऑफ रीगिंग अक्ट, १९९९ यांची कठोरपणे अंमलबजावणी करण्यात याची.
- ८) याशिवाय संचालक ( तंत्रशिक्षण), महाराष्ट्र राज्य, मुंबई व संबंधित विद्यापीठ यांनी घाबून दिलेल्या अन्य अटी व शर्ती लागू राहतील.

महाराष्ट्राचे राज्यपाल यांच्या आदेशानुसार व नावाने.

*(Handwritten Signature)*

(भ. सं. वानखेहे)

अवर सचिव, महाराष्ट्र शासन

प्रति,

संचालक, तंत्रशिक्षण, महाराष्ट्र राज्य, मुंबई  
सहसंचालक, तंत्रशिक्षण विभागीय कार्यालय, पुणे  
कुलसचिव, पुणे विद्यापीठ, पुणे  
संबंधित संस्था

**प्रत माहितीसाठी**

अतिरिक्त सचिव (तांत्रिक), भारत सरकार, अखिल भारतीय तंत्रशिक्षण परिषद, ७वा मजला, चंद्रलोक भवन, जनपथ, नवी दिल्ली ११०००१  
सहाय्यक शिक्षण सल्लागार (तांत्रिक), भारत सरकार, मनुष्यबळ विकास मंत्रालय (शिक्षण विभाग), पश्चिम विभागीय कार्यालय, इंडस्ट्रियल इन्स्ट्रुन्स बिल्डींग, दुसरा मजला, चर्चगेट, मुंबई





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Ph.: (020) 25291471, 25293332, 9011036200 Fax: (020) 2529146  
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

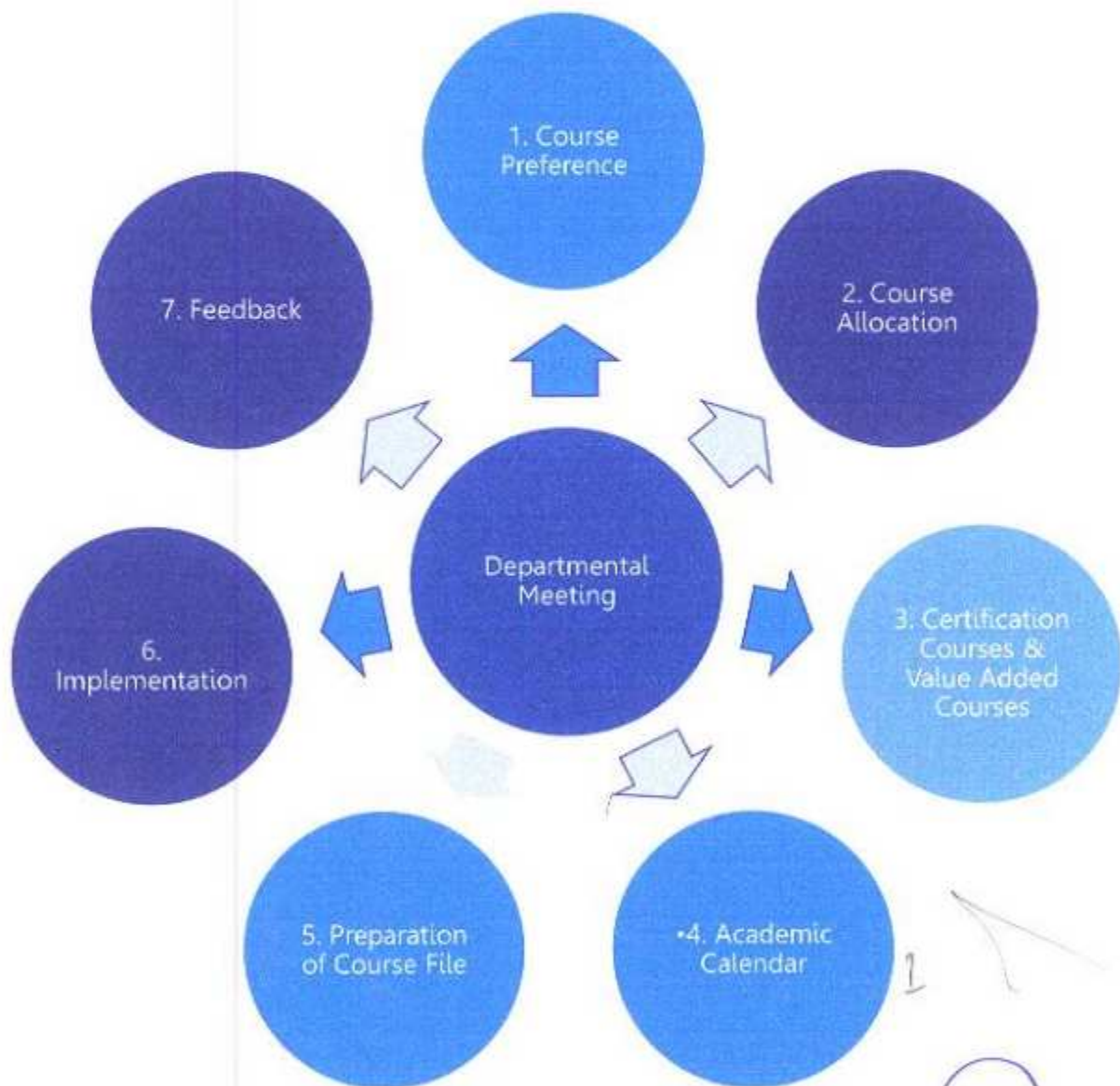
# FLOWCHART – ACADEMIC CYCLE OF ASMA



Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management

## FLOWCHART – ACADEMIC CYCLE OF ASMA



Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management



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E-mail: [enquiry@asma.in](mailto:enquiry@asma.in), [director@asma.in](mailto:director@asma.in) Website: [www.asma.in](http://www.asma.in)

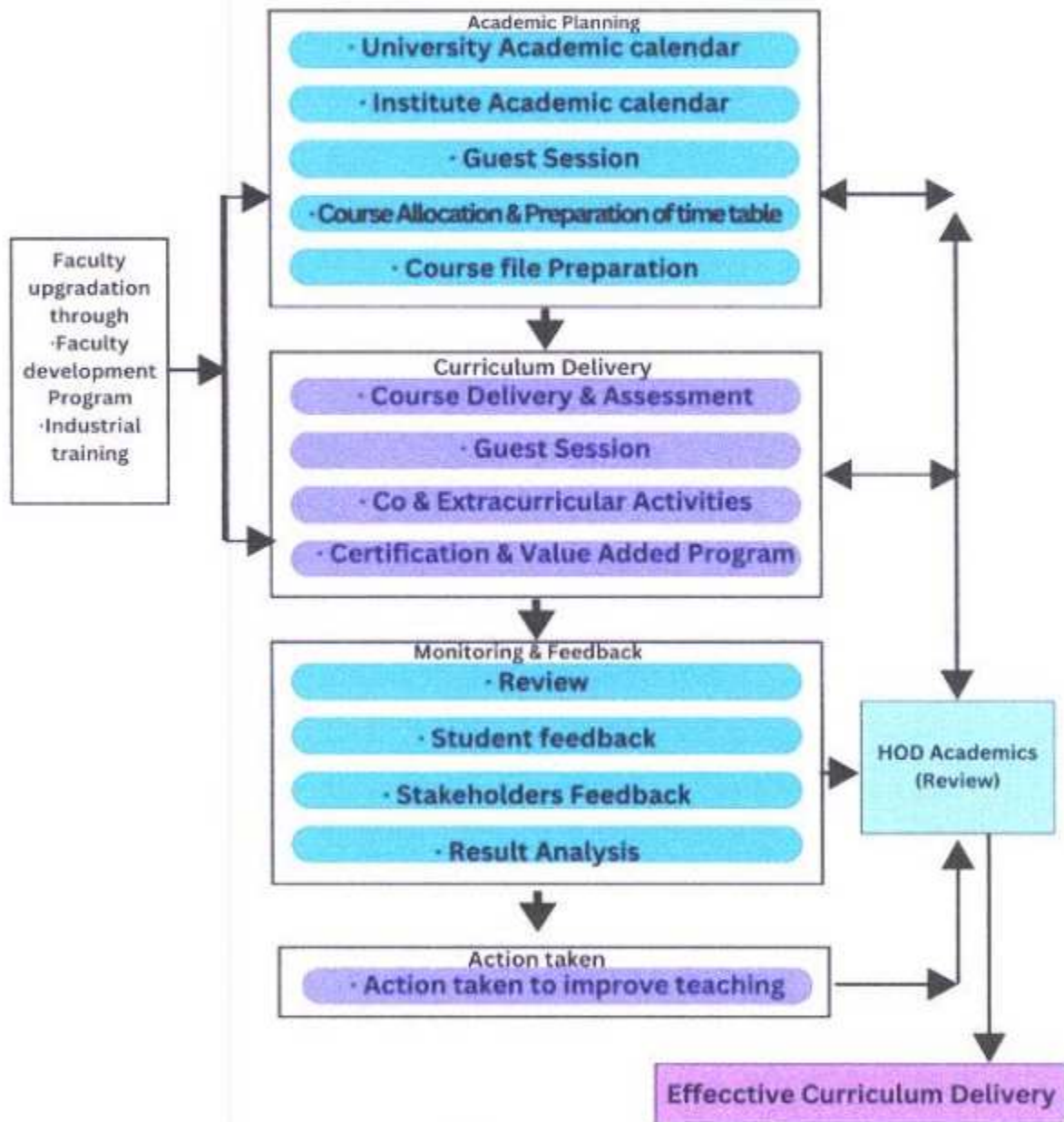
# Academic Planning & Delivery at ASMA

Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management



### Curriculum Planning and Delivery at ASMA



*(Handwritten Signature)*

Director  
 PSD Shastri Educational Foundation's  
 ASMA Institute of Management





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E-mail: enquiry@asma.in, director@asma.in Website: [www.asma.in](http://www.asma.in)

## Program Approval Letter of SPPU

Director

PSD Shastri Educational Foundation's  
ASMA Institute of Management





दूरध्वनी क्रमांक :  
०२०-२५६२२११८८  
२५६२२११९७

सावित्रीबाई फुले पुणे विद्यापीठ  
(पूर्वीचे पुणे विद्यापीठ)



शैक्षणिक विभाग  
(संलग्नता कक्ष)  
गणेशखिंड, पुणे-४११००७.



240000213

टेलिग्राफ : 'पुणेपुणे'  
फॅक्स : ०२०-२५६९१२३३  
वेबसाइट : www.unipune.ac.in  
ई-मेल : affiliation@pun.unipune.ac.in

संदर्भ क्र.: सीए/१६८१

दि.: १२/०७/२०२३

प्रति,  
भा. संचालक,  
पी.एन.डी. शास्त्री एज्युकेशनल फाउंडेशन आम्मा इन्स्टिट्यूट  
ऑफ मॅनेजमेंट पत्ता: नव्हें नं. ८५, म. पो. शिवणे, ता. हवेली,  
जि.पुणे ता.: हवेली(महानगर पानिका हद्द वगळून) जि: पुणे  
पिनकोड: 411023  
[IMMP013930]

विषय:- शैक्षणिक वर्ष २०२३-२०२४, या वर्षाकरिता संलग्नकरणाचे नूतनीकरण / नैसर्गिकवादीबाबत

महोदय,

बरील विषयासंदर्भात विद्यापीठ अधिकार मंडळाने घेतलेल्या निर्णयानुसार आपणाम कळविण्यात येते की, आपल्या महाविद्यालयास/परिसंस्थेस शैक्षणिक वर्ष २०२३-२०२४, करिता खालील रकान्यात नमूद केलेल्या अभ्यासक्रमांच्या संलग्नकरणाच्या नूतनीकरणाम / नैसर्गिकवादीस महाराष्ट्र सार्वजनिक विद्यापीठ अधिनियम २०१६ तसेच अखिल भारतीय तंत्रशिक्षण परिषद (AICTE)/ राष्ट्रीय शिक्षण परिषद (NCTE)/ बार कौन्सिल ऑफ इंडिया (BCI)/ फार्मसी कौन्सिल ऑफ इंडिया (PCI)/ कौन्सिल ऑफ आर्किटेक्चर (COA)/ विद्यापीठ अनुदान आयोग/संबंधित शिक्षण संस्था/परिषद/नियामक मंडळ इ.तसेच केंद्र शासन महाराष्ट्र शासन आणि सावित्रीबाई फुले पुणे विद्यापीठ यांचेकडून वेळोवेळी विहित करण्यात आलेल्या आणि येणा-या नियम/आदेश/मानदंडांक तसे/परिनियम/आव्यादेश इ.तत्कडीनुसार तसेच संबंधित अभ्यासक्रम व प्रवेश क्षमता मान्यतेच्या अधीन राहून तसेच स्वयं मूल्यमापन अहवालातील सोबत जोडलेल्या यादीतील अटी व शर्तीची पूर्तता (वानू असल्यास) विद्यापीठाचे पत्र निर्गमित झाल्याच्या दिनांकापासून तीन महिन्यांच्या आत पूर्ण करण्याच्या अटीवर परवानगी देण्यात येत आहे.

