



SNDbes.....2022-23 SEM II)

Department of M.B.A.



SNDbes
(SEM – II 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)

Email:-hodmba@sndcoe.ac.in

Mob No- 9890608846

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



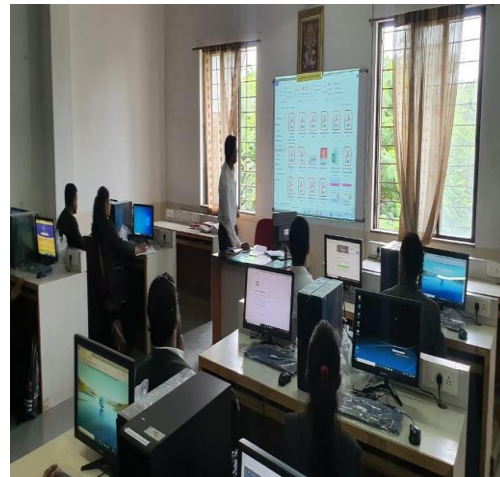
AICTE New Delhi

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. Thorat R.G. | Assistant Professor | MBA , B.Com | Finance, Marketing | 12 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)

1) **Name of Activity:-** Business Plan Competition

Students Participated:- MBA-I & II Year Students

Guest:- All Engineering Faculties and Student

The MBA Department of SND College of Engineering and Research Center successfully hosted its annual Business Plan Competition, fostering innovation and entrepreneurship among our students. This year's event, held on 24th May 2023 brought together budding entrepreneurs from various academic backgrounds, creating a platform for them to showcase their business acumen and innovative ideas.



2) **Debate Competition- Students Participated:-** MBA-I & II Year Students

The MBA Department at SND College of Engineering and Research Center organized an exhilarating Debate Competition. The event aimed to foster critical thinking, public speaking, and leadership skills among the students. Here is a brief report highlighting the key aspects of the competition:



In conclusion, the MBA Department's Debate Competition at SND COE & RC was a resounding success, fostering intellectual growth and encouraging students to become confident and articulate communicators. The event highlighted the department's commitment to holistic education and the development of future business leaders.

3) **Group Discussion Competition on current Political Crisis**

Students Participated:- MBA-I & II Year Students

The MBA Department at SND College of Engineering and Research Center hosted a thought-provoking Group Discussion Competition on the current political crisis. The event took place on September 15, 2023, and witnessed enthusiastic participation from our MBA students.



In conclusion, the Group Discussion Competition not only highlighted the importance of informed and constructive discussions in addressing political crises but also showcased the talent and potential of our MBA students. This event reflects SND College of



Engineering and Research Center's commitment to fostering intellectual growth and critical thinking among its students.

4) Management Games (28/04/2023)

Students Participated:- MBA-I & II Year Students

The MBA Department at SND College of Engineering and Research Center successfully organized the highly anticipated Management Games event on April 28, 2023. This event aimed to foster leadership skills, strategic thinking, and teamwork among the budding management professionals.



This event not only contributed to the personal and professional development of our MBA students but also strengthened the college's commitment to fostering excellence in management education. We look forward to more such enriching experiences in the future.

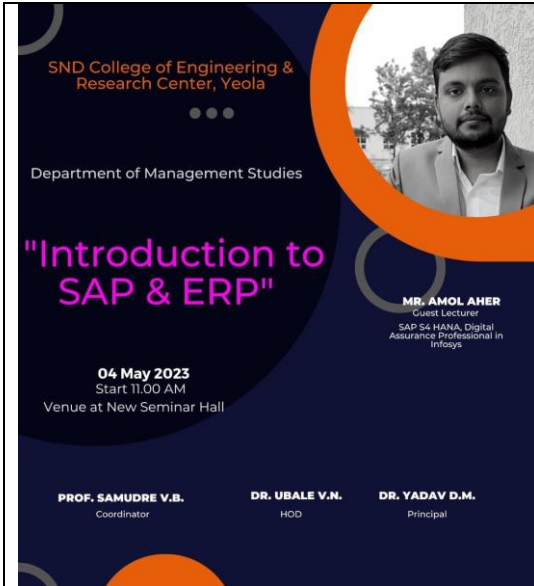
Guest Lecture

1) **Topic:-** Introduction to SAP/ERP (04/05/2023)

Resource Person:- Mr. Amol Aher-SAP S4 HANA Digital Professional in Infosys



The MBA Department at SND College of Engineering and Research Center hosted an insightful guest lecture on the topic "Introduction to SAP/ERP" on the 4th of May, 2023. The lecture was a remarkable success, providing students with a comprehensive understanding of SAP (Systems, Applications, and Products) and ERP (Enterprise Resource Planning).



