



SNDbes..... (2022-23 SEM I)

Department of M.B.A.



SNDbes
(SEM – I 2022-23)



Website:- <https://sndcoe.ac.in>

Email:- hodmba@sndcoe.ac.in



Institute Vision

To create multifaceted engineers ready to serve the nation and the world.

Institute Mission

To use value based universal education of engineering and technology to develop the nation for global competitiveness and to bring harmony to mankind.

Institute Quality Policy

The Institution tries to excel in imparting quality professional education that is inculcated with moral, ethical and spiritual values to engineering and management students to make them globally competent.

MBA Department Vision

“To create multifaceted managers ready to serve the nation and the world.”

MBA Department Mission

“To Create Wealth Creators and leaders”

Program Specific Outcomes (PSOs)

At the end of program, MBA students will be able to:

PSOs for Marketing Management

PSO1: Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

PSO2: Ability to exhibit Sales professionalism



PSO3: Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

PSOs for Financial Management

PSO1: Ability to use financial data to make knowledgeable decisions about the Working performance, resources apportionment and financial position of a company.

PSO2: Ability to remain updated with respect to economic reforms and financial markets

PSO3: Ability to demonstrate knowledge of the legal framework of International Financial reporting standards, Goods and Services tax, income tax and filing of the returns.

PSOs for HR Management

PSO1: To enable students to become proficient in the key functions of Human Resource Management viz: Human resource planning, Recruitment and selection, Performance management, Learning and development, Career planning, Function evaluation, Rewards and Recognition, Industrial relations, Employee participation and communication, Health and safety, Personal wellbeing and Administrative responsibilities.

PSO2: To familiarize students with the technological interventions in Human Resource Management and the Current trends and Cases in HRM.

PSO3: To acquaint students with real time problems and their probable solutions in the areas of Organizational Behavior, Development and Diagnosis.

PSOs for Operations Management

PSO1: Ability to gain a robust perspective on Six Sigma, lean operations management, innovation, and operational leadership.

PSO2: Ability to be expert in economic order quantity, inventory classification and other inventory management techniques.

PSO3: Ability to understand and process internal and external customer needs within the quality framework.



Dr. Ubale Vaibhav Namdev
Associate Professor, HOD, MBA
Ph.D (Mgmt), MBA (Fin),

LLB, B.Sc (Bio-Tech)

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I Dr. Ubale V.N, HOD, Department of

MBA would like to take this opportunity to give insights about the department.

MBA department is an integral part of at our esteemed institution, SND College of Engineering & Research Centre, Yeola (Nashik) (M.S.). It was introduced in the year **2008** with a key objective to create multifaceted managers ready to serve the nation and the world. The MBA department offers a broad core curriculum, as well as a constant focus on creativity and entrepreneurship to distinguish our students in a competitive market.

Specialization offered:

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

We continue to play a leading role in our discipline which leads us towards creating innovative and effective professional graduate community which would vivacious and provide continuous learning. Our focus is to continuously increase the impact of corporate connect and alumni interaction for sharing their corporate experience with the students and bring industry to the classroom.

I am extremely happy to be associated with this department. I thank our management, researchers, teachers, alumni and students for their continuous support and cooperation.

I welcome the students and wish them all the best for their future.



Department Highlights:-

The Department of MBA was established in 2008 to accommodate the popular Master of Business Administration course (MBA). Department of MBA (MBA) is one of the emerging management departments in the Nashik District which develops business graduates with a holistic perspective and versatile, functional areas of business and industry. The objective of Department of MBA is to impart management education in the state of the art technology to enable the students to optimally equip themselves with the changing requirements of the corporate and society.