अनु.क्र.	अभ्यासक्रमाचा तपशील	विद्यार्थी संख्या	वर्ष व तुकडी	संलग्नकरणाचा प्रकार
1	मास्टर ऑफ कॉम्प्युटर अॅप्लिकेशन (एम.सी.ए.)	60	वर्ष प्रथम व द्वितीय- Div No.1,	नूतनीकरण
2	मास्टर ऑफ बिजनेस अडमिनिस्ट्रेशन (एम.बी.ए.)	120	वर्ष प्रथम व द्वितीय- Div No.1 वर्ष प्रथम व द्वितीय- Div No.2,	नूतनीकरण
अटी व शर्तीची यादी				
अनु.क्र.	अटी व शर्ती			
१	NBA/NAAC accreditation process to be started.			

Director  
Savitribai Educational Foundation  
ASMA Institute of Management

स. द. डावखर  
उपकुलसचिव





PSD Shastri Educational Foundation's  
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# SPPU ACADEMIC CALENDAR



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**Savitribai Phule Pune University**  
(Formerly University of Pune)

**Circular No. 38 of 2023**

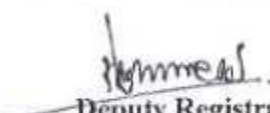
**Dates of Commencement and Conclusion of terms for the Academic Year 2022-23  
for University Department / Affiliated Colleges / Recognised Institutes.**

It is hereby informed that, the revised dates of commencement and conclusion of the First and Second term of University Courses, under various faculties, for the academic year 2022-23 shall be as under.

Sr No	Name of the Courses , Faculties & Year	2022 - 2023			
		First Term		Second Term	
		Commencement	Conclusion	Commencement	Conclusion
1	<b>Science &amp; Technology</b>				
	B.Pharmacy : I	27/12/2022	25/04/2023	15/05/2023	31/08/2023
	M.Pharmacy : I	27/12/2022	25/04/2023	15/05/2023	31/08/2023
2	<b>Interdisciplinary Studies</b>				
	M. S. W.	12/07/2022	20/12/2022	04/01/2023	13/05/2023
3	<b>Commerce &amp; Management</b>				
	M.B.A./ M.C.A.: I	01/11/2022	03/03/2023	05/04/2023	07/07/2023
	M.B.A. : II	01/09/2022	30/01/2023	05/04/2023	07/07/2023
	M.C.A. : II	01/09/2022	16/12/2022	05/04/2023	07/07/2023
4	<b>Humanities</b>				
	L.L.B. / B.A. L.L.B.- II	31/10/2022	25/02/2023	18/03/2023	11/07/2023

**NOTE :**

- In case, the Principal of the Affiliated Colleges require to give additional holiday in exceptional circumstances, he/she may do so by compensating the same by keeping the College working on Sunday.

  
Deputy Registrar  
(P.G.Admission)

Ref. No. PGS/1188

Date: 06/03/2023

**Copy to: for Information and necessary action**

- The Members of the Management Council.
- The Deans of Faculties.
- The Registrar, Savitribai Phule Pune University, Pune.
- The Director, Examinations & Evaluation, Savitribai Phule Pune University, Pune.
- The Heads of all University Departments.
- The Principals of all Affiliated Colleges.
- The Directors of all Recognized Institutes.
- The Heads of all the Administrative Sections of the University Office.
- Asstt. Registrar, office of the Hon. Vice-Chancellor, Savitribai Phule Pune University
- Asstt. Registrar, office of the Hon. Pro-Vice-Chancellor, Savitribai Phule Pune University





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# ASMA

## ACADEMIC CALENDAR



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<b>ASMA Institute of Management</b>		
<b>Academic Calendar for MBA 2022-23 (Term-I)</b>		
Month	Tentative dates /week	Description
Sept.	1st Sept	Commencement of term MBA II
	1st Sept.	Student open forum MBA Sem II
	5 <sup>th</sup> Sept.	Teacher's Day
	8th Sept.	Onam
	10th to 14th Sept.	Certificate Course
	15th to 30th Sept	Regular Lectures
October	2nd October	Mahatma Gandhi Jayanti
	2nd Oct.	Swachhata Abhiyan
	5th oct.	Dusshera
	6th to 22nd Sept	Regular Lectures
	23rd to 29th Sept	Diwali vacation
November	1st to 9th Sept	Regular Lectures
	1st Nov.	Commencement of term MBA I
	5th to 7th Nov	Induction Program
	8 Nov.	Gurunanak Jayanti
	10th Nov.	Fresher's party
	19 <sup>th</sup> Nov.	Men's day celebration
	26 <sup>th</sup> Nov.	Constitution day- Session on Democracy
	12th to 30th Nov.	Regular Lectures
December	4th Dec.	Blood Donation camp
	5th to 24th Dec	Regular Lectures
	16th Dec.	Stress Management Music Terapy
	26th to 31st Dec.	Internal Exam(Tentative)
January	1st to 9th Jan. 23	Online Exam (Tentative)
	14th Jan 23	Makarsankranti
	15th to 30th Jan 23	University Exam.(Tentative)

  
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	26th Jan 23	Republic day
	30 th Jan 23	Conclusion of Term I Sem II
<b>ASMA Institute of Management</b>		
<b>Academic Calendar for MBA 2022-23 (Term-II)</b>		
Month	Tentative dates /week	Description
February	4th Feb 2023	Drug free India Campaign
	6th to 11th 2023	Certification course
	12th Feb. 2023	Gender euqality event
	13th to 28th Feb	Regular Lectures
	18th Feb 2023	Mahashivratri
	19th Feb 2023	Shivaji Jayanti
	27th Feb 2023	Marathi Bhasha Diwas
March	8th Mar	International Women's Day
	3rd Mar	Conclusion of Term I Sem I
	13th to 18th Mar	Value Added Course
	22nd Mar	Gudi Padawa
April	5th Apr	Commencement of Term II MBA Sem II & IV
	1st to 29th Apr	Regular Lectures
	14th Apr	Dr. Babasaheb Ambedkar Jayanti
	18th Apr.	World Heritage Day
	22nd Apr	World Earth Day
May	1st May	Maharashtra Day
	2nd May to 20th May	Regular Lectures
	22nd to 24th May	Internal Viva Voce ( Tentative)
	1st to 3rd Jun	External Viva Voce Sem IV (Tentative)
June	5th Jun 2023	World Environment Day
	1st to 10th	Internal Exam (Tentative)
	12th to 17th	online Exam (Tentative)
	21st Jun 2023	International Yoga Day
	21st Jun 2023	Yoga Day Celebration

  
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	26th Jun to 6th July	University Exam(Tentative)
July	7th July	End of Term II Sem II& IV

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<b>ASMA Institute of Management</b>		
<b>Academic Calendar for MCA 2023-24 (Term-I)</b>		
Month	Tentative dates /week	Description
July	01-Jul	Commencement of term MCA III
	01-Jul	Student open forum MCA Sem III
	2 -30 July	Regular lectures
	10-Jul	Bakri Eid holiday
August	2-7 August	Regular lectures
	08-Aug	Foundation day
	15-Aug	independence day
	16-Aug	Parsi new year holiday
	17-25	regular lectures
September	1-18 September	regular lectures
	19-Sep	Ganesh chaturthi holiday
	28-Sep	Eid holiday
	29-Sep	Anant chaturdshi holiday
October	02-Oct	Gandhi jayanti
	3 -15 October	Regular lectures
	16-23 October	Mid term exam
	24-Oct	Dashara holiday
	25 -30 October	project review
November	1- 11 November	regular lectures
	12 -22 November	Diwali vacation
	22 to 13 November	internal exams
December	1-10 December	practical exams
	from 10-December	University exam
	30-Dec	Term ends



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Term-II		
January	1 - 25 January	Regular lectures
	26-Jan	Republic day
February	1-19 Feb	Regular lectures
	from 20 feb	mid term exam
	27-Feb	Marathi bhasha Divas
March	1-7 March	Regular lectures
	08-Mar	Mahashivratri holiday
	11 - 22 March	regular lectures
	25-Mar	Dhulivandan holiday
	29-Mar	Good Friday holiday
	30 -31 March	Mock project viva
April	1-8 April	Regular lectures
	09-Apr	Gudi padwa holiday
	10 - 30 April	Regular lectures
May	01-May	Maharashtra din holiday
	from 2 May	practical exams
	from 15 May	University exams
	31-May	Term Ends



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# SYLLABUS STRUCTURE



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4.2 MBA Programme Structure: The Basic Programme Structure shall be as depicted below

Course#	Semester I	Semester II	Semester III	Semester IV	Credits	CCE Marks	ESE Marks
<b>COMPULSORY CORE COURSES (GENERIC (GC) + SUBJECT (SC) + Summer Internship Project SIP)</b>							
A	1 GC - 1	1 GC - 7	1 GC - 11	1 GC - 14	66 Credits	1050	1050
	2 GC - 2	2 GC - 8	2 GC - 12	2 GC - 15			
	3 GC - 3	3 GC - 9	3 GC - 13 (SIP)	3 SC - 5			
	4 GC - 4	4 GC - 10	4 SC - 3	4 SC - 6			
	5 GC - 5	5 SC - 1	5 SC - 4				
	6 GC - 6	6 SC - 2					
<b>GENERIC ELECTIVE COURSES (UNIVERSITY LEVEL) – GE - UL</b>							
B	7 GE UL - 1	7 GE UL - 4	6 GE UL - 7	5 GE UL - 10	22 Credits	0	550
	8 GE UL - 2	8 GE UL - 5	7 GE UL - 8	6 GE UL - 11			
	9 GE UL - 3	9 GE UL - 6	8 GE UL - 9				
<b>GENERIC / SUBJECT ELECTIVE COURSES (INSTITUTE LEVEL) - GE - IL / SE - IL</b>							
C	10 GE IL - 1	10 GE IL - 4	9 SE IL - 3	7 SE IL - 6	22 Credits	950	0
	11 GE IL - 2	11 SE IL - 1	10 SE IL - 4	8 SE IL - 7			
	12 GE IL - 3	12 SE IL - 2	11 SE IL - 5				
12	12	11	8	43	110 Credits	1600 CCE	1600 ESE
<b>FOUNDATION COURSES (OPTIONAL)</b>							
D	FOUNDATION 1	FOUNDATION 7			0 to 10 Credits		
	FOUNDATION 2	FOUNDATION 8					
	FOUNDATION 3	FOUNDATION 9					
	FOUNDATION 4	FOUNDATION 10					
	FOUNDATION 5						
	FOUNDATION 6						
<b>ENRICHMENT COURSES (OPTIONAL)</b>							
E	ENRICHMENT 1	ENRICHMENT 7	ENRICHMENT 11	ENRICHMENT 15	0 to 18 Credits		
	ENRICHMENT 2	ENRICHMENT 8	ENRICHMENT 12	ENRICHMENT 16			
	ENRICHMENT 3	ENRICHMENT 9					
	ENRICHMENT 4	ENRICHMENT 10					
	ENRICHMENT 5						
	ENRICHMENT 6						
<b>ALTERNATIVE STUDY CREDIT COURSES (OPTIONAL)</b>							
F	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	ALTERNATIVE 4	0 to 22 Credits		
	ALTERNATIVE 5	ALTERNATIVE 6	ALTERNATIVE 7	ALTERNATIVE 8			
	ALTERNATIVE 9	ALTERNATIVE 10	ALTERNATIVE 11	ALTERNATIVE 12			
	ALTERNATIVE 13	ALTERNATIVE 14	ALTERNATIVE 15	ALTERNATIVE 16			

**Note:**

1. The basic programme structure comprises of Block A, B & C above.
2. Variations to the basic programme structure shall be defined at the institute level using any permissible combination of A,B,C,D,E and F blocks depicted above, taking into consideration institutional vision-mission-focus areas, industry demand, student learning capabilities, faculty competencies, availability of learning resources, etc. PSOs shall be appropriately defined by the institute.

