

**PARUL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**ADVANCE BUSINESS COMMUNICATION (ABC)**

**SEMESTER 2**

**(Subject Code: 06200152)**

***COURSE OBJECTIVES:***

- The objective of introducing this subject to the second semester is intended to impart them focused understanding of different prime application of effective report writing; Cover letter writing; Drafting appropriate proposals
- The practice for effective written messages on different situation is taught during the session. Etiquettes & steps to be followed during dinner; grooming, during interview, proposal submission & business communication are put into practice. Preparing and organizing reports and research proposals, their formats and applications are taught to them. The subject also covers the focus on preparing an effective and targeted résumé, details to be followed i.e. format and types; Interview handling strategies are discussed in detailed.

***CONTENTS:***

<b>Module No</b>	<b>Module Content</b>	<b>Marks 60 (Weight)</b>
1	<b>Communication Through Reports and business Presentations</b> Understanding the Report Process and Research Methods; Characteristics of Reports & Proposals; Problem Solving Process <b>Managing Data &amp; Using graphics:</b> Communicating quantitative information using graphics <b>Organizing and Preparing Reports and Proposals :</b> Parts of formal Report; Writing convincing reports & choosing a writing styles; Short Reports; parts of Formal Proposal <b>Designing and Delivering Business Presentations :</b> Planning effective business presentations; organizing content; designing compelling presentation visuals; redefine your delivery; special presentation situations	30 (50%)
2	<b>Communication for Employment</b> Preparing Resumes and Application Messages; Identifying	30 (50%)

	<p>potential career opportunities; planning targeted résumé'; Types of Résumé's; Preparing résumé'; Supplementing résumé'; Drafting application message</p> <p><b>Interviewing for a job and preparing Employment Messages</b> : Types of employment interviews; Preparing for interviews; how to prepare other employment Messages; Tips to participate successfully in Interview</p> <p><b>Etiquette Advantage in Business Communication-</b> Grooming Etiquette &amp; Telephone Handling Skills; Dining Etiquette; Business Meals*&amp;Table Manners</p>	
3	<p>Résumé' Writing</p> <p>Report Writing</p> <p>Role play- Meeting management and writing Minutes of Meeting</p> <p>Expert Talks- 3 -4 Topics</p> <p>Interview Tacking Skills</p>	

**TEXT BOOKS:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	*Lehman, Dufrene and Sinha	BCOM, An Innovative Approach to learning and Teaching Business Communication	CENGAGE Learning,
2	Murphy, Herbert, Jane Thomas	Effective Business Communication CC104	Tata McGraw – Hills

- **Note: Text book with the sign \* is most recommended of the two prescribed**

**REFERENCE BOOKS:**

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Chaturvedi, P D Chaturvedi & Mukesh Chaturvedi	Business Communication Concepts , Cases & Application	Pearson Education
2	Payal Mehra	Business Communication for manager	Pearson Education

**SESSION PLAN:**

The course duration is of 30 sessions of 60 minutes each i.e. 30 hours

<b>Sessions No.</b>	<b>Topic</b>
1-4	<b>Communication Through Reports and business Presentations</b> Understanding the Report Process and Research Methods; Characteristics of Reports & Proposals; Problem Solving Process <b>Managing Data &amp; Using graphics:</b> Communicating quantitative information using graphics
5-8	<b>Organizing and Preparing Reports and Proposals :</b> Parts of formal Report; Writing convincing reports & choosing a writing styles; Short Reports; parts of Formal Proposal
9-11	<b>Designing and Delivering Business Presentations :</b> Planning effective business presentations; organizing content; designing compelling presentation visuals; redefine your delivery; special presentation situations
12- 15	<b>Communication for Employment</b> Preparing Resumes and Application Messages; Identifying potential career opportunities; Types of Résumé's; Planning targeted résumé'; preparing résumé'; Supplementing résumé'; Drafting application message
16-20	<b>Interviewing for a job and preparing Employment Messages :</b> Types of employment interviews; Preparing for interviews; how to prepare other employment Messages; Tips to participate successfully in Interview
21-26	<b>Etiquette Advantage in Business Communication-</b> Grooming Etiquette & Telephone Handling Skills; Dinning Etiquette; Business Meals*&Table Manners
27-30	<b>Class Activity and Expert sessions</b>