- SND COE & RC, Department of MBA admits students on the basis of MHT CET MBA/MMS and other CET scores specified by the GOM. Since the college attracts top ranked students in these entrance examinations, the students' overall performance is remarkably well.
- Being an SPPU recognized institution, SND COE & RC, Department of MBA enjoys extra leverage to continuously fine-tune its curriculum to suit the industry requirements. The subjects being taught are a blend of Management theory & practice which stands the students in good stead to face the challenges posed by the industry.
- The following specialization streams are offered-

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)
4. International Business Management (IB)



Department at Glance





MBA Programme Intake

MBA Intake :-	60
Year of Commencement :-	2008-09
Official Email ID:-	hodmba@sndcoe.ac.in
Website:-	https://sndcoe.ac.in/

MBA Programme Affiliations



SPPU Pune



DTE Mumbai



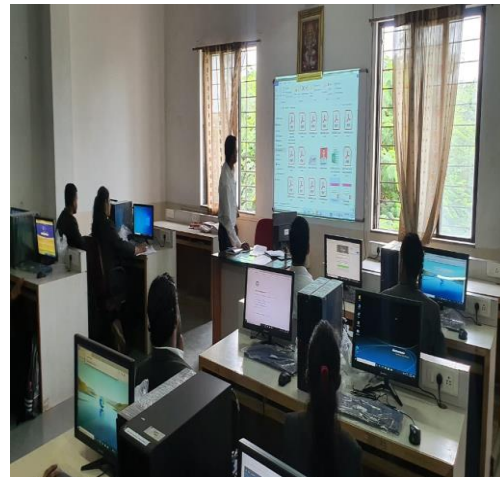
AICTE New Delhi

Resources Available

Sr. No.	Particulars	Quantity
1	Computers (i5 and i3 PC's)	25
2	Printers (One Color and one laser printer)	02
3	ICT enabled classroom and Lab (One android TV along with two LCD Projectors are available)	03

**Instructional Area**

Sr. No.	Room Number	Particulars	Area required	Actual Area in m ²
1	222	MBA Class I	66.00	77.64
2	230	MBA Class II		74.83
3	220	Staff Room I	---	23.28
4	221	Computer Lab	66.00	77.64
5	220	Tutorial Room I	33.00	34.80
6	220	Tutorial Room II		34.80
7	229	HOD Cabin	---	24.33
8	229	Staff Room II	---	30.00
9	229	Meeting Room	---	40.92
10	219	Seminar Hall	132.00	152.61
Total				546.25m²

Computer LAB Details

Sr. No.	Name of Lab	Lab I/C	Area Sq. m	Investment
01	MBA Computer Lab	Mr. Pawar A.U.	77.64	07,81,740



Faculty Details

SR	Name of Staff	Designation	Qualification	Splzation	Experience
1	Dr. V.N. Ubale	HOD, Associate Professor	Ph. D , MBA , LLB	Finance	13 Years
2	Prof. Samudre V.B.	Assistant Professor	MBA, B.Sc	Marketing	10 Years
3	Prof. Bankar M.V.	Assistant Professor	MBA , M.Com	Marketing	11 Years
4	Prof. Kamble N.S.	Assistant Professor	MBA & M.Com	OSCM	---
5	Prof. Pawar A.U.	Assistant Professor	MBA, BBA	Finance	1 Years
6	Prof. Ugalmughale R.M.	Assistant Professor	MBA, B.Com	Finance	3 Years
7	Prof. Gadhe P.R.	Assistant Professor	B. Pharm, MBA	HRM	2 Years
8	Prof. Misal D.S.	Assistant Professor	MBA,	HRM	1 Years
9	Mr. Sable Vikas (TA)	Teaching Assistant	MBA, BE (Mech)	OSCM	---
10	Ms. Swati Gaikwad	Lab Assistant	Comp (Diploma)	---	---
11	Mr. Raju Bomble	Peon	SSC	---	10



Enrolled student Count
(2022-23)

SR.	CLASS	STUDENTS ENROLLED
1	MBA I	69
2	MBA II	61
TOTAL		130

Student Association (AIMS)
(2022-23)

NO.	NAME OF STUDENT	DESIGNATION
1	PARDESHI PRITHVIRAJ NARENDRA	PRESIDENT
2	SONAWANE SAMIKSHA DATTATRAY	VICE PRESIDENT
3	KOTWAL GANESH UTTAM	MEMBER
4	SHAIKH EJAJ SHAFI	MEMBER
5	LAHANE PRAVIN POPAT	MEMBER
6	DEOKAR AKASH DIPAK	MEMBER
7	BHALKE SHUBHAM RAJKUMAR	MEMBER
8	MORE KAVERI ANNASAHEB	MEMBER
9	DABHADE TEJASWINI PANDITRAO	MEMBER
10	BHAMRE VISHAKHA SUNIL	TREASURER