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**LEGEND:**

#	Block	CIE - ESE (Credits per course)	Course Type	Credits	Courses	Nature
1.1	A1	50-50 (3 Credits)	GENERIC CORE (GC)	42	14	COMPULSORY
1.2	A2	50-50 (3 Credits)	SUBJECT CORE (SC)	18	6	COMPULSORY
1.3	A3	50-50 (3 Credits)	PROJECT	6	1	COMPULSORY
2	B	0 - 50 (2 Credits)	GENERIC ELECTIVE (UNIVERSITY LEVEL) GE - UE	22	11	ELECTIVES
3.1	C1	50-0 (2 Credits)	GENERIC ELECTIVE (INSTITUTE LEVEL) GE - IL	8	4	ELECTIVES
3.4	C2	50-0 (2 Credits)	SUBJECT ELECTIVE (INSTITUTE LEVEL) SE - IL	14	7	ELECTIVES
			<b>TOTAL</b>	<b>110</b>	<b>43</b>	
<b>OPTIONAL COURSES (In Lieu of C1 / C2 ONLY)</b>						
4.1	D	25 - 0 (1 Credit)	FOUNDATION COURSES	0-10	0-10	ELECTIVES
4.2	E	25 - 0 (1 Credit)	ENRICHMENT COURSES	0-14	0-14	ELECTIVES
4.3	F	0 - 22 (2 Credits)	ALTERNATIVE STUDY CREDIT COURSES	0-22	0-11	ELECTIVES

**5.0 Specializations offered:** The following specializations shall be offered as MAJOR / MINOR:

1. Marketing Management (MKT)
2. Financial Management (FIN)
3. Human Resources Management (HRM)
4. Operations & Supply Chain Management (OSCM)
5. Business Analytics (BA)

The following specializations shall be offered ONLY as MINOR Specializations:

1. Rural & Agribusiness Management (RABM)
2. Pharma & Healthcare Management (PHM)
3. Tourism & Hospitality Management (THM)

**Note:**

1. Institutes may offer ONLY SELECT specializations based on industry needs, faculty strength & competencies, student demands, employability potential, etc.
2. Institutes MAY NOT offer a specialization if a **minimum of 20% of students** are not registered for that specialization.
3. The Institute MAY NOT offer an elective course if a **minimum of 20% of students** are not registered for that elective course.

**5.1 Open Elective(s):**

1. Learners who intend to learn specific courses from other specialization(s) can opt for Subject Elective (SE - IL) courses from other specializations in lieu of the Subject Elective (SE - IL) courses from their native specialization.
2. These open electives MAY BE from two different specializations.
3. Open Electives can be opted for only in Sem III and Sem IV.
4. Students can opt for maximum 1 Subject Elective (SE - IL) course in Sem III and Sem IV each. i.e. Students can opt for maximum 2 Open Electives (total 4 credits).

**5.2 Major Specialization + Minor Specialization Combination:**

1. For a **Major + Minor Specialization combination** the learner shall **complete**
  - a) Major Specialization – Courses: Total 9 (4 Subject Core courses and 5 Subject Elective courses)
  - b) Minor Specialization – Courses: Total 4 (2 Subject Core courses and 2 Subject Elective courses)
2. For a **Major + Minor Specialization combination** the learner shall **earn**
  - a) Major Specialization – Credits: Total 22 (12 Credits from Subject Core + Minimum 10 Credits from Subject Electives)



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- b) Minor Specialization – Credits: Total 10 (6 Credits from Subject Core + Minimum 4 Credits from Subject Electives)
3. The 10 credits of the MINOR specialization shall be from a single specialization, out of which 6 credits shall be mandatorily earned through the Subject Core Courses.
  4. The Major + Minor specialization combination is OPTIONAL.
  5. Students shall be permitted to opt for **ANY Major + ANY Minor** specialization combination, subject to institutional norms and guidelines, issued from time to time.
  6. A student opting for Major + Minor specialization combination shall opt for Foundation Courses / Enrichment Courses / Alternative Study Credit Courses **ONLY in lieu of Generic Elective (GE - IL) Courses.**
  7. Institutes may stipulate additional criteria of minimum SGPA / CGPA, number of backlogs, expectations about specific graduation discipline for students who wish to take up a specific specialization / specific major minor combination. Such criteria may also involve the potential employability criteria for a particular specialization / Major + Minor specialization combination.

<sup>3</sup> Except for a learner who opts for Major + Minor Specialization combination





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[http://collegecirculars.unipune.ac.in/sites/documents/Syllabus2024/FINAL%20MBA\\_Syllabus\\_2024\\_Pattern\\_NEP\\_2020\\_21082024.pdf](http://collegecirculars.unipune.ac.in/sites/documents/Syllabus2024/FINAL%20MBA_Syllabus_2024_Pattern_NEP_2020_21082024.pdf)

**Annexure I – LIST OF COURSES  
 OFFERED IN EACH SEMESTER**

SEMESTER I							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Mandatory	101	GC - 01	Managerial Accounting	3	50	50	100
Mandatory	102	GC - 02	Organizational Behaviour	3	50	50	100
Mandatory	103	GC - 03	Economic Analysis for Business Decisions	3	50	50	100
Mandatory	104	GC - 04	Basics of Marketing	3	50	50	100
Mandatory	105	GC - 05	Business Analytics	3	50	50	100
Mandatory	106	GC - 06	Decision Science	3	50	50	100
Mandatory	107	GC - 07	Management Fundamentals	2	0	50	50
Mandatory	108	GC - 08	Indian Knowledge Systems	2	0	50	50
<b>CORE TOTAL</b>				<b>8</b>	<b>300</b>	<b>400</b>	<b>700</b>
<b>Semester I Generic Electives - Any 2 Courses to be Opted from the following list</b>							
Elective	109	GE 01	Business Communication-I	2	50	0	50
Elective	110	GE 02	Technology Tools in Business Management -I	2	50	0	50
Elective	111	GE 03	Environmental, Social, and Governance (ESG)	2	50	0	50
Elective	112	GE 04	Demand Analysis & Forecasting	2	50	0	50
Elective	113	GE 05	Geopolitics & World Economic Systems	2	50	0	50
Elective	114	GE 06	Contemporary Frameworks in Management	2	50	0	50
Elective	115	GE 07	Essentials of Psychology for Managers	2	50	0	50
<b>ELECTIVE TOTAL</b>				<b>2</b>	<b>100</b>	<b>0</b>	<b>100</b>
<b>SEMESTER TOTAL</b>				<b>10</b>	<b>400</b>	<b>400</b>	<b>800</b>



  
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SEMESTER II							
Type	Sem Code	Course Code	Course	Credits	FA	SA	Marks
Mandatory	201	GC - 09	Marketing Management	3	50	50	100
Mandatory	202	GC - 10	Financial Management	3	50	50	100
Mandatory	203	GC - 11	Human Resources Management	3	50	50	100
Mandatory	204	GC - 12	Operations & Supply Chain Management	3	50	50	100
Mandatory	205	GC - 13	Legal Aspects of Business	2	0	50	50
<b>CORE TOTAL</b>				<b>5</b>	<b>14</b>	<b>200</b>	<b>250</b>
Mandatory	206	RM - 01	BRM	2	-	50	50
Mandatory	207	RM - 02	Desk Research	2	50	0	50
Mandatory	208	RM - 03	Field Project	4	50	100	150
<b>RESEARCH TOTAL</b>				<b>3</b>	<b>8</b>	<b>100</b>	<b>250</b>
<b>Semester II Generic Electives - Any 2 Courses to be Opted from the respective elective list</b>							
Elective	209	GE 08	Business Communication-II	2	50	0	50
Elective	210	GE 09	Technology Tools in Business Management -II	2	50	0	50
Elective	211	GE 10	Sustainable Development Goals	2	50	0	50
Elective	212	GE 11	Selling & Negotiation Skills Lab	2	50	0	50
Elective	213	GE 12	Indian Economy	2	50	0	50
Elective	214	GE 13	International Business Environment	2	50	0	50
Elective	215	GE 14	Business Ethics	2	50	0	50
<b>ELECTIVE TOTAL</b>				<b>2</b>	<b>4</b>	<b>100</b>	<b>0</b>
<b>SEMESTER TOTAL</b>				<b>10</b>	<b>26</b>	<b>400</b>	<b>800</b>




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Semester III					
Sr. No.	Course Title	Course Code	CP	EXT	INT
1	Mobile Application Development	IT31	3	50	25
2	Data Warehousing and Data Mining	IT32	3	50	25
3	Software Testing and Quality Assurance	IT33	3	50	25
4	Knowledge Representation & Artificial Intelligence ML, DL	IT34	3	50	25
5	Cloud Computing	IT35	3	50	25
6	Open Course 5	OC31	1		25
7	Open Course 6	OC32	1		25
<b>* Practicals</b>					
8	Practical	IT31L	5	50	75
9	Mini Project	ITC31	5	50	75
<b>Soft Skills</b>					
10	Soft Skills - III	SS31	1		25
			<b>28</b>	<b>350</b>	<b>350</b>

Semester IV					
Sr. No.	Course Title	Course Code	CP	EXT	INT
1	DevOps	IT41	3	50	25
2	PPM and OB	BM41	3	50	25
2	Project	ITC41	22	250	300
			<b>28</b>	<b>350</b>	<b>350</b>

Semester	Credit	IE	UE
Semester I	28	350	350
Semester II	28	350	350
Semester III	28	350	350
Semester IV	28	350	350
<b>Total</b>	<b>112</b>	<b>1400</b>	<b>1400</b>
			<b>2800</b>



  
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Semester I					
Sr. No.	Course Title	Course Code	CP	EXT	INT
1	Java Programming	IT11	3	50	25
2	Data Structure and Algorithms	IT12	3	50	25
3	Object Oriented Software Engineering	IT13	3	50	25
4	Operating System Concepts	IT14	3	50	25
5	Network Technologies	IT15	3	50	25
6	Open Course 1	OC11	1		25
7	Open Course 2	OC12	1		25
<b>* Practicals</b>					
8	Practical	IT11L	5	50	75
9	Mini Project	ITC11	5	50	75
<b>Soft Skills</b>					
10	Soft Skills - I	SS11	1		25
			<b>28</b>	<b>350</b>	<b>350</b>

Semester II					
Sr. No.	Course Title	Course Code	CP	EXT	INT
1	Python Programming	IT21	3	50	25
2	Software Project Management	IT22	3	50	25
3	Optimization Techniques	MT21	3	50	25
4	Advanced Internet Technologies	IT23	3	50	25
5	Advanced DBMS	IT24	3	50	25
6	Open Course 3	OC21	1		25
7	Open Course 4	OC22	1		25
<b>* Practicals</b>					
8	Practical	IT21L	5	50	75
9	Mini Project	ITC21	5	50	75
<b>Soft Skills</b>					
10	Soft Skills - II	SS21	1		25
			<b>28</b>	<b>350</b>	<b>350</b>