**PARUL UNIVERSITY**  
**CAREER DEVELOPMENT CENTRE**

**FRENCH - 2**

**SEMESTER 2**

**Lecture Contents**

Sr. No.	Topic	Weightage	Teaching Hrs.
1.	<b>Grammar</b>	15%	04
	1. Gender of nouns		
	2. Masculine		
	3. Feminine		
2.	<b>Articles</b>	20%	04
	1. Definite articles		
	2. Indefinite articles		
3.	<b>To be</b>	15%	04
	1. Where are you from?		
	2. Pronouns		
4.	<b>Verbs</b>	20%	08
	1. Tenses		
	2. Moods		
	3. Infinitives		
	4. Conjugation		
	5. Etre/ Avoir formation		
5.	<b>Word bank ( Basic Introduction )</b>	30%	10
	1. Cities		
	2. Nationalities		
	3. Directions		
	4. Describing people		
	5. Adverbs		
	6. Family members		
	7. Clothing		
	8. Furniture		
		100%	30

**Text Book:**

1. Beginner's French by Catrine Carpenter (Author)
2. English-French / French-English / For Instance: Oxford Beginners French Dictionary

**Reference Books:**

3. French Fast And Easy Way Book With 4 CDs – Barron's, Goyal Saab
4. French Made Easy Beginners Book with 2 CDs – Hachette, Goyal Saab

5. French with Ease Beginners Book with 4 CDs – ASSIMIL, Goyal Saab
6. French with Ease Intermediate Book with 4 CDs – ASSIMIL, Goyal Saab

PARUL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

COST AND MANAGEMENT ACCOUNTING

SEMESTER 2

(Subject Code: 06200151)

**COURSE OBJECTIVES:**

- To understand the basic concepts and processes used to determine product costs
- To be able to interpret cost accounting statements,
- To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making, and
- To be able to solve simple cases.

**CONTENTS:**

Module No	Module Content	Marks (Weigthage)
1	<b>Introduction to Cost Accounting</b> - Objectives and scope of Cost Accounting, Cost centers and Cost units, Elements of Cost, Cost behavior pattern, Separating the components of semi-variable costs, Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management. – (T-1 ) <b>(Only Theory)</b> <b>Cost Ascertainment – (Material Cost)</b> Procurement procedures— Store procedures and documentation in respect of receipts and issue of stock, Stock verification. Inventory control – ABC Analysis,. Maximum Level,	14 24%

	Minimum Level and Reorder Level. (T -1) <b>(Only Theory - different formats to record material and inventory)</b>	
2	<p><b>Cost Ascertainment – (Labour Cost)</b>  Labour Cost, Classification of Labour cost. Remuneration system, Methods of remuneration –Time Rate system, Piece rate system, Incentive wages plans &amp; Halsey Plan. (T – 1) <b>(Only Theory - different formats to record wages and labour hours)</b></p> <p><b>Direct Expenses and Overheads</b>  Direct and Indirect Expenses. Overheads – Classification of overheads. Allocation &amp; Apportionment of Overheads. Absorption of Overheads. <b>ABC Costing Example.</b> (T-1)</p>	16 26%
3	<p><b>Costing System –</b> Unit costing, Job Costing, Batch Costing, Process Costing and Operating Costing System. <b>(Theory and Practical)</b> (T-1)</p> <p><b>Marginal costing</b> compared with absorption costing, Contribution, Breakeven analysis and profit volume graph. Decision Making – Make or Buy, Export Order, Sales Mix and Key factors. <b>(Theory and Practical)</b> (T-1)</p>	16 26%
4	<p><b>Budget and Budgetary Control – (T -2)</b>  Master Budget and Responsibility Accounting. <b>(Only Theory)</b>  Flexible Budgets and <b>Cash Budget (Theory and Practical).</b>  Direct cost variance <b>(Material and Labour variances Only)</b> and Management Control</p>	14 24%
5	<b>Students should give presentation on solution of given Practical problems/small cases.</b>	