The guest speaker, an industry expert with extensive experience in SAP and ERP implementations, captivated the audience with a compelling presentation. They highlighted the significance of SAP/ERP systems in modern businesses, emphasizing how they streamline operations, enhance efficiency, and promote data-driven decision-making.



In conclusion, the guest lecture on "Introduction to SAP/ERP" was a significant learning experience for the MBA students at SND College of Engineering and Research Center. It equipped them with knowledge that is not only essential for their academic pursuits but also invaluable for their future careers in the dynamic world of business and technology.

2) **Topic:-** Session on Interview Skill and HR (17/12/2023)

Resource Person:- Prof Chandana Pai, Welignkar Institute, Mumbai

The MBA Department at SND College of Engineering and Research Center organized an insightful and informative session on Interview Skills and Human Resources (HR) on December 17, 2023. The event aimed to equip students with the essential knowledge and tools needed to excel in job interviews and understand the role of HR in the recruitment process.



The session received overwhelmingly positive feedback from the attendees, with students expressing their increased confidence and understanding of interview processes and HR functions. They found the session to be highly beneficial for their career development.



In conclusion, the Interview Skills and HR session on December 17, 2023, organized by the MBA Department at SND College of Engineering and Research Center, was a resounding success. It not only equipped students with valuable skills but also facilitated networking opportunities with industry professionals, reinforcing the college's commitment to holistic education and career readiness.

3) Topic:- Introduction to Network Marketing (05/05/2023)

Resource Person:- Mr. Bapusaheb Kolekar, Manager NODICARE, Nashik

The MBA Department at SND College of Engineering and Research Center successfully organized an insightful seminar on "Introduction to Network Marketing" on May 5, 2023. This event aimed to provide students with a comprehensive understanding of the fundamentals and significance of network marketing in today's business landscape.



In conclusion, the "Introduction to Network Marketing" seminar was a resounding success, equipping our MBA students with the knowledge and skills necessary to excel in this ever-evolving field. We look forward to more such insightful events in the future to empower our students with practical business acumen.

4) Topic:- Angel Investor & Future Opportunities (19/08/2023)

Resource Person:- Prof. Rahul Thorat, Nashik

Students Participated:- 46

On August 19, 2023, the MBA Department at SND College of Engineering and Research Center hosted an enlightening guest lecture on "Angel Investor & Future Opportunities." The event was a remarkable success, providing valuable insights into the world of angel investing and its potential implications for budding entrepreneurs.

The lecture commenced with an introduction to angel investors and their pivotal role in nurturing startups. The guest speaker, a seasoned angel investor, shared their experiences and



success stories, emphasizing the importance of mentorship and financial backing in fostering innovation.



Overall, the guest lecture on Angel Investor & Future Opportunities was a resounding success, equipping MBA students with valuable knowledge and inspiring them to explore entrepreneurial endeavors. SND College of Engineering and Research Center continues to play a pivotal role in nurturing the entrepreneurial spirit among its students, and this lecture was a testament to that commitment.

Industrial Visit

Location:- 1) Empire Spices & Foods Ltd, Nashik (28/12/2022)

Students Participated:- 40





On December 28, 2022, the MBA Department of SND College of Engineering and Research Center organized an enlightening industrial visit to Empire Spices & Foods Ltd in Nashik. The visit aimed to provide students with practical insights into the operations of a prominent player in the food processing industry.