  
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Semester III					
Sr. No.	Course Title	Course Code	CP	EXT	INT
1	Mobile Application Development	IT31	3	50	25
2	Data Warehousing and Data Mining	IT32	3	50	25
3	Software Testing and Quality Assurance	IT33	3	50	25
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5	Cloud Computing	IT35	3	50	25
6	Open Course 5	OC31	1		25
7	Open Course 6	OC32	1		25
<b>* Practicals</b>					
8	Practical	IT31L	5	50	75
9	Mini Project	ITC31	5	50	75
<b>Soft Skills</b>					
10	Soft Skills- III	SS31	1		25
			<b>28</b>	<b>350</b>	<b>350</b>

Semester IV					
Sr. No.	Course Title	Course Code	CP	EXT	INT
1	DevOps	IT41	3	50	25
2	PPM and OB	BM41	3	50	25
2	Project	ITC41	22	250	300
			<b>28</b>	<b>350</b>	<b>350</b>

Semester	Credit	IE	UE
Semester I	28	350	350
Semester II	28	350	350
Semester III	28	350	350
Semester IV	28	350	350
<b>Total</b>	<b>112</b>	<b>1400</b>	<b>1400</b>
			<b>2800</b>



  
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# SAMPLE COPY OF MBA TIMETABLE



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## SAMPLE COPY OF MBA TIMETABLE

**FIRST YEAR MBA Batch 2022-23**

**SEM - I A.Y 2022-23  
 DIVISION -A**

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9.00 AM to 10.00 AM	OB	MA	BRM	EOPM	EABD	MA
10.15 AM to 11.15 AM	MA	BOM	EABD	MA	BRM	EABD
11.30 AM to 12.30 AM	BOM	BRM	OB	EABD	BOM	DB
12.30 PM to 1.30 PM	<b>Lunch Break</b>					
1.30 PM to 2.30 PM	MF	DB	BOM	DB	OB	BRM
2.45 PM to 3.45 PM	DB	MF	OB	VCL	EOPM	ED
4.00 PM to 5.00 PM	EADR	ED	MS- Excel	MS- Excel	VCL	EADR

Sub Code	Subject	Faculty
101	Managerial Accounting	Prof. Kumar Ajay
102	Organizational Behaviour	Prof. Prajakta Kulkarni
103	EABD- Economic Analysis for Business Decisions	Prof. Om Sharma
104	BRM- Business Research Methods	Prof. Ankush Yadav
105	DB- Digital Business	Prof. Anshul Sharma
106	BOM-Basics of Marketing	Prof. Om Sharma
107	GEUL MF- Management Fundamentals	Prof. Prajakta Kulkarni
109	GEUL ED- Entrepreneurship Development	Prof. Anshul Sharma
110	GEUL EOPM-Essentials of Psychology for Managers	Prof. Ganesh Tannu
113	GEIL VCL- Verbal Communication Lab	Prof. Sweta Gosavi
114	GEIL EADR- Enterprise Analysis & Desk Research	Prof. Ankush Yadav
116	GEIL MS Excel	Prof. Prakash Patil



  
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## SAMPLE COPY OF MCA TIMETABLE

Academic year 2023-24

MCA Sem I

Time/Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:40 to 09:30	ADBMS	OT	AIT	PYTHON	SPM	Aptitude Session
09:30 to 10:20	PYTHON	SPM	ADBMS	OT	AIT	
10:20 to 10:35	<b>SHORT BREAK</b>					
10:35 to 11:25	AIT	PYTHON	OT	SPM	ADBMS	Extra & Co curricular Activity
11:25 to 12:15	OT	ADBMS	SPM	AIT	PYTHON	
12:15 to 01:00	<b>LUNCH BREAK</b>					
01:00 to 01:50	OC21	OC22	GFM/TPO	MINI PROJECT	SS21	Introduction to Constitution
01:50 to 02:40	PYTHON	PYTHON	AIT	AIT	GD/ Library Session	
02:40 to 03:30	LAB	LAB	LAB	LAB		

Sr. No.	Subject Name & Code	Faculty Name
1	IT21:-Python Programming	Prof. Raghu Sir
2	IT22:- Software Project Management	Prof. Sarika Jadhav
3	MT21 :- Optimization Techniques	Prof. Shweta Patil
4	IT23:- Advanced Internet Technologies	Prof. Kavita Mam
5	IT24:- Advanced DBMS	Prof. Sarika Jadhav



  
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## SAMPLE COPY OF SUBJECT ALLOCATION

Sr No	Subject Code	Subject Name	Faculty Name
1	101	Manegerial Account	Prof.Kumar Ajay
2	102	Organisational Behaviour	Prof(Dr.) Ganesh Tannu
3	103	Economic Analysis For Bussiness Decision (EABD)	Prof.Om Sharma
4	104	Bussiness Research Methods	Prof.Ankush Yadav
5	105	Digital Bussiness	Prof.Anshul Sharma
6	106	Basics Of Marketing	Prof.Om Sharma
7	107	GEUL MF- Management Fundamentals	Prof Prajakta Kulkarni
8	109	GUEL ED- Entrepreneurship Development	Prof Anshul Sharma
9	110	GEUL EOPM-Essentials of Psychology for Managers	Prof.(Dr.)Ganesh Tannu
10	113	GEIL Verbal Communication Lab	Prof.Sweta Gosavi
11	114	GEIL EADR- Enterprise Analysis & Desk Research	Prof.Ankush Yadav
12	116	GEIL MS Excel	Prof.Prakash Patil



  
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# MENTOR- MENTEES ALLOCATION



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### ASMA Institute of Management

#### MBA Students

Prof. Ajay Kumar			
Sr. No.	Year	Name	Course
1	2022-23	SANGRAMSING ARJUN ASABE	MBA-I
2	2022-23	KETKI SHIVAJI HIRUDKAR	MBA-I
3	2022-23	SUSIL KUMAR DASH	MBA-I
4	2022-23	BHAGYASHRI BHASKAR SATPUTE	MBA-I
5	2022-23	MANISH SHAHI	MBA-I
6	2022-23	JADHAV SAGAR VILAS	MBA-I
7	2022-23	AMIT KUMAR	MBA-I
8	2022-23	BHAPKAR SWAPNIL UTTAM	MBA-I
9	2022-23	SHELKE OMKAR VILAS	MBA-I
10	2022-23	PATIL VAIBHAV RAJKUMAR	MBA-I
11	2022-23	GOSAVI OMKAR LAXMANGIRI	MBA-I
12	2022-23	NIKITA AGRAWAL	MBA-I
13	2022-23	PAWAN SUDHAKARRAO BANARASE	MBA-I
14	2022-23	HADAWALE VIKRANT MAHENDRA	MBA-I
15	2022-23	DESHMUKH RAMESH POPATRAO	MBA-I
16	2022-23	AROTE ABHIJIT DNYANDEO	MBA-I
17	2022-23	SACHIN ASHOK SHELAR	MBA-I
18	2022-23	BORKAR SANJAY DATTATRAY	MBA-I

#### Prof. Priyanka Sharma

1.	2022-23	POOJA VERSING RAJPUT	MBA-I
2.	2022-23	GHAYWAT SAURABH RAJENDRA	MBA-I
3.	2022-23	DHANANJAY ARUN UNHALE	MBA-I
4.	2022-23	CHETAN PARDESHI	MBA-I
5.	2022-23	KEDARI AJAY BALASAHEB	MBA-I
6.	2022-23	AHUJA BIPIN LAKHMICHAND	MBA-I



  
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7.	2022-23	GALGATE PRIYA	MBA-I
8.	2022-23	OMKAR SANTOSH VARPE	MBA-I
9.	2022-23	WAYAL AKSHAY BAJARANG	MBA-I
10.	2022-23	VAISHNAVI BALAPRASAD CHANDAK	MBA-I
11.	2022-23	SHINDE SHUBHAM BHAUSAHEB	MBA-I
12.	2022-23	RIMONJIT HAZARIKA	MBA-I
13.	2022-23	NILESH ATMARAM CHIM	MBA-I
14.	2022-23	DHARME SANIKA UDHDAVRAO	MBA-I
15.	2022-23	NALAWADE ASHUTOSH RAJKUMAR	MBA-I
16.	2022-23	VAISHNAVI KASAR	MBA-I
17.	2022-23	VAIBHAV JOSHI	MBA-I

Prof. Om Sharma			
1.	2022-23	DONA CHAKRABORTY ..	MBA-I
2.	2022-23	EZHAVA ASWATHI SUDHEERKUMAR ..	MBA-I
3.	2022-23	GAIKE RAMESHWAR KISHOR	MBA-I
4.	2022-23	GALGATE PRIYA ..	MBA-I
5.	2022-23	GAVALI ROSHAN BHIKU	MBA-I
6.	2022-23	GHADSHI SUNIL MANGESH	MBA-I
7.	2022-23	GHAYWAT SAURABH RAJENDRA	MBA-I
8.	2022-23	GHULE SUBODH BALASAHEB	MBA-I
9.	2022-23	GOSAVI OMKAR LAXMANGIRI	MBA-I
10.	2022-23	HADAWALE SHWETA MAHENDRA	MBA-I
11.	2022-23	HADAWALE VIKRANT MAHENDRA	MBA-I
12.	2022-23	HARSHA CHOUREY ..	MBA-I
13.	2022-23	HARSHA CHOUREY ..	MBA-I
14.	2022-23	HIRUDKAR KETKI SHIVAJI	MBA-I
15.	2022-23	ISHIKA ASHAR ..	MBA-I



  
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<b>Prof. Om Sharma</b>			
1.	2022-23	HARSHA CHOUREY	MBA-I
2.	2022-23	DONA CHAKRABORTY	MBA-I
3.	2022-23	EZHAVA ASWATHI SUDHEERKUMAR	MBA-I
4.	2022-23	MOHAN PARBAT THORAT	MBA-I
5.	2022-23	NISHA CHHANGANI	MBA-I
6.	2022-23	KISHOR PANSARI	MBA-I
7.	2022-23	KAULAGE SHUBHAM SOPAN	MBA-I
8.	2022-23	PRABIN KUMAR NAIK	MBA-I
9.	2022-23	DALAL PRAJAL PIYUSH KUMAR	MBA-I
10.	2022-23	RAUT PRASHANT DILIPRAO	MBA-I
11.	2022-23	SURAJ BISHT	MBA-I
12.	2022-23	AANCHAL SALUNKHE	MBA-I
13.	2022-23	SHWETA RAJENDRA DESHMUKH	MBA-I
14.	2022-23	SONALI MATHUR	MBA-I
15.	2022-23	SHUBHECHCHHA SAMMADDAR	MBA-I

<b>Dr. Ganesh Tannu</b>			
1.	2022-23	NIRANJAN DEEPAK DESHMUKH	MBA-I
2.	2022-23	ANJANA PATNAIK	MBA-I
3.	2022-23	PATIL MAHESH SANJAYKUMAR	MBA-I
4.	2022-23	PATIL DIPTI RAJESH	MBA-I
5.	2022-23	YADAV SHWETA BHARAT	MBA-I
6.	2022-23	WANKHADE RUSHIKESH PRAKASHRAO	MBA-I



  
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7.	2022-23	JADHAV BHAGYASHRI SOPANII SOPAN	MBA-I
8.	2022-23	RUTURAJ GANESH PAWAR	MBA-I
9.	2022-23	WALKE PRIYA DILIP	MBA-I
10.	2022-23	OMAMIT MAHESH PACHEGAONKAR	MBA-I
11.	2022-23	KAMBLE SNEHA SANTU	MBA-I
12.	2022-23	MOGHE PRERANA PRALHAD	MBA-I
13.	2022-23	BHUI PRAMOD ANIL	MBA-I
14.	2022-23	TIDKE NEHA ASHOK	MBA-I
15.	2022-23	GAURAV MAHADEV TELOTE	MBA-I
16.	2022-23	HADAWALE SHWETA MAHENDRA	MBA-I
17.	2022-23	PATHAN SHOAB SALIMKHAN	MBA-I
18.	2022-23	HARSHADA SANJAY MARALKAR	MBA-I