**TEXT BOOKS:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	M. N. Arora	A Textbook on Cost and Management Accounting	Vikas Publication. 10 <sup>th</sup> Edition
2	Charles T. Horngren	Cost Accounting- A Managerial Emphasis	Pearson – 14 <sup>th</sup> Edition

**REFERENCE BOOKS:**

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Ravi Kishore	Cost Management Accounting	Taxman – Latest Edition
2	Hilton & Maher	Cost Management : Strategies for Business	TMH – Latest Edition

**SESSION PLAN:**

The course duration is of 60 sessions of 60 minutes each i.e. 60 hours

Sessions No.	Topic
1 -2	Objectives and scope of Cost Accounting. Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management.
3-4	Objectives and scope of Cost Accounting, Cost centers and Cost units, Elements of Cost, Cost behaviour pattern, Separating the components of semi-variable costs
5-8	Procurement procedures— Store procedures and documentation in respect of receipts and issue of stock, Stock verification. Inventory control – ABC Analysis, Maximum Level, Minimum Level and Reorder Level. (Only Theory - different



	formats to record material and inventory)
9-12	Labour Cost, Classification of Labour cost. Remuneration system, Methods of remuneration –Time Rate system, Piece rate system, Incentive wages plans & Halsey Plan. (Only Theory - different formats to record wages and labour hours)
13-15	Direct and Indirect Expenses. Overheads – Classification of overheads
16-20	Allocation & Apportionment of Overheads. Absorption of Overheads. Examples of Overheads.
21-24	Unit costing
25-28	Job Costing & Batch Costing
29-34	Process Costing
35-38	Operating Costing System
39-43	Marginal costing compared with absorption costing
44-49	Contribution, Breakeven analysis and profit volume graph. Decision Making – Make or Buy, Export Order, Sales Mix and Key factors
50-54	Master Budget and Responsibility Accounting. (Only Theory)
55-57	Flexible Budgets and Cash Budget (Theory and Practical)
58-60	Direct cost variance (Material and Labour variances Only) and Management Control
	<b>Practical Module</b> - Students should give presentation on solution of given Practical problems/small cases.

**PARUL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**FINANCIAL MANAGEMENT**

**SEMESTER 2**

**(Subject Code: 06200153)**

***COURSE OBJECTIVES:***

- The objective of this course is to prepare the students with conceptual understanding of Financial Management, its practical application and its importance in Business decisions.
- Students are expected to learn these decision making skills with the help of few cases.
- The course also intends to make students gain the mechanical part of various decisions with the help of selected numerical problems available in various suggested text books.

***CONTENTS:***

<b>Module No</b>	<b>Module Content</b>	<b>Marks (Weightage)</b>
1	Understanding the Meaning of Financial Management, The Indian Financial System, Time value of Money, Valuation of Bonds and Shares	18 (30%)
2	Managements of Understanding Investment Decision and Various Steps Involved: Nature of Investment Decision,	12 (20%)

	Techniques of Investment Decisions; Discounted and Non Discounted Techniques, Estimation of Discount Rate (Cost of Capital)	
3	Understanding Working Capital Management as a Decision to Create Value for Business: Principles of Working Capital Management, Various Approaches, Estimation of Working Capital, Management of Components of Working Capital; Cash, receivables, inventory and sources of working capital finance	18 (30%)
4	Leverages – Meaning and Types , Theory of Capital Structure, Relevance and Irrelevance of Capital Structure, Arbitraging, Sources of Long Term Finance, Understanding Dividend Decisions, Various Models of Relevance and Irrelevance Approaches Towards Dividend theory.	12 (20%)
5	Case Study	

**TEXT BOOKS:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	I M Pandey	Financial Management	Vikas Publication
2	Khan and Jain	Financial Management	Tata McGraw Hill