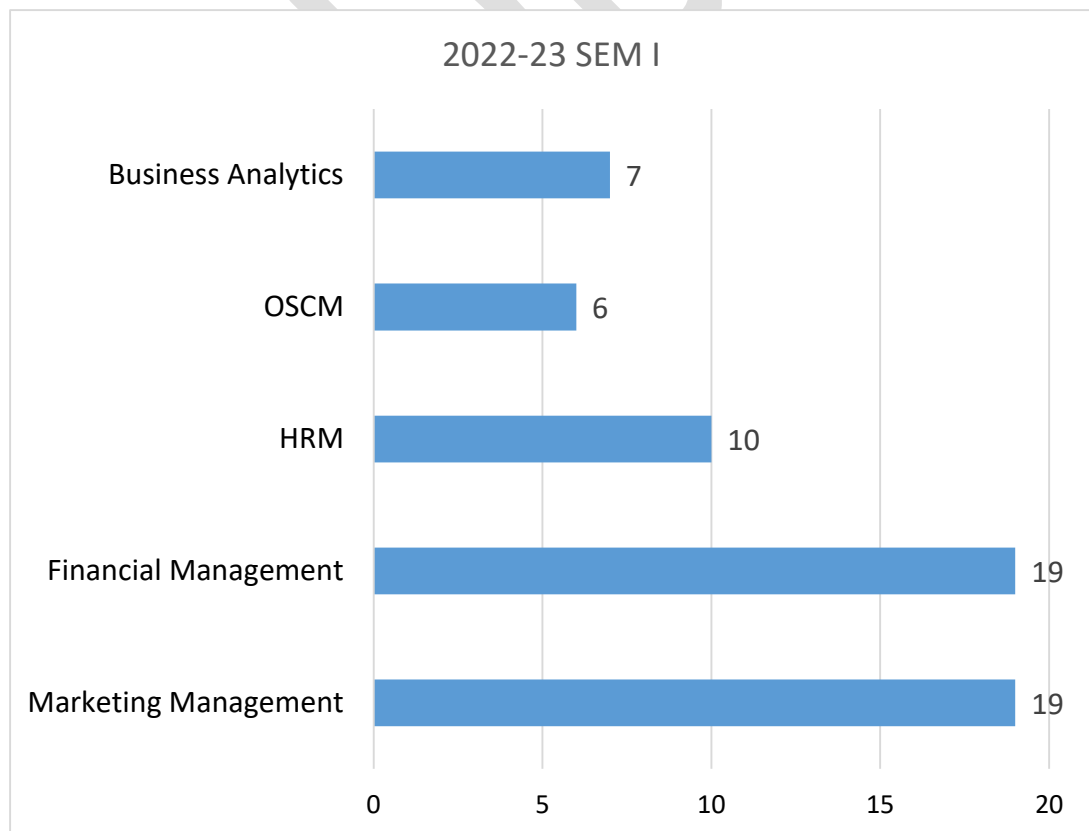
Company Overview: Empire Spices & Foods Ltd is a leading manufacturer and distributor of spices, condiments, and food products. Established in 1984, the company has grown to become a trusted name in the industry, known for its commitment to quality and innovation.

Conclusion: The MBA Department of SND College of Engineering and Research Center expresses its gratitude to Empire Spices & Foods Ltd for hosting a highly informative and insightful industrial visit. This visit enriched students' understanding of the industry and its practical applications, contributing significantly to their academic and professional development.

Recommendations: We recommend organizing similar industrial visits in the future to bridge the gap between theoretical knowledge and practical experience, ensuring that our students are well-prepared for the challenges of the corporate world.