<b>Prof.Shweta Gosawi</b>			
1.	2022-23	RAMESHWAR KISHOR GAIKE	MBA-I
2.	2022-23	PRATIK SHAM BATHAM	MBA-I
3.	2022-23	DIHANGE PALLAVI GURUSHANT	MBA-I
4.	2022-23	YASH KAILASH LONARE	MBA-I
5.	2022-23	UGALMUGALE SAURABH DINKAR	MBA-I
6.	2022-23	WADAFLE DEVYANI RAJIV	MBA-I
7.	2022-23	VIJAYSINHA BABASAHEB CHAVAN	MBA-I
8.	2022-23	HEMANT RAJENDRA BAGUL	MBA-I
9.	2022-23	GHULE SUBODH BALASAHEB	MBA-I
10.	2022-23	JADHAV ROHAN HIMMATRAO	MBA-I
11.	2022-23	SUYESHI YASHIWANT KHANDSE	MBA-I
12.	2022-23	BOPCHE PRATIKSHA BUDHRAM	MBA-I
13.	2022-23	CHAUDHARI SIMRAN NANDKISHOR	MBA-I
14.	2022-23	GAVALI ROSHAN BHIKU	MBA-I



  
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15.	2022-23	SHIVANKAR VRUDANT VIJAY	MBA-I
16.	2022-23	KHABIYA UMANG MAHESH	MBA-I
17.	2022-23	ADITYA RAJ GUPTA	MBA-I

**Prof. Priyanka Sharma**

1.	2022-23	SHIREY VERMA	MBA-I
2.	2022-23	ISHITA SEN	MBA-I
3.	2022-23	SASWATI SUBHADARSHINI	MBA-I
4.	2022-23	MAURYA RAHUL PRALHAD	MBA-I
5.	2022-23	NIDHI KALANI	MBA-I
6.	2022-23	ASIF JAVED	MBA-I
7.	2022-23	SAKSHI SINGH	MBA-I
8.	2022-23	POOJA SHARMA	MBA-I
9.	2022-23	BABITA SAHU	MBA-I
10.	2022-23	PALIWAL HRITIK RATANLAL	MBA-I
11.	2022-23	SUTAR PRAFUL NARENDRA	MBA-I

1.		<b>Prof. Jyoti Kanade</b>	
2.	2022-23	UTTAKARSH SAHU	MBA-I
3.	2022-23	RUPALI SHARMA	MBA-I
4.	2022-23	AKSHADA MILIND PATHAK	MBA-I
5.	2022-23	DHAWAD ADESH ASHOK	MBA-I
6.	2022-23	APORVE SHUKLA	MBA-I
7.	2022-23	YASH VIJAY	MBA-I
8.	2022-23	CHAMPANERIYA DHARUVIL AJAYBHAI	MBA-I
9.	2022-23	VANTHALA NANDI RAHUL	MBA-I



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<b>Prof. Yuvraj gurav</b>			
1.	2022-23	JOHHAR IMAM	MBA-I
2.	2022-23	GHADSHI SUNIL MANGESH	MBA-I
3.	2022-23	SUSHEEL CHOUDHRY	MBA-I
4.	2022-23	ROHIT KUMAR SINGH	MBA-I
5.	2022-23	SAURAV TUKARAM MOTARWAR	MBA-I
6.	2022-23	KANSE SAMARTH PRASHANT	MBA-I
7.	2022-23	SAMRUDDHI GIREY	MBA-I
8.	2022-23	PACHARNE VAISHNAVI SUBHASHI	MBA-I



  
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### MCA Students

#### Prof. Prakash Patil

2019-20	BAIS HEMALI PRATAPSINGH	MCA I
2019-20	BORSE RAGHAVENDRA PRAKASHI	MCA I
2019-20	DARA YASHI SUNILKUMAR	MCA I
2019-20	DESHMUKH AJINKYA DIANANJAY	MCA I
2019-20	FARHEEN FIRDOS SHAIKH SADIQUE ...	MCA I
2019-20	GAVALI ASHWINI ANIL	MCA I

#### Prof. Jitendra Deshmukh

2019-20	GAWANDE AKSHAY RUPRAO	MCA I
2019-20	GAWANDE RAVINDRA NANA	MCA I
2019-20	GOSAVI KULADIP PRAKASHI	MCA I
2019-20	GUPTA LOVE SANTOSH	MCA I
2019-20	GUPTA SAKSHI RAVI	MCA I
2019-20	HINGE NARENDRA RAJU	MCA I

#### Prof. Shruti Doshi

2019-20	INGALE MAYUR KHEMCHAND	MCA I
2019-20	JILLEWAR SAI SANJAY	MCA I
2019-20	KAWARASE VYANKATESH JEEVAN	MCA I
2019-20	KHATAVKAR SHRIPAD RAVINDRA	MCA I
2019-20	KULKARNI KSHITIJ RAJENDRA	MCA I



  
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2019-20	MANDAVGADE SHUBHAM DNYANESHWARAO	MCA I
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**Prof. Prachi Ratnaparkhe**

2019-20	MANE POOJA SHAHURAJ	MCA I
2019-20	NARHEKAR SNEHAL SUBHASH	MCA I
2019-20	PATIL NEHA DILIP	MCA I
2019-20	PATIL NIKHIL RAJESH	MCA I
2019-20	PATIL VIDYA CHANDRAKANT	MCA I
2019-20	PEDAMKAR SHWETA DHONDU	MCA I

**Prof. Dipali Bhavsar**

2019-20	PRAJAPATI PRAFULLA UMESH	MCA I
2019-20	RAKSHE PRIYANKA PANDHARINATH	MCA I
2019-20	RANGWALA HAKIMUDDIN SHABBIR	MCA I
2019-20	SAYYAD FIROJ RAJU	MCA I
2019-20	SHENDE SOHAM SUNIL	MCA I
2019-20	SHETE PUJA SHRIKRUSHNA	MCA I

**Prof. Sarika Jadhav**

2019-20	SHINDE TWINKLE SADASHIV	MCA I
2019-20	SONDKAR SHITAL GANPAT	MCA I
2019-20	SURVASE ROHIT DINESH	MCA I
2019-20	THOKAL SHUBHAM BIHARAT	MCA I
2019-20	WADKE GAURI SHARADCHANDRA	MCA I
2019-20	WAGH MAHESH HARIBHAU	MCA I



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2019-20

WANJALE PRADIP DILIP

MCA I

# COURSE FILE INDEX



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## ASMA Institute of Management

**Academic Year 2022-23**

**Class MBA SEM I**

**Faculty: Prof. Om Sharma**

**Subject: Basics of Marketing (105)**

Sr.No.	Details
1.	Academic Calendar
2.	Time Table
3.	University Syllabus
4.	Learning objective of Subject
5.	Lesson Plan
6.	List. Of reference Books, Text Books, Web Sites Referred
7.	List of Research Papers related to Subjects
8.	List of Case Study
9.	CCE Components
10.	CCE Evaluation Sheet
11.	Internal Exam Question Papers
12.	Internal Exam Model Answers
13.	University Question Papers
14.	Question Bank
15.	MCQs
16.	Notes
17.	PPTs
18.	Syllabus covered
19.	Subject Result Analysis
20.	Attendance Sheet
21.	Extra efforts Taken to Improve Performance
22.	Attainment of Course Objectives

  
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**Subject Code : 101 Subject - ORGANIZATIONAL BEHAVIOUR & PRINCIPLES & PRACTICE OF MANAGEMENT**

**Lectures Allotted : 3 hours / week**

**1st YEAR / 1st SEMESTER**

Total weeks required / chapter	Hours Allotted	Chapter No.	Chapter Titles	Teaching Methodology	Reference books
<b>SECTION -I-Organizational Behavior</b>					
1 Week	4 hours	Chapter 1	<b>Introduction To Organizational Behavior</b>	Interactive Lecture	OB, Robins
			Definition , Importance , Scope , Fundamentals Concept of OB , Different Models of OB ( Autocratic, Custodial , Supportive , Collegial and SOBC .		
1 weeks	4 hours	Chapter 2	<b>Personality &amp; Attitudes</b>	Interactive Lecture	Understanding OB, Uday Pareek
			Meaning of Personality , Attitude _ Development Of Personality , Attributes of Personality - Transactional Analysis - Ego States- Johari window - Nature & Dimensions of Attitude- Developing the right Attitude		
1 weeks	4 hours	Chapter 3	<b>Motivation</b>	Interactive Lecture/Discussion	OB, Nelson & Quick
			Definition , Importance , Motives - Characteristics , Classification of motives - Primary & Secondary motives , Theories of Motivation - Maslows Theory , Herzbergs Theory , Morale - Definition &		



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			<b>Relationship with Productivity , Morale Indicators.</b>		
<b>1 weeks</b>	<b>4 hours</b>	<b>Chapter 4</b>	<b>Group Dynamics &amp; Team Building</b>	Interactive Lecture/Discussion	OB, Robins
			Concept of Group & Team, Theories of Group Formation - Formal and Informal Groups . Importance of Team building		
<b>1 weeks</b>	<b>3 hours</b>	<b>Chapter 5</b>	<b>Conflict Management</b>	Interactive Lecture	OB, Nelson & Quick
			Definition, Traditional vis-à-vis Modern view of conflict - Types of Conflict - Intrapersonal, Interpersonal, Organizational, Constructive and Destructive conflict. Conflict management.		
<b>1 weeks</b>	<b>2 hours</b>	<b>Chapter 6</b>	<b>Stress Management</b>	Discussion based teaching	OB, Fred Luthans
			Definition, Causes, Managing stress, Stress as a motivator, Work life balance.		
<b>1 weeks</b>	<b>4 hours</b>	<b>Chapter 7</b>	<b>Change Management</b>	Interactive Lecture	OB, M N Mishra
			Concept of change, change as a natural process, Importance & Causes of change -social, economic, technological, organizational. Learning - unlearning, Concept of learning organizations.		
<b>2 weeks</b>	<b>5 hours</b>	<b>Chapter 8</b>	<b>Cases Studies on above topics</b>		
<b>SECTION -II- Principles and Practice of Management</b>					
<b>2 weeks</b>	<b>5 hours</b>	<b>Chapter 1</b>	<b>Basic concepts of Management</b>		



  
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			<b>Chapter 4</b>	<b>Concept, Nature ,Importance , Attributes of a leader ,Developing leaders across the organization , Leadership Grid</b>	Interactive Lecture/Di scussion	OB, M N Mishra
	<b>2 weeks</b>	<b>4 hours</b>	<b>Chapter 5</b>	<b>Decision Making</b>		
				<b>Concept ,Nature ,Importance and Process ,Types of Decision , Problems in Decision Making</b>	Interactive Lecture/Di scussion	OB, Fred Luthans
	<b>2 weeks</b>	<b>4 hours</b>	<b>Chapter 6</b>	<b>Case Study</b>		
				<b>Planning , Decision Making ,Leadership</b>	Interactive Lecture/Di scussion	OB, M N Mishra
		<b>60 Hours</b>		<b>Total Lecture Hours As per Syllabus</b>		
		<b>15 hours</b>		<b>Tutorial</b>		
		<b>75 Hours</b>				



  
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# CONCURRENT EVALUATION



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

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

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

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

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

**4.0 MBA Programme Course Types & Evaluation Pattern:**

Sr.No.	Course Type	Credits	Nature	Comprehensive Concurrent Evaluation (CCE)	End Semester Evaluation (ESE) Marks	Total Marks
<b>BASIC COURSE TYPES</b>						
1	Generic Core (GC)	3	Compulsory	50	50	100
2	Subject Core (SC)	3	Compulsory (Specialization specific)	50	50	100
3	Generic Elective (GE - UL)	2	Elective	0	50	50
4	Generic Elective (GE - IL)	2	Elective	50	0	50
5	Subject Elective (SE - IL)	2	Elective (Specialization specific)	50	0	50
6	Summer Internship Project (SIP)	6	Project (Compulsory)	50	50	100
<b>ADDITIONAL COURSE TYPES</b>						
1	Enrichment Courses (ENR)	1	Elective	25	0	25
2	Foundation Courses (FOU)	1	Elective	25	0	25
3	Alternative Study Credit Courses (ASCC)	2	Elective	50	0	50
4	Open Electives (OE)	3 or 2	Subject Core / Subject Elective	As per Subject Core / Subject Elective Pattern		

