



AURORA'S P.G. COLLEGES
DEPARTMENT OF MANAGEMENT
ACADEMIC YEAR 2013-15

GUIDELINES TO STUDENT ASSIGNMENTS

OBJECTIVES OF ASSIGNMENTS:

It is very essential that students of MBA should not only be thorough in theoretical concepts but should also have the ability to apply the same in practical situations. The more the student combines conceptual thinking with practical exposure, the more likely is the success rate in his/her career. The student should learn the analysis of financial statement, changing environmental factors of organizations, changes in employee work life and all that is happening in the contemporary business world. To inculcate this integrated thinking, Aurora's PG Colleges adopt a system of giving assignments to students so that their analytical, logical and reasoning skills can be sharpened. The following are the objectives of assignments

- Giving the idea of abstract concepts in each unit in each subject area and identify and implement key concepts.
- To encourage student engagement and to assess student self learning through various sources like newspaper, journal and media articles on the concepts explained in each unit.
- To enhance their conceptual skills to understand subject and its implementation.

PROCESS OF ASSIGNMENT:

Before the commencement of every unit and for each subject in the respective semester, the faculty concerned will divide the class into 20 learning groups with 3 students in each group and give key concepts unit wise to students. The students in each group have to write 5 assignments carrying 5 marks in all of the subjects and submit the same to the faculty before the completion of the unit. The assignments will be validated on the criteria of introduction to the topic, subject knowledge, and sources of information, comprehensive analysis and presentation skills. The total marks allotted for assignments in each of the subject are five.

- Identify key concepts in every unit and in each subject (format enclosed)
- The class is divided into learning groups (20 learning groups with 3 students in each group)
- The faculty prepares different concepts for every learning group(4x20 concepts in every unit)
- Each group gets 4 different concepts*5 units =20 concepts each subject.
- Assignment to be submitted at the end of each unit.
- All the 5 units concepts to be evaluated (20*1/4=5) at the end of five units & submitted to the students and uploaded on the parents portal.

KEY CONCEPTS

A **concept** is a fundamental category of existence. The classical theory of concepts says that concepts have a definitional structure. A concept is a common feature or characteristic. It is mostly the abstract form of something to understand. Key' - talks of critical concepts – implementing the same in the subject or domain under teaching. Concept is abstract and may be applicable differently in different domain areas. For ex: RISK in finance always talks of money related. Risk in physical world may be affecting relations, trying out something earlier not tried, venturing into unknown etc.

SCOPE OF CONCEPTS

The various sub topics covered in this unit of syllabus, case studies in this subject area, the articles related to given domain/subject area in the latest newspapers/journals, the current trends, practices in use in different companies in the given subject Area, the latest happenings in national and international business areas.

PARAMETERS FOR EVALUATION: - (General parameters are identified here. Specific key concepts are identified for each subject/ unit in the assignment sheet)

1) CRITERIA

Cover page (format enclosed)