**REFERENCE BOOKS:**

<b>Sr. No</b>	<b>Author</b>	<b>Name of the Reference Book</b>	<b>Publisher Edition</b>
<b>1</b>	Chandra, Prasanna	Financial Management, theory and Practice	Tata McGraw Hill
<b>2</b>	J. Van Horne , John M Wachowicz JR	Fundamentals of Financial Management	Prentice Hall

**SESSION PLAN:**

The course duration is of 60 sessions of 60 minutes each i.e. 60 hours

Sessions No.	Topic
1-2	Understanding the Meaning of Financial Management
3	The Indian Financial System
4-9	Time value of Money
10-12	Valuation of Bonds
13-16	Valuation of Shares
17-18	Managements of Understanding Investment Decision and Various Steps Involved: Nature of Investment Decision
19-23	Techniques of Investment Decisions; Discounted and Non Discounted Techniques
24-27	Estimation of Discount Rate (Cost of Capital)
28-39	Principles of Working Capital Management ,Various Approaches

30-32	Estimation of Working Capital
33-35	Management of Components of Working Capital; Cash
36-38	Management of Components of Working Capital; Receivables
39-40	Management of Components of Working Capital; Inventory
41	Sources of working capital finance
42-44	Meaning and types of Leverages
45-48	Theory of Capital Structure, Relevance and Irrelevance of Capital Structure, Arbitraging
49	Sources of Long Term Finance
50	Understanding Dividend Decisions
51-54	Various Models of Relevance and Irrelevance Approaches Towards Dividend theory
55-60	Case Study

**PARUL UNIVERSITY**  
**CAREER DEVELOPMENT CENTRE**  
**GERMAN**  
**SEMESTER 2**

**Lecture Contents**

Sr. No.	Topic	Weightage	Teaching Hrs.
1.	<b>Speaking Practice</b>	10%	04
	1. Numbers and basic words		
	2. 3 sentences from book		
	3. Paragraph recitation		
2.	<b>Writing Practice</b>	30%	08
	1. Sentences written on board		
	2. Sentences from an Audio track		
3.	<b>Listening Practice</b>	20%	06
	1. Tick words as spoken in the audio track		
	2. Names		
	3. Select correct paragraph as spoken in the audio track		
	4. Find mistakes from the paragraph as spoken in the audio track		
4.	<b>Reading Practice &amp; vocabulary</b>	30%	08
	1. Fill in the blanks from paragraph		
	2. True or false		
	3. Write one line answer from paragraph		
	4. clothing		
	5. furniture		
	6. Action words / verb forms		
	7. Directions		
	8. Stationery items		
	9. transportation		
5.	<b>Presentation</b>	10%	04
	Introduction		
	Presentation on a given topic		
	<b>Total</b>	100%	30

**PARUL UNIVERSITY**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**HUMAN RESOURCE MANAGEMENT**  
**SEMESTER 2**  
**(Subject code: 06200154)**

***COURSE OBJECTIVES:***

- a) The subject introduces you to different role of Human in an organization & teaches the basic principles of strategic human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. The basic role and function of Human Resource management in industry & different Models
- b) Different aspects of Human Resource Planning, Job Analysis, Total Quality management and job Evaluation. Impact and relevance of Recruitment, Selection and change that can be brought in with the help of effective Training & Development Strategies
- c) Journey through the objective of compensation management; Performance appraisal- at tool of HRM; Other benefits; responsibility of Labour Laws; Global HRM and SHRM
- d) Students will be exposed to and will discuss current human resource practices and will participate in exercises designed to enhance critical skills. Case studies will be integrated into most of the areas covered..