**4.1 Course Types**

- 4.1.1 Foundation Course:** These courses focus on developing the basic abilities that support the understanding of other courses.
- 4.1.2 Core courses** are the compulsory courses for all the students. Core courses are of two types: Generic Core & Subject Core.
- 4.1.3 Generic Core:** This is the course which should compulsorily be studied by a candidate as a core requirement to complete the requirement of a degree in a said discipline of study. Therefore, Generic Core courses are mandatory and fundamental in nature. These courses cannot be substituted by any other courses. Such courses are also known as Hard Core Courses.
- 4.1.4 Subject Core:** A Core course may be a Subject Core if there is a choice or an option for the candidate to choose from a broad category (grouping) of subjects (specializations / electives). These are also known as Soft Core Courses.
- 4.1.5 Elective Course:** Elective course is a course which can be chosen from a pool of courses. It may be:
- Very Specialized or advanced course focusing on a specific aspect
  - Supportive to the discipline of study
  - Providing an extended scope
  - Enabling an exposure to some other discipline/domain
  - Nurturing candidate's proficiency/skills.
- 4.1.6 Generic Elective:** An elective course which is common across disciplines / subjects is called a generic elective. 'Generic Elective' courses develop generic proficiencies amongst the students.
- 4.1.7 Generic Elective – University Level:** These elective courses are supportive to the discipline of study and focus on the knowledge aspect of competence building. The course outcomes for such courses can be better assessed through traditional End Semester Evaluation.
- 4.1.8 Generic Elective – Institute Level:** These elective courses are aimed to develop inter-personal, technical and other skills aspect of competence building. The course outcomes for such courses can be better assessed through Comprehensive Concurrent Evaluation.
- 4.1.9 Subject Elective:** A 'Discipline (specialization) centric' elective is called 'Subject Elective.' Subject Elective courses, in the Semester II, III and IV are focused on a specialization.
- 4.1.10 Open Elective:** A subject elective course chosen generally from another Discipline / specialization / subject, with an intention to seek cross-functional exposure is called an Open Elective. A Subject Elective offered in one specialization area may be treated as an Open Elective by another specialization area and vice-versa.



- 4.1.11 **Enrichment Course:** This is a course generally offered to bright learners / fast learners for advanced inputs beyond the curriculum. Enrichment / Add-on Course shall be a 1 Credit Course. The course is of the nature of Course of Independent Study (CIS) and is designed for learners who have the ability and inclination to work independently with limited guidance, supervision and interaction with the faculty member(s).
- 4.1.12 **Alternative Study Credit Courses:** These courses prepare the learners for a VUCA (Volatile Uncertain, Complex and Ambiguous) world by going beyond the boundaries of their campus. Apart from core and elective courses, these courses engage students in discussion, debate and solution of real world challenges.
- 4.1.13 **Massive Open Online Courses (MOOCs)<sup>2</sup>:** Massive Open Online Courses (MOOCs) are such online courses which are developed as per the pedagogy stated in the AICTE regulation (2016) or equivalent; following the four quadrant approach and made available on the SWAYAM platform of Government of India.

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<sup>2</sup> AICTE (Credit Framework for online learning course through SWAYAM) Regulations, 2016





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### **Comprehensive Concurrent Evaluation**

#### **MBA Sem I**

#### **Subject: Basics of Marketing (105)**

**Faculty: Prof. Om Sharma**

The Subject is evaluated on the basis of following components.

Sr.No.	Component	Marks
1	Attendance	10
2	Internal Exam	20
3	Assignments	10
4	Presentation	10



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## ASMA Institute of Management (AY2022-23)

### Assignment

- Q. What is marketing and why is it important?
- Q. Why is it important to take a holistic approach to marketing?
- Q. What is internal marketing and why is it important to marketing success?
- Q. Explain the role and value of research companies such as this to marketing organizations.
- Q. Define the terms 'marketing channel' and 'marketing channel system'.



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**ASMA Institute of Management (AY2022-23)**

**Internal Examination**

**MBA Sem I**

**Basics of Marketing (105)**

**Total marks 20**

**Time: 1 Hrs.**

**Instructions:**

- 1. Solve Any Two Questions.**
- 2. All questions carry equal marks.**

Q. Identify and explain the main functions of the marketing channel.

Q. Why is it important for the marketing department to develop good relationships with other functional areas in the organization?

Q. Why is it important to consider the needs of customers when developing an integrated marketing mix? Describe the marketing mix for one of your organizations products.

Q. How has the Internet created a new marketing model?



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**List of  
Certification and Value Added  
Courses  
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## List of Certification and Value Added Courses

2022-2023

Sr.No.	Name of Certification Courses	Course Code
1.	Customer Relationship management	MBA/22-23/01
2.	Digital Marketing	MBA/22-23/02

Sr.No.	Name of Value Added Courses	Course Code
1.	Self-Discipline & Time Management	VAC/22-23/01
2.	Business English	VAC /22-23/02



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**List of certification and Value Added Courses  
2021-2022**

Sr.No.	Name of Certification Courses	Course Code
1.	Start-up & Employment Opportunities	MBA/21-22/01
2.	Customer Retention Management	MBA/21-22/02

Sr.No.	Name of Value Added Courses	Course Code
1.	Entrepreneurial Skill	VAC/21-22/01
2.	Personality Development	VAC/21-22/02



  
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E-mail: enquiry@asma.in, director@asma.in Website: [www.asma.in](http://www.asma.in)

### List of certification and Value Added Courses

2020-2021

Sr.No.	Name of Certification Courses	Course Code
1.	Customer Retention	MBA/20-21/01
2.	Business English	MBA/20-21/02

Sr.No.	Name of Value Added Courses	Course Code
1.	Personality Development	VAC/20-21/01
2.	English Communication Skill	VAC/20-21/02



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### List of certification and Value Added Courses

2019-2020

Sr.No.	Name of Certification Courses	Course Code
1.	Digital Marketing	MBA/19-20/01
2.	Start-up & Employment Opportunities	MBA/19-20/02

Sr.No.	Name of Value Added Courses	Course Code
1.	Leadership & Management	VAC/19-20/01
2.	Personality Development	VAC/19-20/02



  
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**List of certification and Value Added Courses  
2018-2019**

Sr.No.	Name of Certification Courses	Course Code
1.	Managing Customer Satisfaction	MBA/18-19/01
2.	Cultural Management	MBA/18-19/02

Sr.No.	Name of Value Added Courses	Course Code
1.	Self-discipline & Time Management	VAC/18-19/01
2.	Business English	VAC/18-19/02



  
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**List of  
Certification and Value Added  
Courses  
MCA**



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### CERTIFICATION COURSE – 2022-23

Sr. No	Class	Name	Students	Course Code
1	F.Y.MCA	Aptitude	60	ASMA-A
2	F.Y.MCA	Java Programming	60	ASMA-JP
2	S.Y.MCA	Industrial Training	56	ASMA-IT

### VALUE ADDED COURSE – 2022-23

Sr. No	Class	Name	Students	Course Code
1	F.Y.MCA	Soft Skill	60	ASMA-SS
2	S.Y.MCA	Full stack Java	56	ASMA-J
3	S.Y.MCA	Aptitude	56	ASMA-A



  
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### CERTIFICATION COURSE – 2021-22

Sr. No	Class	Name	Students	Course Code
1	F.Y.MCA	Web Technology	60	ASMA-WT
2	F.Y.MCA	SQL	60	ASMA-SQL
3	S.Y.MCA	AWT	34	ASMA-AWT
4	S.Y.MCA	PLSQL	34	ASMA-PLSQL
5	T.Y.MCA	Industrial Training-I	15	ASMA-IT1
6	T.Y.MCA	Industrial Training-II	15	ASMA-IT2

### VALUE ADDED COURSE – 2021-22

Sr. No	Class	Name	Students	Course Code
1	F.Y.MCA	C Programming	60	ASMA-CP
2	F.Y.MCA	Soft Skill	60	ASMA-SS
3	S.Y.MCA	C++	34	ASMA-CPP
4	S.Y.MCA	Aptitude	34	ASMA-A
5	T.Y.MCA	JAVA	15	ASMA-JP



  
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6	T.Y.MCA	Industrial training	15	ASMA-IT
---	---------	---------------------	----	---------



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### CERTIFICATION COURSE – 2020-21

Sr. No	Class	Name	Students	Course Code
4	S.Y.MCA	PLSQL	34	ASMA-PLSQL
5	T.Y.MCA	Industrial Training-I	15	ASMA-ITI

### VALUE ADDED COURSE – 2020-21

Sr. No	Class	Name	Students	Course Code
3	S.Y.MCA	C++	34	ASMA-CPP
4	S.Y.MCA	Aptitude	34	ASMA-A
5	T.Y.MCA	JAVA	15	ASMA-JP



  
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### CERTIFICATION COURSE – 2019-20

Sr. No	Class	Name	Students	Course Code
1	F.Y.MCA	Web Technology	15	ASMA-WT
2	F.Y.MCA	SQL	15	ASMA-SQL
3	S.Y.MCA	AWT	35	ASMA-AWT
4	S.Y.MCA	PLSQL	35	ASMA-PLSQL

### VALUE ADDED COURSE – 2019-20

Sr. No	Class	Name	Students	Course Code
1	F.Y.MCA	C Programming	15	ASMA-CP
2	F.Y.MCA	Aptitude	15	ASMA-A
3	S.Y.MCA	C++	35	ASMA-CPP
4	S.Y.MCA	Soft skill	35	ASMA-SS



  
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### CERTIFICATION COURSE – 2018-19

Sr. No	Name	Student	Course Code
1	Web Tech.	15	ASMA-WT
2	SQL	15	ASMA-SQL

### VALUE ADDED COURSE – 2018-19

Sr. No	Name	Students	Course Code
1	C Programming	15	ASMA-CP
2	Aptitude	15	ASMA-A



  
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# Internal Exam Evaluation



  
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**Academic Year 2022-23**  
**MBA - I Sem-I**  
**Subject Name : Basics of Marketing (105)**  
**Internal Marks Out of 20**

Sr. No	Name	201 (M M)	202 (F M)	203 (HR M)	204 (OS CM)	205-SC (M R)	206-SC (C B)	213 (WA CL)	217-MKT( IMC)	Human Rights-II	Cyber Security	21 MKT (PB M)
1	Anita D	41	41	41	41	41	41	41	41	24	23	35
2	ROHINEE BABU SHEDGE	32	33	32	32	33	33	32	32	23	24	33
3	Chandra Jyoti Pandey	44	45	45	44	45	44	45	43	45	22	23
4	Abhishek Kumar	44	45	45	44	45	44	45	43	45	21	21
5	Aayushi Bisen	41	38	41	43	39	42	42	41	40	21	21
6	Aditya Joshi	35	38	39	40	38	42	41	39	40	22	22
7	Akshita Badhekar	42	42	42	42	42	42	42	42	24	23	35
8	Aman Pathak	44	45	45	44	45	44	45	43	45	22	22
9	Amey Tambhakhe	42	42	42	42	42	42	42	42	24	23	35
10	ANNIRUDH SHINDE	37	43	41	38	42	41	42	39	43	22	22
11	AVINASH ANIL KANBARKAR	32	33	32	32	33	33	32	32	23	24	33
12	Shivam Bhosale	25	25	25	25	25	25	25	25	25	25	35
13	Ahmed Basha	25	25	25	25	25	25	25	25	25	25	35
14	Kunal Chandkhede	42	42	42	42	42	42	42	42	24	23	35
15	Shivani Choudhary	42	42	42	42	42	42	42	42	24	23	35
16	Chinmay Bhosale	41	41	41	41	41	41	41	41	24	23	35
17	Pranay Doke	42	42	42	42	42	42	42	42	24	23	35
18	Sachin Dighole	25	25	25	25	25	25	25	25	24	23	35
19	Harsha Kalamkar	42	42	42	42	42	42	42	42	24	23	35
20	Prashant Hingmire	42	42	43	41	38	41	41	36	41	22	22
21	Rahul Irkar	25	25	25	25	25	25	25	25	25	25	35
22	Rahul Jadhav	45	44	43	44	43	45	43	44	43	21	21