Activities under Student Association (AIMS)



Name of Activity:- New Year Welcome 2022

Students Participated:- 38

Guest:- Dr. U.B. Pawar (HOD, Computer Department)



Name of Activity:- Learning Management with Kite Festival

Students Participated:- 45

Guest:- Prof. A.U. Ghodke (Dean Academics)



Guest Lecture



Resource Person:- Chandana Pai (17/12/2022)

Topic:- Personality Development and Interview Technique

Industrial Visit



Location:- 1) SMBT Co-op Sugar Factory, Sangamner (28/12/2022)

2) Rajhans Milk Co-op Milk, Sangamner (30/12/2022)

Students Participated:- 45



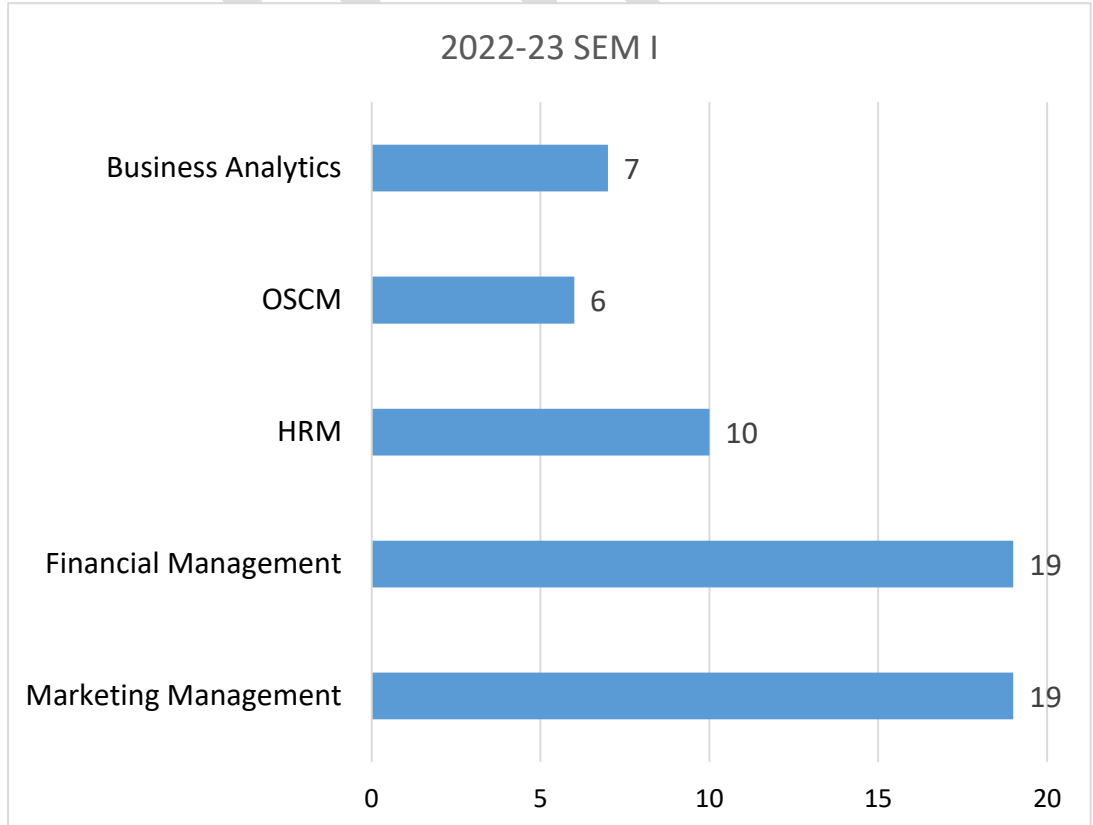
MOU

- Ultratech Cement Ltd, Nashik



Specialization wise student trend

MBA II





Publications

No.	Name of Faculty	Title of paper	Name of journal	Volume	ISSN-ISBN Number	Publication Date (DD/MM/YYYY)
1	Samudra V.B.	An analysis of Non-Banking Financial Companies (NBFC) in post Covid19 pandemic era	Stochastic Modeling & Applications	Vol. 26 No. 3 Part 5	ISSN: 0972-3641 UGC CARE	January-June, Special Issue 2022
2	Manekar A.U.	A Study on Severity of Problems Experienced By Packaged Drinking Water Retailers in Nashik City	Stochastic Modeling & Applications	Vol. 26 No. 3 Part 5	ISSN: 0972-3641 UGC CARE	January-June, Special Issue 2022
3	Pawar A.U.	Function of Human Resource Management In Private Hospitals	Journal of Research & Development	Volume-13, Issue - 8	ISSN: 2230-9578,	February-2022,