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 | Samudre 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, |
| 4 | Thorat.R.G. | The Study Of Organizational Effectiveness through HRD Climate Auto Ancillary Unit, Aurangabad,” | The Online Journal of Distance Education and e - Learning, International Journal, | Volume 1, Issue 11, | ISSN 2147-6454 UGC Care | January 2023, |
| 5 | S.R. Aher, V.B. Samudre, A.U. Manekar & A.U. Pawar | Employee Welfare Measures in Shree Sai Power Control Pvt Ltd | Anvesak Abi-annual Journal | Volume 53. No.01 | ISSN: 03784568 UGC CARE | June 2023 |
| 6 | V.B. Samudre, & A.U. Pawar | Impact of New Education Policy 2020 on Higher Education | Anvesak Abi-annual Journal | Volume 53. No.01 | ISSN: 03784568 UGC CARE | June 2023 |
| 7 | A.U. Manekar & Dr. V.N. Ubale | Study of Problems faced by patients regarding Service Quality of Non – Non-NABH Accredited Hospitals Vs NABH Accredited Hospitals | Anvesak Abi-annual Journal | Volume 53. No.01 | ISSN: 03784568 UGC CARE | June 2023 |
| 8 | Dr. V.N. Ubale, V.B. Samudre, A.U. Pawar, Mr. N.S Kambale & Mr. A.U. Pawar | Awareness and Knowledge of National Education Policy 2020 among UG Students of Nashik District. | Anvesak Abi-annual Journal | Volume 53. No.01 | ISSN: 03784568 UGC CARE | June 2023 |



Faculty Development Activities

Prof. Kambale has attended 1 Month Teacher Training Program organized by Maharashtra State Faculty Development Academy, Pune.



1) Our Faculties has participated in the activity organised by Energy Swaraj Foundation





- 2) Our Faculties has participated in the webinar organised by LVH College, Panchvati, Nashik



- 3) Our Faculties has participated in the Workshop organised by Matoshri Institute of Management, Odha, Nashik
- 4) Our Faculties has participated in 'Online Quiz Competition' on the occasion of World Intellectual Property Day organized by our College.





5) Our Faculties has participated in Expert session on ‘Personal SWOT Analysis & Goal Setting Highlights.



Number of Students undergoing Internship/ Project

61

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.