  
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23	Kavleen Kaur	44	45	45	44	45	44	45	43	45	23	22
24	KETANKUMAR PRADIPRAO PUSDEKAR	32	33	32	32	33	33	32	32	23	24	33
25	Hardik Vasant Khamankar	42	42	43	41	38	41	41	36	41	21	21
26	Kranti Sawant	42	42	42	42	42	42	42	42	24	23	35
27	MAHESH GOLHAR	41	42	41	42	43	44	43	42	42	22	22
28	Manesh Tathe	42	42	42	42	42	42	42	42	24	23	35
29	Manoj Rathod	25	25	25	25	25	25	25	25	25	25	35
30	Siddhant Mote	41	41	41	41	41	41	41	41	24	23	35
31	Murtuza Sadriwala Hussain	37	38	37	39	41	40	42	41	41	22	23
32	Rajeshwari Pachghare	42	42	42	42	42	42	42	42	24	23	35
33	Somnath Palwe	25	25	25	25	25	25	25	25	25	25	35
34	Deven Panhakshari	42	42	42	42	42	42	42	42	24	23	35
35	Tej Patel	44	45	45	44	45	44	45	43	45	22	21
36	HARSHAL PATIL	42	42	43	41	38	37	41	40	39	23	23
37	Pawan Pardeshi	42	42	43	41	38	41	41	36	41	22	22
38	Naresh Pawar	25	25	25	25	25	25	25	25	25	25	35
39	Peddolla Chetan Venkatnarsimha	42	42	43	38	42	39	41	40	41	21	22
40	Pooja Shaw	41	43	41	39	42	41	42	38	43	23	22
41	Radhika Atal	44	45	45	44	45	44	45	43	45	21	21
42	Ganesh Raut	41	41	41	41	41	41	41	41	24	23	35
43	RESHMA DATTARAM PAWAR	32	33	32	32	33	33	32	32	23	24	33
44	RISHABH ANKUSH YADAV	38	40	40	38	38	40	40	38	24	23	40
45	Hurishikesh Morey	25	25	25	25	25	25	25	25	25	25	35
46	SAHIL GAJANAN DEOTALE	32	33	32	32	33	33	32	32	23	24	33
47	Sarthak Dixit	42	42	43	41	38	41	41	36	41	23	22
48	Snehal Sawant	42	42	42	42	42	42	42	42	24	23	35
49	Alif Hajimalang Shaikh	25	25	25	25	25	25	25	25	25	25	35
50	Sunil Shinde	42	42	42	42	42	42	42	42	24	23	35
51	Shruti Gathe	44	45	45	44	45	44	45	43	45	23	23



*(Signature)*  
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52	SHUBHAM VASANT SANGAMNERKAR	32	33	32	32	33	33	32	32	23	24	33
53	Shewta Jamale	42	42	42	42	42	42	42	42	24	23	35
54	Simrithi Choudhary	43	44	45	43	45	44	44	45	44	23	21
55	Sourabh Sawant	42	42	42	42	42	42	42	42	24	23	35
56	OMKAR SUL	42	42	43	41	38	41	41	36	41	21	22
57	Sumit Kumar Tanti	43	44	43	45	44	43	44	44	45	22	22
58	SURBHI PATEL	41	36	41	43	41	42	37	41	40	23	22
59	SURBHI SHARMA	42	42	43	41	38	41	41	36	41	21	21
60	Syed Samir Ali	42	42	39	41	42	39	41	40	41	22	23
61	Rohan Thorat	42	42	42	42	42	42	42	42	24	23	35
62	Vitthal Gupta	44	45	45	44	45	44	45	43	45	21	21
63	Amol Wadkar	28	28	28	28	28	28	28	28	24	23	35
64	Yash Jain	41	36	41	43	41	42	37	41	40	23	23
65	NAYKAL ABHIJIT YUVRAJ	32	33	32	32	33	33	32	32	23	24	33
66	Hritik Shah	44	45	45	44	45	44	45	43	45	21	21
67	Ashish Naik	44	45	45	44	45	44	45	43	45	22	23
68	Prajwal Jamdapure	41	36	41	42	37	41	42	39	43	22	22
69	Pranjal Mishra	42	39	43	41	42	41	37	40	41	22	23
70	AISHWARYA LAXMANSINGH RAJPUT	32	33	32	32	33	33	32	32	23	24	33
71	Devanshu Rajput	44	45	45	44	45	44	45	43	45	21	21
72	Ritushree Agrawal	42	42	43	36	42	38	41	40	41	23	22
73	VARAD VIVEK SAHASRABUDHE	32	33	32	32	33	33	32	32	23	24	33
74	Piyush Sanone	42	42	43	41	38	41	41	36	41	23	22
75	Swetank Pushp	38	42	41	43	39	42	42	41	40	23	22
76	Arushi Singh	44	45	45	44	45	44	45	43	45	23	22
77	Snehal Deshmukh	44	43	44	45	42	43	44	45	42	22	22
78	Shweta Dhanaji	41	43	41	36	42	41	38	42	43	21	21
79	HRISHIKESH NANDIP GADEKAR	32	33	32	32	33	33	32	32	23	24	33
80	GAVALI AKSHATA SANJAY	32	33	32	32	33	33	32	32	23	24	33
81	GUPCHUP SIDDHI MUKUND	42	42	43	41	38	41	41	36	41	21	21



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82	JAGTAP SONALI SHIVAJI	32	33	32	32	33	33	32	32	23	24	33
83	NARKHEDE KALPESH RAVINDRA	32	33	32	32	33	33	32	32	23	24	33
84	MADUGULA SHRAVANA LAKSHMI	32	33	32	32	33	33	32	32	23	24	33
85	RUTUJA PRAKASH MAGADE	32	33	32	32	33	33	32	32	23	24	33
86	Sujata Maity	44	45	45	44	45	44	45	43	45	21	21
87	Sneha Pralhad Nalawade	42	42	43	38	42	36	41	40	41	22	23
88	Preeti Shukla	42	42	43	41	38	41	41	36	41	22	23
89	Prerana Kamble	42	42	43	41	38	41	41	36	41	21	21
90	Priyanka Patle	41	36	41	43	41	42	42	38	40	23	22
91	RAMCHANDANI ANIKET VIJAYKUMAR	32	33	32	32	33	33	32	32	23	24	33
92	CHOUDHARI SAURABH GANESH	32	33	32	32	33	33	32	32	23	24	33
93	ZEBA ASLAM KHALIFA	32	33	32	32	33	33	32	32	23	24	33
94	DIGVIJAY DILIP KULKARNI	32	33	32	32	33	33	32	32	23	24	33
95	MOHAN ABAJI PATIL	32	33	32	32	33	33	32	32	23	24	33
96	ATOLE NIKHIL VIKAS	32	33	32	32	33	33	32	32	23	24	33
97	VAIBHAV VILAS PANCHAL	32	33	32	32	33	33	32	32	23	24	33
98	PINTU PRAVEEN KUMAR	32	33	32	32	33	33	32	32	23	24	33
99	ABHIJEET GANESH GORE	32	33	32	32	33	33	32	32	23	24	33
100	PATEL ASIF YOUSUF	32	33	32	32	33	33	32	32	23	24	33
101	DIGAMBAR SHIVAJI LONDHE	32	33	32	32	33	33	32	32	23	24	33
102	JAYDEEP SUBHASHRAO WAYCHAL	32	33	32	32	33	33	32	32	23	24	33
103	AKHILESH UDAY KULKARNI	32	33	32	32	33	33	32	32	23	24	33
104	MOHINI DASHRATH PISE	32	33	32	32	33	33	32	32	23	24	33



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E-mail: enquiry@asma.in, director@asma.in Website: [www.asma.in](http://www.asma.in)

10 5	SHAIKH SHAKIR ASHPAK	32	33	32	32	33	33	32	32	23	24	33
10 6	MAPLE TEJSWINI SAMBHAJI	32	33	32	32	33	33	32	32	23	24	33
10 7	Abhishiek Mandawade	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab
10 8	Akash Roy Choudhari	44	45	45	44	45	44	45	43	45	22	23
10 9	ASHVINI CHAVARE	35	38	39	40	38	42	41	39	40	21	21
11 0	Shreyash Davajekar	41	43	41	42	42	37	42	38	43	22	22



  
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E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

<b>Academic Year 2022-23</b>
<b>MCA</b>
<b>Subject Name : Decision Science (302)</b>
<b>Internal Marks Out of 30</b>

Name	501			Total 30
	Assignment (10)	Attendance (10)	Internal Exam (10)	
YASH SUNILKUMAR DARA	10	10	9	29
LOVE SANTOSH GUPTA	10	10	9	29
SAKSHI RAVI GUPTA	10	10	9	29
PRIYANKA PANDHARINATH RAKSHE	10	9	9	28
KSHITIJA RAJENDRA KULKARNI	10	9	9	28
HAKIMUDDIN SHABBIR RANGWALA	10	9	9	28
SHRIPAD RAVINDRA KHATAVKAR	10	10	9	29
SHUBHAM DNYANESHWAR MANDAVGADE	10	9	9	28
ASHWINI ANIL GAVALI	9	10	9	28
AJINKYA DHANANJAY DESHMUKH	9	10	9	28
FIROJ RAJU SAYYAD	10	10	9	29
SHUBHAM BHARAT THOKAL	9	10	9	28
NIKHIL RAJESH PATIL	10	9	9	28
GAURI SHARADCHANDRA WADKE	10	10	8	28
SOHAM SUNIL SHENDE	10	8	10	28
PUJA SHRIKRUSHNA SHETE	8	10	10	28
NEHA DILIP PATIL	10	10	9	29
HEMALI PRATAP Singh BAIS	10	9	10	29
AKSHAY RUPRAO GAWANDE	10	10	8	28
VIDYA CHANDRAKANT PATIL	10	10	9	29
NARENDRA RAJU HINGE	10	8	10	28
SHWETA DHONDU PEDAMKAR	10	10	8	28
MAYUR KHEMCHAND INGALE	9	10	10	29
VYANKATESH JEEVAN KAWARASE	7	7	9	23
TWINKLE SADASHIV SHINDE	10	10	9	29
MAHESH HARIBHAU WAGH	10	10	9	29



  
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PRADIP DILIP WANJALE	10	10	8	28
ROHIT DINESH SURVASE	10	10	9	29
PRAFULLA UMESH PRAJAPATI	10	9	10	29
RAGHAVENDRA PRAKASH BORSE	10	10	9	29
SHITAL GANPAT SONDKAR	10	10	8	28
KULDEEP PRAKASH GOSAVI	10	10	9	29
SAI SANJAY JILLEWAR	10	10	8	28
POOJA SHAHURAJ MANE	8	10	10	28
RAVINDRA NANA GAWANDE	10	10	8	28



  
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# RESULT ANALYSIS MBA & MCA



  
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## MBA& MCA

Year	Program Name	Number of students appeared in the final year examination	Number of students passed in final year examination	Pass%
2022-23	MBA & MCA II	183	140	76.5
2021-22	MBA & MCA II	183	143	78.14
2020-21	MBA & MCA II	177	159	89.83
2019-20	MBA & MCA II	128	94	73.43
2018-19	MBA & MCA II	78	67	85.89



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Year	Name of the Program	Number of final year students who appeared for the university examination	Number of final year students who passed the university examination	Pass %
2018-19	MBA & MCA	78	67	85.90

