



**SAVITRIBAI PHULE PUNE UNIVERSITY**  
**School of Open Learning (Distance Education)**  
**Ganeshkhind Rd, Pune, Maharashtra 411007**  
**Subject List for First Year MBA**

**All Subjects are Compulsory**

**Semester - I Compulsory Group Minimum:12 Maximum: 12**

- [ GC01 ] MANAGERIAL ACCOUNTING
- [ GC02 ] ORGANIZATIONAL BEHAVIOUR
- [ GC03 ] ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
- [ GC04 ] BUSINESS RESEARCH METHODS
- [ GC05 ] BASICS OF MARKETING
- [ GC06 ] DIGITAL BUSINESS
- [ GEIL02 ] ENTERPRISE ANALYSIS & DESK RESEARCH
- [ GEIL05 ] BUSINESS SYSTEMS & PROCEDURES
- [ GEIL06 ] MANAGING INNOVATION
- [ GEUL01 ] MANAGEMENT FUNDAMENTALS I
- [ GEUL02 ] INDIAN ECONOMY I
- [ GEUL03 ] ENTREPRENEURSHIP DEVELOPMENT

**Semester - II Compulsory Group Minimum:12 Maximum: 12**

- [ GC07 ] MARKETING MANAGEMENT
- [ GC08 ] FINANCIAL MANAGEMENT
- [ GC09 ] HUMAN RESOURCES MANAGEMENT
- [ GC10 ] OPERATIONS AND SUPPLY CHAIN MANAGEMENT
- [ GEIL09 ] INDUSTRY ANALYSIS & DESK RESEARCH
- [ GEUL07 ] CONTEMPORARY FRAMEWORKS IN MANAGEMENT
- [ GEUL08 ] GEOPOLITICS & WORLD ECONOMIC SYSTEMS
- [ GEUL09 ] START UP AND NEW VENTURE MANAGEMENT
- [ SCMKT01 ] MARKETING RESEARCH
- [ SCMKT02 ] CONSUMER BEHAVIOUR
- [ SEILMKT01 ] INTEGRATED MARKETING COMMUNICATIONS
- [ SEILMKT02 ] PRODUCT & BRAND MANAGEMENT