***CONTENTS:***

<b>Module No</b>	<b>Module Content</b>	<b>Marks (Weigthage)</b>
1	<b>Introduction to Human Resource Management</b> – Nature; Scope; Importance; HRM Functions & HRM Models; <b>Human</b>	18 Marks (30%)

	<p><b>Resource Planning</b> - Nature; Importance; Requisites for HRP; Barriers <b>Job Analysis</b> – Nature; Process; TQM; Requisites; Problems; <b>Job Design</b> – Importance; Approaches; Challenges; Job Characteristic Model; <b>Job Evaluation</b>- Process; Methods Recruitment - Nature; Importance; Factors; Process, Alternatives <b>Selection</b> – Nature; Process; Evaluation; Barriers ; Assessment Centers; Barriers</p>	
2	<p><b>Training &amp; Development</b>- Role &amp; Importance of Orientation programs &amp; induction; Nature of T&amp;D; ; Types of Training methods ; MDP's ; Measures to make it effective; <b>Performance Appraisal</b> – Concept; Process; Types of PA; ;Legal constraints with PA;</p> <p><b>Compensation Management</b> - Components; Theories of Compensation;</p> <p><b>Incentive &amp; Fringe Benefits</b> –Nature; Types of Incentive scheme &amp; Fringe benefits</p>	18 Marks (30%)
3	<p><b>Industrial Relations &amp; Trade union</b> – Introduction ; Definition of IR; Nature of Trade Union; TU Movement in India; Challenges ;<b>Resolving Disputes</b> – Nature; Causes; Settlement of Dispute; Grievance Handling; <b>Labour Laws</b> – Nature &amp; Need; Introduction to different Labour Laws</p>	18 Marks (30%)
4	<p>Career Management &amp; Talent Management; <b>Integrating Strategy HR with Business Strategy &amp; HR Audit</b> –Nature of SHRM; Process; Barriers; Nature &amp; Need for HR Evaluation; Approaches to Evaluation ; ILO;</p> <p><b>Global HRM</b>- Domestic HRM &amp; IHRM; Managing HR Activities; Managing Expatriates, Repatriate &amp; Role of Cross Cultural Training; Challenges &amp; Opportunities</p>	6 Marks (10%)
5	<p>Project assigned from Modules; Role Plays; Group Discussion &amp; Case study presentation</p>	



**TEXT BOOKS:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	*K Ashwathapa	Human Resource Management , Text and Cases	Tata McGraw Hill (7 <sup>th</sup> Edition)
2	Garry Dessler & Biju Varkkey	Human Resource Management	Pearson ( 11 <sup>th</sup> Edition)

**Note: \* Marked text book is most/highly recommended**

**REFERENCE BOOKS:**

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	P. Subba Rao	Personnel and Human Resource Management , Text and Cases	Himalaya Publishing House
2	Dynamics of Industrial Relations	Mamoria,, Mamoria & Gankar	Himalaya Publishing House

**SESSION PLAN:**

The course duration is of 60 sessions of 60 minutes each i.e. 60 hours

Sessions No.	Topic
1-3	Nature; Scope; Importance of HRM
4-7	HRM Functions & HRM Models
8-12	Nature; Importance; Requisites for HRP; Barriers
13-14	Nature; Process; TQM; Requisites; Problems of Job Analysis
15-17	Importance; Approaches; Challenges Of Job Design
18-19	<b>Job Evaluation</b> - Process; Methods
20-21	<b>Recruitment</b> - Nature; Importance; Factors; Process, Alternatives

22-25	<b>Selection</b> – Nature; Process; Evaluation; Barriers ; Assessment Centers; Barriers
26-28	<b>Training &amp; Development-</b> Role & Importance of Orientation programs & induction; Nature of T&D
29-31	MDP's ; Measures to make Training effective
33-36	<b>Performance Appraisal</b> – Nature; Types; Process; Challenges ; legal constraints with PA
37-39	<b>Compensation Management</b> - Components; Theories of Compensation
40-42	<b>Incentive &amp; Fringe Benefits</b> –Nature; Types of Incentive schemes & Fringe Benefits
43-46	<b>Industrial Relations &amp; Trade union</b> – Introduction ; Definition of IR; Nature of Trade Union; TU Movement in India; Challenges
47-51	<b>Resolving Disputes</b> – Nature; Causes; Settlement of Dispute; Grievance Handling
52-54	<b>Labour Laws</b> – Nature & Need; Introduction to different Labour Laws
55-57	<b>Integrating Strategy HR with Business Strategy &amp; HR Audit</b> – Nature of SHRM; Process; Barriers
58	Nature & Need for HR Evaluation; Approaches to Evaluation ; ILO
59-60	<b>Global HRM-</b> Domestic HRM & IHRM; Managing HR Activities; Managing Expatriates, Repatriate & Role of Cross Cultural Training