### MBA & MCA



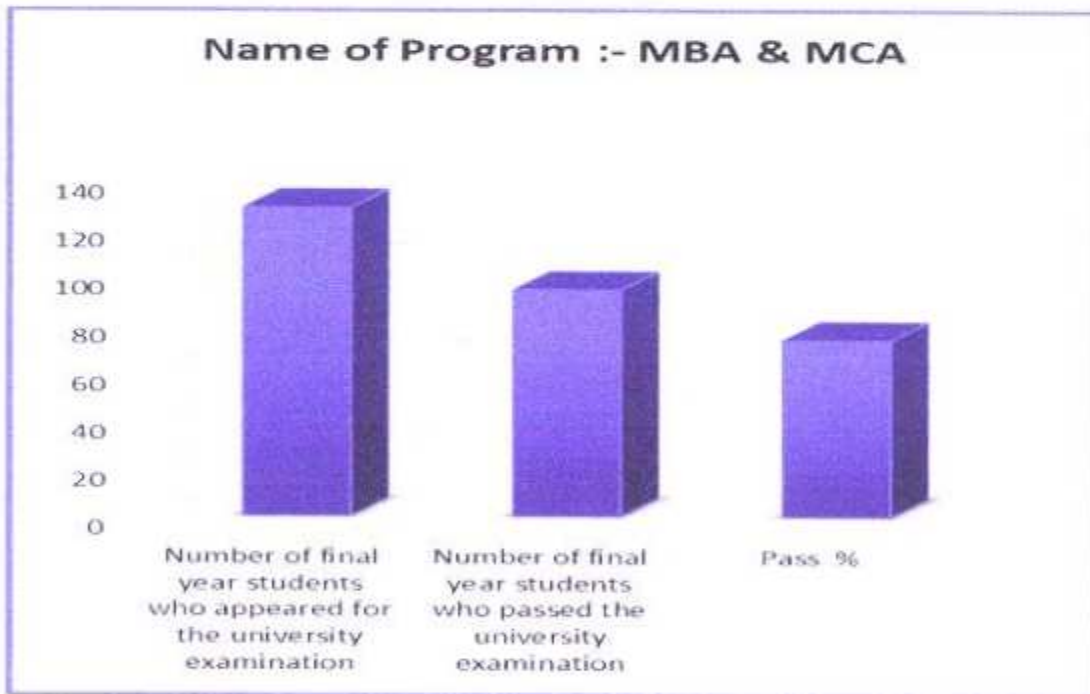
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Year	Name of the Program	Number of final year students who appeared for the university examination	Number of final year students who passed the university examination	Pass %
2019-20	MBA & MCA	128	94	73.44



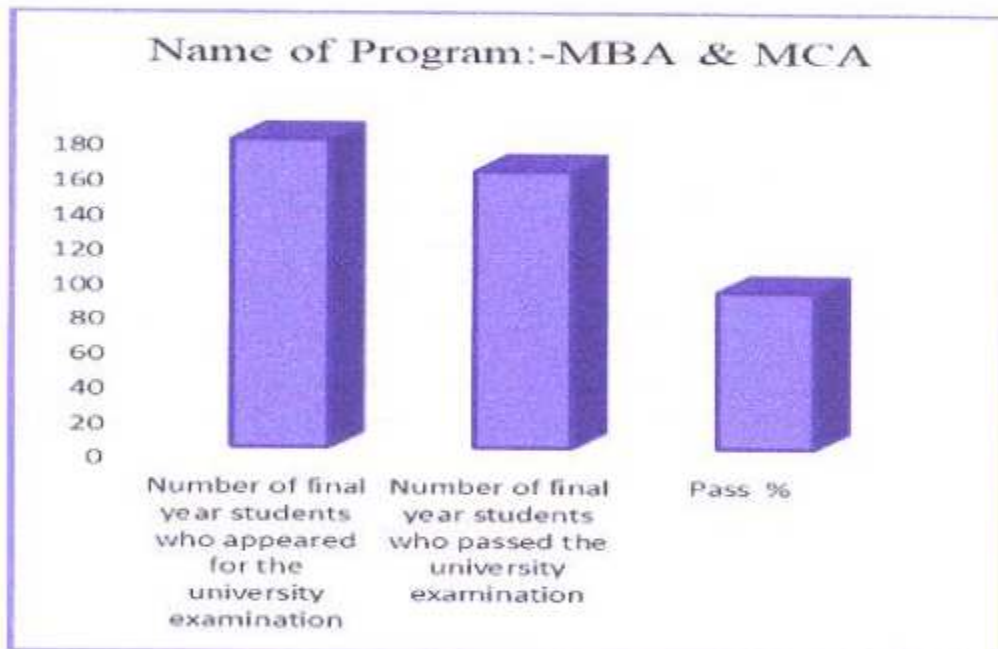
  
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Year	Name of the Program	Number of final year students who appeared for the university examination	Number of final year students who passed the university examination	Pass %
2020-21	MBA & MCA	177	159	89.83



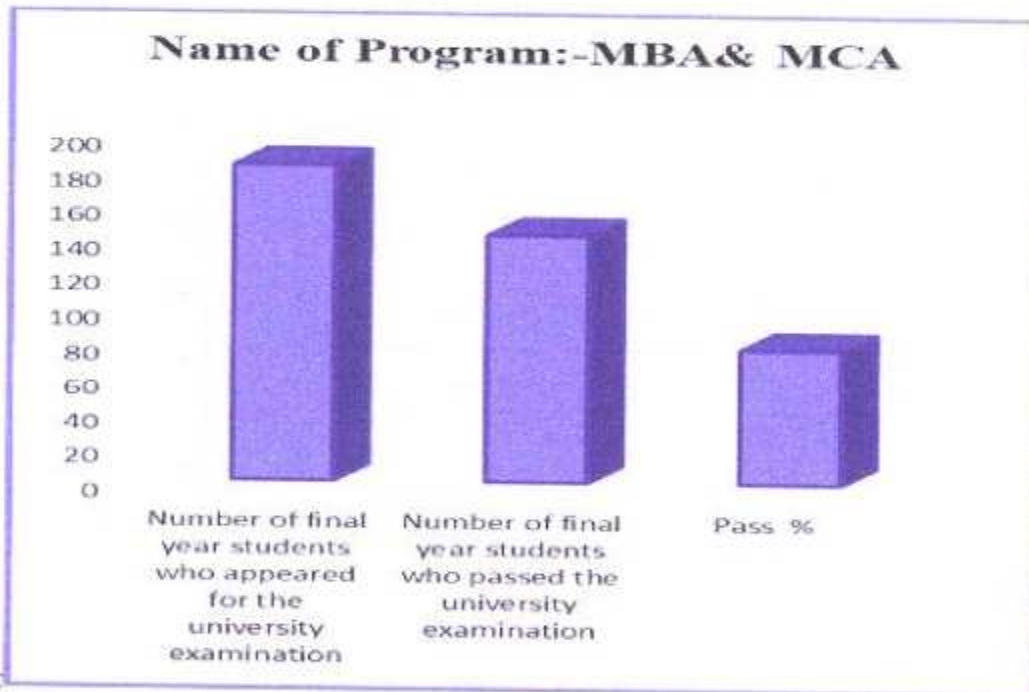
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Year	Name of the Program	Number of final year students who appeared for the university examination	Number of final year students who passed the university examination	Pass %
2021-22	MBA & MCA	183	143	78.14



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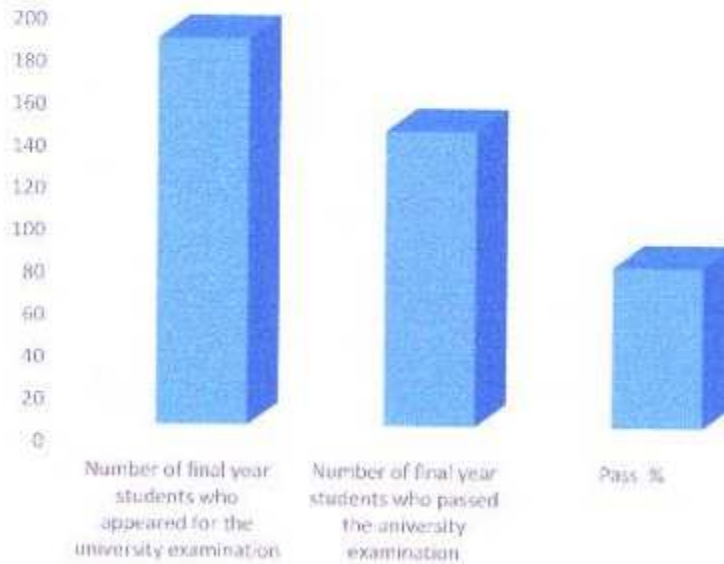
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Year	Name of the Program	Number of final year students who appeared for the university examination	Number of final year students who passed the university examination	Pass %
2022-23	MBA & MCA	183	140	76.50

Name of Program:-MBA & MCA



  
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# SAMPLE FEEDBACK FORMATS



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## ASMA Institute of Management

### Sample Students Feedback Form

Please submit feedback regarding infrastructure, library, course structure its content and other facilities.

Student Name \_\_\_\_\_

Class name \_\_\_\_\_

Sr.No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The curriculum is design to cover all the aspects of course.					
2	Aims & objectives of the syllabus are well define and clear.					
3	The curriculum follows latest trends in Management					
4	The syllabus has a good balance between theory and application					
5	The syllabus covers fundamental concepts and advanced concepts related to subject.					
6	The current MBA Curriculum follows hands on industry expertise.					
7	The development activities organized by the college to promote knowledge, skills and talent.					
8	The library resources enrich learning interest.					
9	The computer facility in your institute is well equipped.					
10	The wifi facility of your institute is good enough to do your assignments.					
11	The ambience and infrastructure of your institute is qualitatively enriched your life.					

  
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12	The Common infrastructure facilities like washrooms, drinking water, boys room, girls room are very well equipped.					
13	The current MBA Curriculum follows hands on industry expertise.					



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## ASMA Institute of Management

### Sample Employer Feedback Form

Name of the Company \_\_\_\_\_  
Name of the Representative \_\_\_\_\_  
Position held at your Company \_\_\_\_\_

Dear Employer,

Thank you for employing MBA/MCA students from our institution. Your feedback is valuable to us to enhance the quality of our programs. Please take a few moments to share your insights...

Sr.No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The syllabus covers fundamental concepts and advanced concepts related to subject					
2	The syllabus includes employability skills among students.					
3	The Theoretical concepts includes in the syllabus are applicable in industry.					
4	The students demonstrate a positive attitude towards their work responsibility.					
5	The curriculum prepared the students to meet the demands and challenges of the industry.					
6	Our institute has strengthened links between the academics and industry?					
7	The students demonstrate ability to think innovatively and creatively					

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## ASMA Institute of Management

### Sample Faculty Feedback Form

Name of the faculty \_\_\_\_\_

Subject Name \_\_\_\_\_

Sr.No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The syllabus has a good balanced between theory and application.					
2	The objectives of the syllabus are well define.					
3	The books/ Journals prescribed as reverence material are relevant, updated and covered the entire syllabus.					
4	The college has given me full freedom to adopt new techniques of teaching.					
5	The current curriculum helps in bridging the gap between industry and academics.					
6	The curriculum content is regularly updated to keep pace with industry.					
7	The institutes provides excellent infrastructure support, including state -of-the-art facilities, technology resources, and dedicated learning spaces to facilitate an enriching and conducive learning environment.					
8	The Management extends support to faculty members, enabling them to excel in their teaching and academics responsibilities.					

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9	The availability of learning resources including textbooks adequately support the learning objectives of MBA/MCA program.				
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## ASMA Institute of Management

### Sample Alumni Feedback Form

In order to continuously improve the performance of the institute, this questionnaire has been developed to gather feedback regarding how well your experiences in ASMA have met your expectations.

Name of the Alumni \_\_\_\_\_  
Batch \_\_\_\_\_  
Course \_\_\_\_\_  
Specialization \_\_\_\_\_

Sr.No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Curriculum was equipped with the essential skills and competencies needed to excel in the professional carrier.					
2	The curriculum prepared me for my professional or entrepreneur career.					
3	The teaching methodology was effective in preparing me for future world.					
4	The Soft Skills sessions prepared me for the corporate world.					
5	The syllabus covers fundamental concepts and advanced concepts related to subject.					
6	The syllabus encourages entrepreneurial skills among students.					
7	The training & Placement cell provided campus placement opportunities.					
8	The syllabus encourages employability skills among students.					

  
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9	The training & Placement cell provided counselling for getting placement					
10	The theoretical concepts includes in syllabus are applicable in industry					



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