Number of Students undergoing Internship/ Project



Summer Internship Project: At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for a minimum of 8 weeks. For SIP, 1 credit is equivalent to minimum 40-45 hours of effective work. SIP shall have 6 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.

The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management. Ideally the SIP should exhibit a cross-functional orientation.

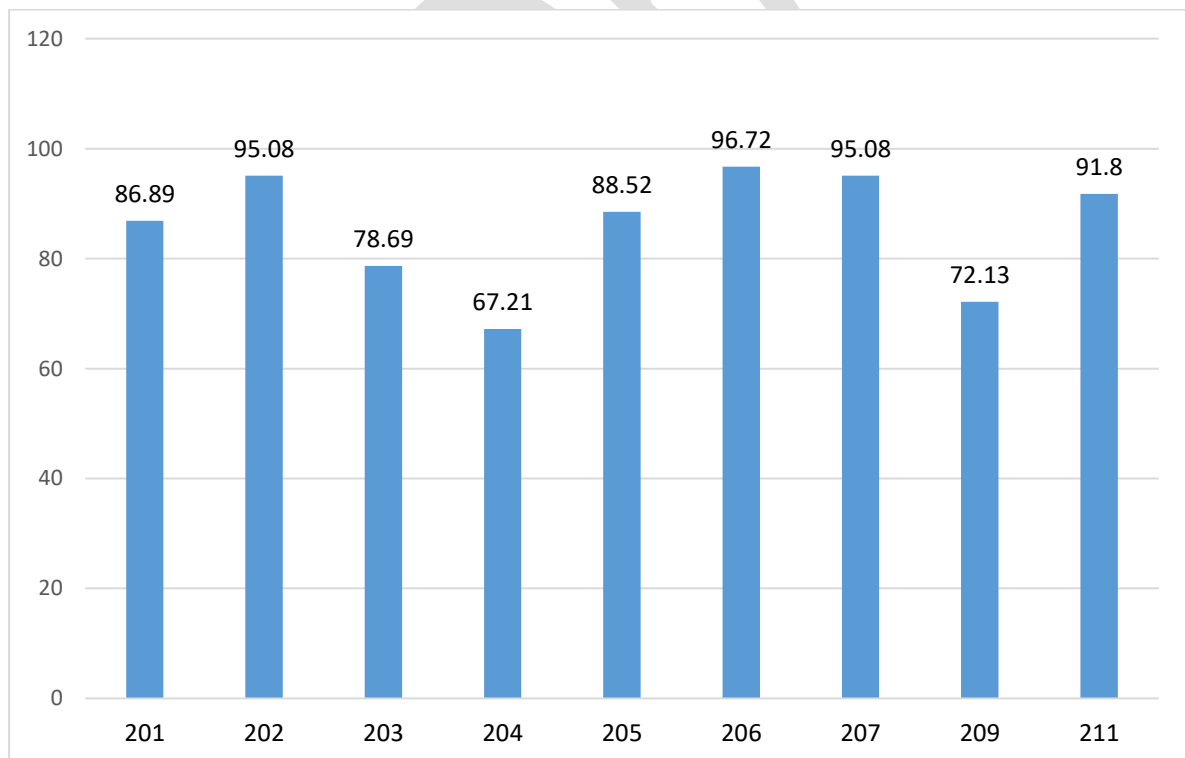


Result Analysis

(2021-22)

Class	No. of Student Appear	No. of Student Pass	Grade "A"	Grade "B"	Passed with ATKT	No. of Student Failed	Percentage
MBA – I (2019 Pat.)	61	20	12	08	41	00	100%
MBA – II (2019 Pat.)	59	20	16	04	NA	37	33.89%