**PARUL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**MARKETING MANAGEMENT**

**SEMESTER 2**

**(Subject Code: 06200156)**

***COURSE OBJECTIVES:***

- The course introduces the concepts of marketing and focuses on the application of the conceptual marketing frameworks.
- The conceptual frameworks relate to Understanding the market forces, Developing Marketing Strategies and taking the marketing decisions.
- The application will be through a project and a few cases.

***CONTENTS:***

<b>Module No</b>	<b>Module Content</b>	<b>Marks (Weightage)</b>
1	<b>Introduction</b> , Definition, Importance and Scope of Marketing, Core Marketing concepts, Philosophies of Marketing Management, Updated Four P's. Marketing & Customer Value, Corporate & Division Strategic Planning, Business Unit Strategic planning and Product planning. Components of Marketing Information System and Marketing Research process. Building Customer value, satisfaction, and Loyalty. Maximizing Customer Lifetime value.	12 20%

2	<p><b>Consumer Behavior</b> - Introduction, Factors that influence CB, The buying decision process. <b>Business Markets</b> – Business markets v/s Consumer market, Participants in business buying process, Stages in Business buying process.</p> <p><b>Identifying Market Segments and Targets.</b></p> <p>Introduction to Rural markets with reference to four P's.</p> <p><b>Competitive Dynamics</b> – Market leader strategies, Challenger strategies, Follower strategies, Nicher strategies. Product Life cycle - Stages and Strategies for Different Stages of PLC.</p> <p><b>Brand Positioning</b> – Developing and Establishing a Brand positioning, Differentiating Strategies.</p>	18 30%
3	<p><b>Brand Equity</b> – Definition, Role of Brands, Scope of Branding, Brand Equity models, Devising Branding Strategy.</p> <p><b>Setting Product Strategy</b> – Product levels, Product &amp; Brand Relationships.</p> <p><b>Introducing New market offerings</b></p> <p><b>Services</b> – Nature of services, Managing Service Quality.</p> <p><b>Pricing Strategies</b> – Understanding Pricing, Setting the price, Adapting the price.</p>	18 30%
4	<p><b>Marketing Channels</b> and Value Networks, Retailing – Types of retailers, Private Labels, Wholesaling.</p> <p>Role of <b>Marketing Communications</b>, Developing Effective Communications, Marketing Communication Mix.</p> <p>Sales Promotion, Events &amp; Experience, Public relations.</p> <p>Direct Marketing, Interactive marketing, Word of mouth.</p> <p><b>Tapping into global markets.</b></p>	12 20%
5	<b>Live Projects &amp; Cases</b>	

**TEXT BOOKS:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	Kotler, Keller, Koshy, Jha	Marketing Management	Pearson Education

**REFERENCE BOOKS:**

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Tapan panda	Marketing management	Excel Books Latest edition
2	Rajan Saxena	Marketing Strategies	Tata- McGraw Hill Latest edition

**SESSION PLAN:**

The course duration is of 60 sessions of 60 minutes each i.e. 60 hours

Sessions No.	Topic
1-2	Introduction, Importance, Core Concepts
2-3	Marketing Philosophies
3-4	Updated four P's, Value delivery and value chain process
5-7	Marketing plan
8-9	Components of Marketing information system
10-11	Marketing Research process
12-13	Customer value , satisfaction and loyalty
13-15	CLV, Introduction to Consumer Behavior, Factors influencing CB
16-17	Buying decision process, introduction to business markets,