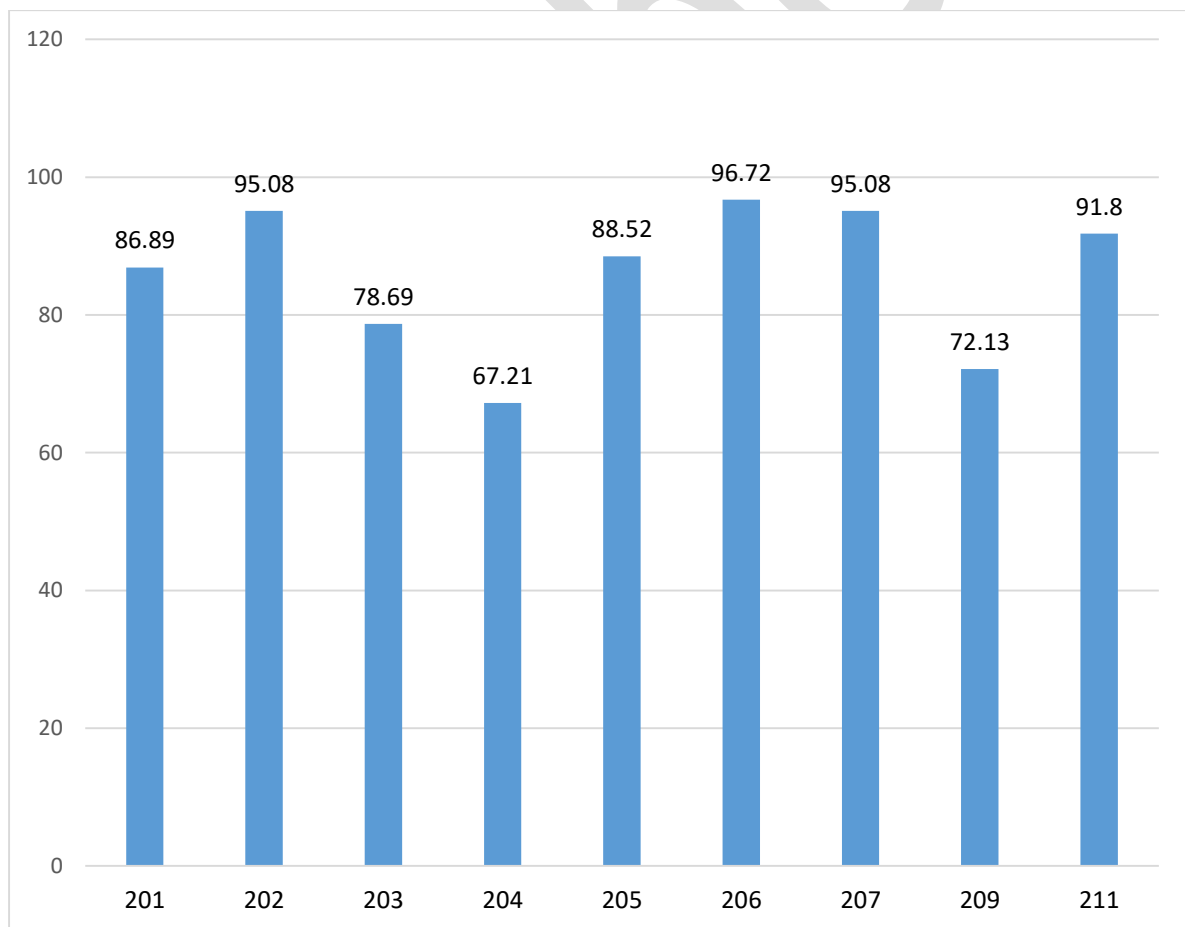


Result Analysis

(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

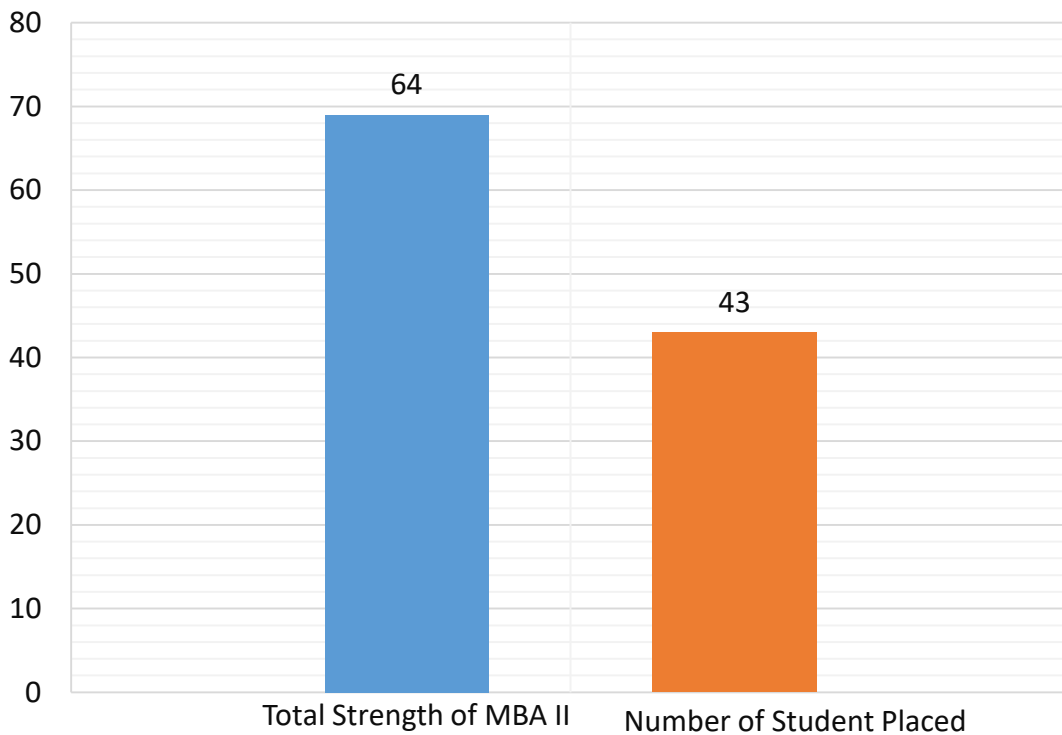
| Sr. No | Year | Name of Student | Percentage/CGPA |
|--------|---------|------------------------------|-----------------|
| 1 | 2009-10 | BIRADAR PARMESHWAR NAGNATH | 72.36 % |
| 2 | 2010-11 | POTE RAHUL ANNASAHEB | 67.46 % |
| 3 | 2011-12 | AVHAD MEGHSHYAM RAMCHANDRA | 68.23 % |
| 4 | 2012-13 | GAURSHETTE 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%.