Subject Wise Result Analysis (Sem II 2021-22)



The overall result of MBA I Year including passed with ATKT is 100%



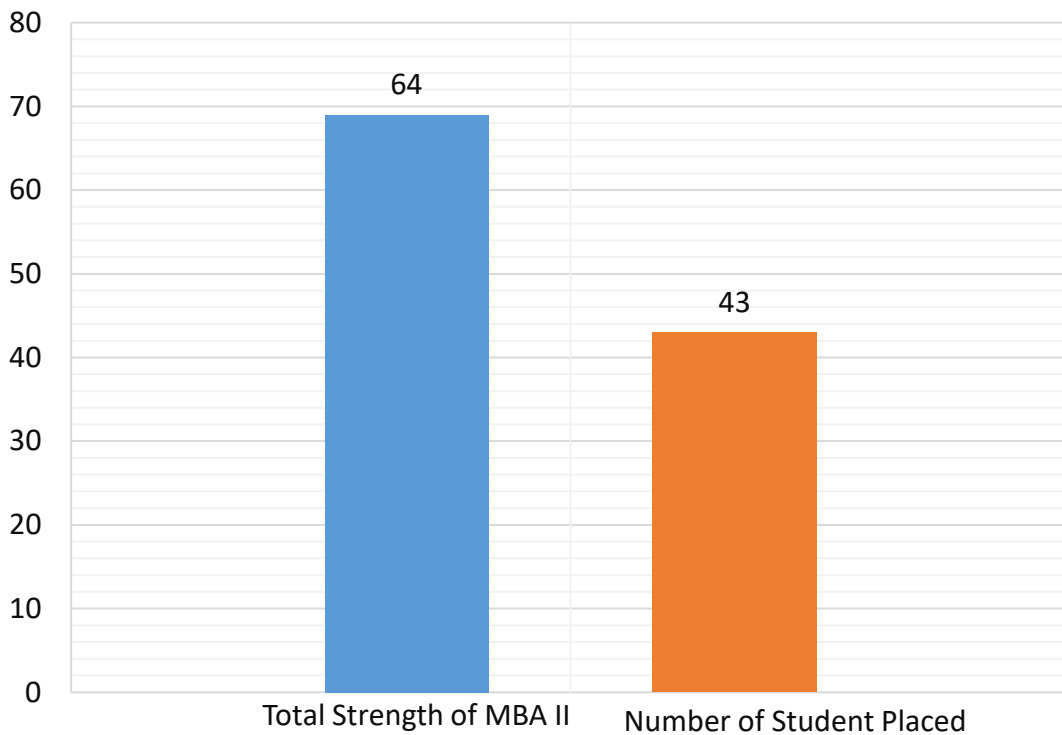
Topper List

Sr. No	Year	Name of Student	Percentage/CGPA
1	2009-10	BIRADAR PARMESHWAR NAGNATH	72.36 %
2	2010-11	POTE RAHUL ANNASAHEB	67.46 %
3	2011-12	AVHAD MEGHSHYAM RAMCHANDRA	68.23 %
4	2012-13	GAURSHETTE SHUBHANGI SOMNATH	63.07 %
5	2013-14	GHULE AISHWARYA ANIL	67.42 %
6	2014-15	SHELAKE BIPIN BALASAHEB	67.40 %
7	2015-16	BORADE GEETA SURYABHAN	70.30 %
8	2016-17	LABHADE AMOL VASANT	70.20 %
9	2017-18	DEVADE SHASHIKANT TANAJI	71.17 %
10	2018-19	BAKALE RAM KAILAS	73.40 %
11	2019-20	JAIN KAPIL KISHOR	73.40 %
12	2020-21	MALKAR HARSHADA SANDIP	8.52 CGPA
13	2021-22	PATIL ADITYA RAVINDRA	8.96 CGPA



Placement Record (2021-22)

Academic Year	Total Strength of MBA II	Number of Student Placed	Placement %
2021-22	64	43	67.18



Conclusion:-

- From the above representation it is cleared that, for academic year 2021-22 MBA departments total strength was 64 out of which 43 students were placed.
- So, the placement percentage for academic year 2021-22 was 67.18%.

