



**SAVITRIBAI PHULE PUNE UNIVERSITY**  
(formerly University of Pune)  
GANESHKHIND, PUNE 411007.



Branch : MASTER OF BUSINESS ADMINISTRATION (REV.2019) - APRIL 2022

SeatNo :32312 Centre: 1318

Perm Reg No(PRN) : 2052012819

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Col/Inst.Name : 1318 AKEMI BUSINESS SCHOOL MARUNJE, PUNE

| SEM                     | SUBCODE | SUBJECT NAME                                        | INT | UEX | TOT  | CREDITS | GRADE | GP  |
|-------------------------|---------|-----------------------------------------------------|-----|-----|------|---------|-------|-----|
| 1                       | 101     | GC-01 MANAGERIAL ACCOUNTING                         | 40  | 27  | 67   | P 03    | C     | 021 |
|                         | 102     | GC-02 ORGANIZATIONAL BEHAVIOUR                      | 37  | 24  | 61   | P 03    | C     | 021 |
|                         | 103     | GC-03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS      | 40  | 35  | 75   | P 03    | B     | 024 |
|                         | 104     | GC-04 BUSINESS RESEARCH METHODS                     | 42  | 33  | 75   | P 03    | B     | 024 |
|                         | 105     | GC-05 BASICS OF MARKETING                           | 45  | 40  | 85   | P 03    | A     | 027 |
|                         | 106     | GC-06 DIGITAL BUSINESS                              | 40  | 32  | 72   | P 03    | B     | 024 |
|                         | 107     | GE-UL-01 MANAGEMENT FUNDAMENTALS                    | -   | 33  | 33   | P 02    | C     | 014 |
|                         | 108     | GE-UL-02 INDIAN ECONOMY                             | -   | 40  | 40   | P 02    | A     | 018 |
|                         | 111     | GE-UL-05 LEGAL ASPECTS OF BUSINESS                  | -   | 34  | 34   | P 02    | C     | 014 |
|                         | 113     | GE-IL-01 VERBAL COMMUNICATION LAB                   | 42  | -   | 42   | P 02    | A     | 018 |
|                         | 116     | GE-IL-04 MS EXCEL                                   | 45  | -   | 45   | P 02    | O     | 020 |
|                         | 119     | GE-IL-07 FOREIGN LANGUAGE -I                        | 41  | -   | 41   | P 02    | A     | 018 |
|                         | 191     | HUMAN RIGHTS - I                                    | 20  | -   | 20   | P 01    | A     | !   |
|                         | 192     | INTRODUCTION TO CYBER SECURITY - I                  | 20  | -   | 20   | P 01    | A     | !   |
| 2                       | 201     | GC-07 MARKETING MANAGEMENT                          | 42  | 34  | 76   | P 03    | B     | 024 |
|                         | 202     | GC-08 FINANCIAL MANAGEMENT                          | 44  | 34  | 78   | P 03    | B     | 024 |
|                         | 203     | GC-09 HUMAN RESOURCES MANAGEMENT                    | 44  | 42  | 86   | P 03    | A     | 027 |
|                         | 204     | GC-10 OPERATIONS & SUPPLY CHAIN MANAGEMENT          | 45  | 39  | 84   | P 03    | A     | 027 |
|                         | 205 MKT | SC-MKT-01 MARKETING RESEARCH                        | 45  | 43  | 88   | P 03    | A     | 027 |
|                         | 206 MKT | SC-MKT-02 CONSUMER BEHAVIOUR                        | 42  | 49  | 91   | P 03    | O     | 030 |
|                         | 207     | GE-UL-07 CONTEMPORARY FRAMEWORKS IN MANAGEMENT      | -   | 33  | 33   | P 02    | C     | 014 |
|                         | 209     | GE-UL-09 START UP AND NEW VENTURE MANAGEMENT        | -   | 43  | 43   | P 02    | A     | 018 |
|                         | 211     | GE-UL-11 BUSINESS, GOVERNMENT & SOCIETY             | -   | 35  | 35   | P 02    | B     | 016 |
|                         | 217-    | GE-IL-12 FOREIGN LANGUAGE - II                      | 42  | -   | 42   | P 02    | A     | 018 |
|                         | 218 MKT | SE-IL-MKT-02 PRODUCT & BRAND MANAGEMENT             | 45  | -   | 45   | P 02    | O     | 020 |