18-19	Business markets v/s consumer markets, Participants in business process
20	Stages in business buying process
21-22	Market segments & its bases
23	Selecting & Market targeting
24-25	Introduction to competition, leader strategies
26-27	Challenger, Follower & Nicher strategies
28-29	PLC & its strategies
30	Positioning, POP, POD
31-33	Brand Equity and its models
34-35	Devising branding strategies
36-37	Product levels, Product & Brand Relationships.
38-41	Introducing New market offerings
42-43	Nature of services, Managing Service Quality
44-46	Understanding Pricing, Setting the price, Adapting the price
47-48	Marketing Channels and Value Networks
49-51	Retailing – Types of retailers, Private Labels, Wholesaling
52-53	Marketing Communications
54-55	Sales Promotion, Events & Experience, Public relations
56-57	Direct Marketing, Interactive marketing, Word of mouth
58-60	Tapping into global markets

**PARUL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**OPERATION RESEARCH**

**SEMESTER 2**

**(Subject Code: 06200157)**

***COURSE OBJECTIVES:***

- This subject will provide students with the knowledge of formulating mathematical models for quantitative analysis of managerial problems in industry so that they are able to use resources (capitals, materials, staffing and machines) more effectively.
- The subject imparts skills in the use of various mathematical models with operations research approach in solving real problems in industry and thereby facilitates the managerial decision making process.

***CONTENTS:***

<b>Module No</b>	<b>Module Content</b>	<b>Marks (Weighthage)</b>
1	Introduction to Quantitative analysis: Basic concepts and its role in decision making, Nature of OR problem, Steps in OR problem. Formulation of LP problems, Solution of L.P.P by Graphical Method. Duality and its implications.	18 (30%)
2	Decision theory: Decision under Uncertainty (Maximax or Minimin, Maximin or Minimax, Laplace, Hurwicz and Salvage), Decision under Risk (EMV, EOL and EVPI). Game Theory: Concepts, Definitions and terminology, Two person Zero sum games, Pure Strategies (Games with saddle	12 (20%)

	point), Principles of Dominance, Mixed strategies (Game without saddle point), Solution for games without saddle point.	
3	Transportation Models: Initial Basic Feasible solution (North West corner method, Least cost Method and Vogel's Approximation method). Optimal Solution (Stepping Stone Method and MODI method). Assignment Problem and Travelling salesman Problem. Network Models: Minimum Spanning tree, Shortest Route and Maximal flow technique.	18 (30%)
4	Queuing Theory: General Structure of Queuing system, Single channel Queuing Model with Poisson arrivals and Exponential Services times (Single server Model) Simulation Modeling: Monte Carlo Simulation (for Inventory system, Queuing system and Profit/Loss), Advantages & Disadvantages of Simulation, and Applications of Simulation.	12 (20%)
5	Practical Module: Practical Case study of all the topics studied from Module 1 to Module 4.	

**TEXT BOOKS:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	N D Vohra	Quantitative Techniques in Management	Tata McGraw Hill (Latest Edition)
2	J K Sharma	Operations Research Theory and Applications	Macmillan India Ltd. (Latest Edition)
3	Barry Render, Ralph M. Stair, Jr. Michael E. Hanna, T N Badri	Quantitative Analysis for Management	Pearson (Latest Edition)



**REFERENCE BOOKS:**

<b>Sr. No</b>	<b>Author</b>	<b>Name of the Reference Book</b>	<b>Publisher Edition</b>
<b>1</b>	Kanti Sawaroop, R K Gupta, Man Mohan,	Operations Research	S. Chand & company (Latest Edition)
<b>2</b>	Hamdy Taha	Operations Research	Pearson Education (Latest Edition)
<b>3</b>	Ravindran, Phillips, Solberg	Operations Research	Wiley – India Edition

**SESSION PLAN:**

The course duration is of 60 sessions of 60 minutes each i.e. 60 hours

<b>Sessions No.</b>	<b>Topic</b>
1-2	Introduction to Quantitative Analysis: Basic concepts and its role in decision making.
3-8	Nature of OR problem, steps in OR problem, Formulation of LP problems
9-14	Solution of L.P.P. by Graphical Method
15-18	Decision under Uncertainty (Maximax or Minimin, Maximin or Minimax, Laplace, Hurwicz and Salvage)
19-21	Decision under Risk (EMV, EOL and EVPI)
22-25	Concepts, Definitions and terminology, Two person Zero sum games, Pure Strategies (Games with saddle point), Principles of Dominance

