

Sinhgad Institute of Business Administration & Computer Application, Lonavala

STUDENT TRAINING PROGRAMME 2018-19

Class: MBA-I SEMESTER I - 32 Hours

- Reading skills: how to read (tips to effective reading to learn to emphasize on pause, words and phrases), Reading progression (to improve vocabulary) Fluency development and pronunciation: **8 Hours**
- Writing Skills: Types of writing ,keys to effective writing (to make effective use of vocabulary , to improve sentence and paragraph construction), Grammar: **8 Hours**
- Group discussion and Personal interview: Training and practice of GD and PI by corporate trainers: **8 Hours**
- General Knowledge Quiz: To improve GK and current, national and international affairs: **4 Hours**
- Case study presentation: To discuss cases to cover management fundamentals like Peter principal & Rational manager: **2 Hours**

At the end of the semester following online AMCAT Exam will be conducted:

- Assessment of writing skills using the Writex module of AMCAT: **1 Hour**
- Assessment of speaking skills using the Svar module of AMCAT: **0.5 Hours**
- Assessment of interview preparation using the Mock interview module of AMCAT: **0.5 Hours**


DIRECTOR
Sinhgad Institute of Business Administration
& Computer Application
Gal. No. 309/310, Kusgaon (Bk.)
Off. Mumbai - Pune Expressway,
Lonavala - 410 401, Dist. Pune.

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STUDENT TRAINING PROGRAMME 2018-19

Class: MBA-II SEMESTER III - 35 Hours

- **Advanced Reading skills:** Reading facts, summarizing, drawing inferences, preparing judgment: **8 Hrs**
- **Advanced Writing Skills:** writing etiquettes, Letter writing, email writing, Do's & Dont's in writing: **8 Hours**
- **Practice of Group discussion and Personal interview: 8 Hours**
- **General Knowledge Quiz:** To improve GK of current, national and international affairs: **4 Hours**
- **Preparation of video CV using K point platform: 2 Hours**

At the end of the semester following online AMCAT Exam will be conducted:

- **Assessment of writing skills using the Writex module of AMCAT: 1 Hour**
- **Assessment of speaking skills using the Svar module of AMCAT: 0.5 Hours**
- **Assessment of interview preparation using the Mock interview module of AMCAT: 0.5 Hours**
- **Assessment of English, Personality, Quantitative & Logical Ability, Excel skills and domain MBA module using AMCAT: 3 Hours**


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Sinhgad Technical Education Society's
SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION, LONAVALA

CASE STUDY SESSIONS

ACADEMIC YEAR 2018-19

Class: MBA-I SEM I

Timing: 10:35 to 11:30 pm (On every Tuesday w.e.f. 28/8/2018)

S.No	Subject	Case No.	Case Title	Name of Faculty & Co-Faculty	Date
1	Cases in Management	1	Team that wasn't	Dr. V. Kale & Dr. Reena Nath	28-Aug-18
2	Cases in Management	2	Is the Rookie Ready	Dr. V. Kale & Dr. Reena Nath	4-Sep-18
3	Cases in Management Fundamental	3	UBER driving change in transportation	Dr. V. Kale & Dr. Reena Nath	11-Sep-18

Director SIBACA
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CASE STUDY SESSIONS
ACADEMIC YEAR 2018-19

MBA-II SEM III

Timing: 10:35 to 12:25 (On every Tuesday w.e.f. 28/8/2018)

S.No.	Product Title	Name of Faculty & Co-Faculty	Date
	Marketing, IB, SCM, IT		
1	When the twitterverse turns on you	Dr. Rajendra Bhadale & Prof. Nilesh Patil	28-Aug-18
2	Can you win back online shoppers?	Dr. Rajendra Bhadale & Prof. Nilesh Patil	4-Sep-18
3	Positioning and Behavioral Dimensions: Implications for Big Bazaar	Dr. Sachin Wankhede & Dr. V Kale	11-Sep-18
4	Sustaining an Ethnic Soft Drink - Paper Boat: Brand Positioning and Consumer Behavior	Dr. Sachin Wankhede & Dr. V Kale	18-Sep-18
5	L'Oreal: Global Brand, local Knowledge	Dr. Sachin Wankhede & Dr. V Kale	25-Sep-18
	Human Resource		
1	SIEMENS	Dr. Sunita Shah & Dr. Reena Nath	28-Aug-18
2	We Googled You	Dr. Sunita Shah & Dr. Reena Nath	4-Sep-18
3	Bharat Petroleum	Dr. Rakesh Bhati & Dr. Sunita Shah	11-Sep-18
4	Arck Systems (A+B+C+D+E+F)	Dr. Rakesh Bhati & Dr. Sunita Shah	18-Sep-18
5	CRISIL: Designing a Compelling Employee Value Proposition	Dr. Rakesh Bhati & Dr. Sunita Shah	25-Sep-18
	Finance		
1	Can one Business Unit have two revenue models?	Prof. Manisha Badgujar & Prof. Sachin Hadapad	28-Aug-18
2	The Indian Builders Co. Ltd.	Prof. Manisha Badgujar & Prof. Sachin Hadapad	4-Sep-18
3	Pidilite Industries : Assessing Credit Quality	Dr. Anil Nagtilak & Dr. Sonali Kale	11-Sep-18
4	Kingfisher Airlines Ltd. Debt Restructuring	Dr. Anil Nagtilak & Dr. Sonali Kale	18-Sep-18
5	Motilal Oswal Financial Services Ltd: An IPO in India	Dr. Anil Nagtilak & Dr. Sonali Kale	25-Sep-18
	Operations		
1	Toyota Supplier Relations: Fixing the Suprima Chassis	Dr. K.M. Rahman & Dr. Irfan Inamdar	28-Aug-18
2	Ques: Diagnostics (A): Improving Performance at the Call Centers	Dr. K.M. Rahman & Dr. Irfan Inamdar	4-Sep-18
3	FoldRite Furniture Company: Planning to Meet a Surge in Demand	Dr. K.M. Rahman & Dr. Irfan Inamdar	11-Sep-18
4	CRU Computer RentalsRU	Dr. K.M. Rahman & Dr. Irfan Inamdar	18-Sep-18
5	Implementing LEAN Operations at Caesars Casinos	Dr. K.M. Rahman & Dr. Irfan Inamdar	25-Sep-18
	Strategic Management		
1	Harley-Davidson: Chasing a New Generation of Customers	Dr. Prashant Kalaskar	11-Sep-18
2	Pharmacy Service Improvement at CVS (A)	Dr. Prashant Kalaskar	18-Sep-18

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