|                         | 220 MKT | SE-IL-MKT-04 DIGITAL MARKETING - I                  | 44  | -   | 44   | P 02    | A     | 018 |
|                         | 291     | HUMAN RIGHTS - II                                   | 22  | -   | 22   | P 01    | A     | !   |
|                         | 292     | INTRODUCTION TO CYBER SECURITY - II                 | 20  | -   | 20   | P 01    | A     | !   |
| 3                       | 301     | GC-11 STRATEGIC MANAGEMENT                          | 40  | 44  | 84   | P 03    | A     | 027 |
|                         | 302     | GC-12 DECISION SCIENCE                              | 40  | 42  | 82   | P 03    | A     | 027 |
|                         | 303     | GC-13 SUMMER INTERNSHIP PROJECT                     | 40  | 42  | 82   | P 06    | A     | 054 |
|                         | 304 MKT | SC-MKT-03 SERVICES MARKETING                        | 39  | 48  | 87   | P 03    | A     | 027 |
|                         | 305 BA  | SC-BA-04 MACHINE LEARNING & COGNITIVE INTELLIGENCE  | 40  | 41  | 81   | P 03    | A     | 027 |
|                         | 307     | GE-UL-14 INTERNATIONAL BUSINESS ENVIRONMENT         | -   | 36  | 36   | P 02    | B     | 016 |
|                         | 308     | GE-UL-15 PROJECT MANAGEMENT                         | -   | 48  | 48   | P 02    | O     | 020 |
|                         | 310     | GE-UL-17 CORPORATE GOVERNANCE                       | -   | 47  | 47   | P 02    | O     | 020 |
|                         | 312 BA  | SE-IL-BA-06 SOCIAL MEDIA, WEB & TEXT ANALYTICS      | 37  | -   | 37   | P 02    | B     | 016 |
|                         | 312 MKT | SE-IL-MKT-07 BUSINESS TO BUSINESS MARKETING         | 39  | -   | 39   | P 02    | B     | 016 |
|                         | 316 MKT | SE-IL-MKT-11 MARKETING ANALYTICS                    | 41  | -   | 41   | P 02    | A     | 018 |
|                         | 392     | INTRODUCTION TO CYBER SECURITY - III                | 20  | -   | 20   | P 01    | A     | !   |
|                         | 394     | SKILL DEVELOPMENT - I                               | 41  | -   | 41   | P 02    | A     | !   |
|                         | 395     | INTRODUCTION TO CONSTITUTION                        | 41  | -   | 41   | P 02    | A     | !   |
| 4                       | 401     | GC-14 ENTERPRISE PERFORMANCE MANAGEMENT             | 33  | 20  | 53   | * 03    | D     | 018 |
|                         | 402     | GC-15 INDIAN ETHOS & BUSINESS ETHICS                | 41  | 32  | 73   | * 03    | B     | 024 |
|                         | 404 BA  | SC-BA-06 ARTIFICIAL INTELLIGENCE IN BUSINESS APPLI  | 39  | 26  | 65   | * 03    | C     | 021 |
|                         | 404 MKT | SC-MKT-06 MARKETING STRATEGY                        | 41  | 29  | 70   | * 03    | B     | 024 |
|                         | 405     | GE-UL-19 GLOBAL STRATEGIC MANAGEMENT                | -   | 23  | 23   | * 02    | E     | 010 |
|                         | 408     | GE-UL-22 CORPORATE SOCIAL RESPONSIBILITY & SUSTAINA | -   | 21  | 21   | * 02    | P     | 008 |
|                         | 409 BA  | SE-IL-BA-13 E-COMMERCE ANALYTICS - II               | 41  | -   | 41   | * 02    | A     | 018 |
|                         | 412 MKT | SE-IL-MKT-16 RETAIL MARKETING                       | 42  | -   | 42   | * 02    | A     | 018 |
|                         | 492     | INTRODUCTION TO CYBER SECURITY - IV                 | 20  | -   | 20   | * 01    | A     | !   |
|                         | 494     | SKILL DEVELOPMENT - II                              | 40  | -   | 40   | * 02    | A     | !   |
| GRAND TOTAL(OUT OF3200) |         |                                                     |     |     | 2467 |         |       |     |

SGPA : (1) 8.10 (2) 8.77 (3) 8.93 (4) 7.05

TOTAL : CREDITS 110 GRADE POINTS 915

TOT.MARKS: 2467/3200 ( 77.09%) CGPA: 8.32 RESULT: FIRST CLASS WITH DISTINCTION

RESULT DATE : 14 November 2022