26-29	Mixed strategies (Game without saddle point), Solution for games without saddle point
30-38	Transportation Models, Initial Basic Feasible Solution and Optimal Solution
39-44	Assignment Problem and Travelling Salesman Problem
45-48	Network Models: Minimum Spanning Tree Problems, Shortest Route and Maximal Flow Technique.
49-52	Queuing theory: Single Channel Queuing Model with Poisson arrivals and Exponential Service Times (M/M/1)
53-55	Simulation Modeling
56-60	<b>Practical Module:</b> Cases of each topics learnt in the course

**PARUL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**RESEARCH METHODOLOGY**

**SEMESTER 2**

**(Subject code: 06200155)**

***COURSE OBJECTIVES:***

- a) Impart the requisite knowledge for identifying issues or problems confronted in business
- b) Develop the research skills of the students in investigating into the business problems with a view to arriving at objective findings and conclusions and interpreting the results of their investigation in the form of systematic reports.

<b>Module</b>	<b>Content</b>	<b>(Weightage)</b>
1	Introduction Objective, Types, Methods & Process. Research Problem, Concept of Research and Its Application in Various Functions of Management, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan.	12 (20%)
2	Research Designs: Understanding Research Designs: Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation, Others	18 (30%)
3	Scaling Techniques: Attitude Measurement and Scaling Techniques Measurement in Research, Types of Measurement Scales, Scaling Techniques - Likert, Thurstone, Semantic Differential scales Sampling Design: Characteristics of a good Sample design,	12 (20%)

	Types of Sample design. Sample size determination, Questionnaire format and Designs	
4	. Test of Hypothesis Type I and Type II Errors, One Tailed and Two Tailed Test, Statistical Inference: Estimation for Single and Two Populations; Hypothesis Testing for Single Populations- Mean, Proportion and Variance; Hypothesis Testing for Two Populations- Mean, Proportion and Variance	18 (30%)
5	Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report : Their Significance, Drawing Conclusions, Suggestions and Recommendations.	

**TEXT BOOKS:**

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Malhotra , Naresh	Marketing Research	PHI
2	Ken Black	Business Statistics for Contemporary Decision Making	Wiley –Student

**REFERENCE BOOKS:**

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Donald R Cooper and Pamela S Schindler	Business Research Methods	TMG
2	Zikmund Willium	Business Research Methods	Thomson

**SESSION PLAN:**

The course duration is of 60 sessions of 60 minutes each i.e. 60 hours

<b>Sessions No.</b>	<b>Topic</b>
1	Introduction Objective, Types, Methods & Process.
2-3	Research Problem, Concept of Research and Its Application in Various Functions of Management,
4-5	Defining Research Problem and Framing Hypothesis,
6-7	Preparing a Research Plan
8-9	Case study
10-11	Research Designs:
12-13	Understanding Research Designs:
14-16	Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection
17-21	Surveys, Observation and Experimentation, Others
22-25	Scaling Techniques: Attitude Measurement and Scaling Techniques Measurement in Research, Types of Measurement Scales, Scaling Techniques - Likert, Thurstone, Semantic Differential scales
26-27	Sampling Distribution of the Mean, Proportions, Difference of Means and Proportions.
28-31	Questionnaire format and Designs
32-33	Sampling Design: Characteristics of a good Sample design, Types of Sample design. Sample size determination,
34-37	Test of Hypothesis Type I and Type II Errors, One Tailed and Two Tailed Test,
38-41	Statistical Inference: Estimation for Single and Two Populations;
42-47	Hypothesis Testing for Single Populations- Mean, Proportion and Variance
48-50	Hypothesis Testing for TWO Populations- Mean, Proportion and Variance;
51-53	Testing for Two Populations- Mean, Proportion and Variance

54-55	Small case study for the above examples
56-60	<b>Practical Module: 5</b> Report Writing and practices with SPSS and EXCEL