Grammar

Spelling

Index

Concept

2) ANALYSIS

Clarity of thought

Relevance and Coverage

Examples and applying Concept with exposure to current trends

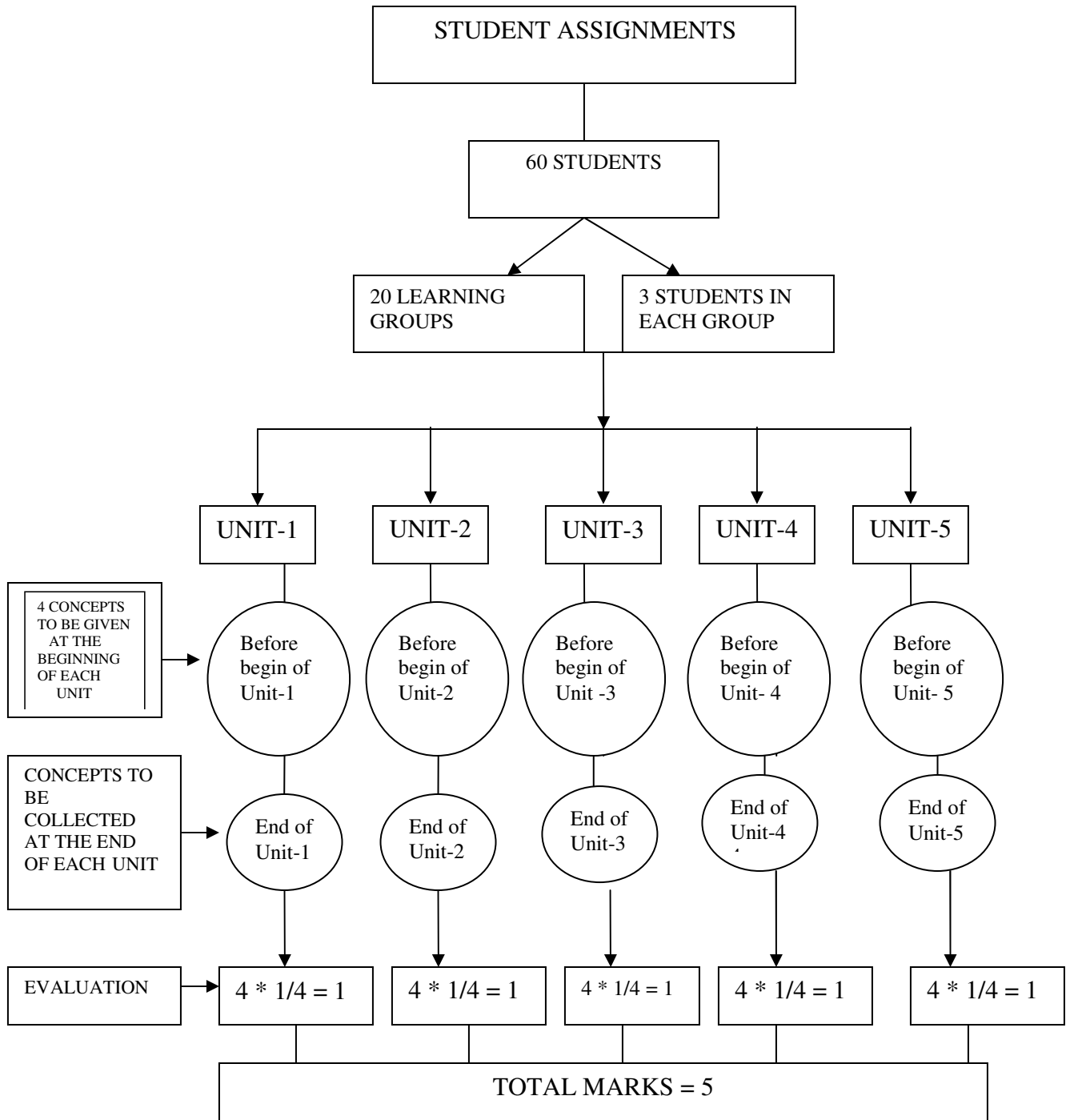
3) SOURCES OF DATA COLLECTION

Primary data

Secondary data

EVALUATION AND ANNOUNCEMENT OF RESULTS:

- After the submission of assignments by the students, they will be evaluated by the subject faculty concerned and the results will be announced within one week from the submission.
- The maximum marks awarded for assignments in each subject are five, which will be added to the total internal marks.
- The results also will be placed in the students' and parents' portal of college web site.
- Students who fail to submit the assignment on time will not be given any extensions and have to forgo their marks.





AURORA'S P.G. COLLEGES
DEPARTMENT OF MANAGEMENT
ACADEMIC YEAR 2013-15
MBA _ YEAR _ SEMESTER
ASSIGNMENT

Paper Title:

Paper Code:

Name of the Faculty:

Name of the Student: (In Block Letters)

Hall Ticket No :(College Code-Year-Roll No)

Marks Scored:

Unit wise Assignments	I	II	III	IV	V
Maximum marks	1	1	1	1	1
Marks secured					

Total Marks scored In Figures:

In Words:

Signature of the Student

Signature of the Faculty

ASSIGNMENT SHEET

Define / Explicate the following Key Concepts (1/4x20=5marks)

Unit I

- 1.
- 2.
- 3.
- 4.

Unit II

- 5.
- 6.
- 7.
- 8.

Unit III

- 9.
- 10.
- 11.
- 12.

Unit IV

- 13.
- 14.
- 15.
- 16.

Unit V

- 17.
- 18.
- 19.
- 20.

Signature of the Faculty



AURORA'S P.G. COLLEGES
DEPARTMENT OF MANAGEMENT

BIBLIOGRAPHY

SUBJECT:

(To be submitted by each student)

Unit I:

- a) Books Referred:
- b) Journal/Article:
- c) Newspaper:
- d) Web sites:

Unit II:

- a) Books Referred:
- b) Journal/Article:
- c) Newspaper:
- d) Web sites:

Unit III:

- a) Books Referred:
- b) Journal/Article:
- c) Newspaper:
- d) Web sites:

Unit IV:

- a) Books Referred:
- b) Journal/Article:
- c) Newspaper:
- d) Web sites:

Unit V:

- a) Books Referred:
- b) Journal/Article:
- c) Newspaper:
- d) Web sites:



**AURORA'S P.G. COLLEGES
DEPARTMENT OF MANAGEMENT**

GUIDELINES TO THE STUDENTS:

1. Write legibly in your own hand writing leaving sufficient space for margin.
2. Use A₄ size paper and blue ink only & write on one side of the paper only leaving sufficient space in between the lines.
3. Each answer must be concise, cohesive and correct
4. Write your name, semester, section, Hall ticket number in the space provided.
5. Enclose the answer sheets to the cover page and Bibliography pages as per the format enclosed.
6. Do not copy from your Peers; there should not be striking, overwriting, grammatical mistakes, spelling mistakes and technical mistakes.
7. The answer scripts will not be evaluated in case any of the instructions are not followed properly.
8. Grace period of 2 days will be given in any unit failing which it will not be valued.

Co-ordinator

HOD



AURORA'S P.G. COLLEGES
DEPARTMENT OF MANAGEMENT

GUIDELINES TO THE FACULTY:

1. The Class is divided into Learning Groups (Class 60 @ 20 learning groups @ 3 each)
2. All the Faculty Members are required to give the 4 different key concepts to each Learning Group before the beginning of each unit.
3. In case faculty members teaching more than one sections, separate set of concepts are to be given to the respective learning Group.
4. The marks awarded are to be entered by the respective faculty in their own handwriting and signed by the students before submitting the final tabulation sheet in the prescribed format.
5. The corrected Assignment with duly filled in tabulated sheet should be submitted and sent to the student and parent portal with in a week.
6. Submit the identified concepts neatly typed in Times New Roman with Font 12 along with the evaluated answer scripts separately for each section.(To assignment coordinator)
7. Evaluate scripts with utmost care to encourage students who do very good job and identify them to motivate better.
8. All the key concepts should be verified and approved by the head and principal at least one week before the start of the semester.

Co-ordinator

HOD

ASSIGNMENT SCHEDULE FOR I SEMESTER MBA 2013-2014

S.No	DATE	PROCESS
1.	15.11.2013	Detailing about the assignments to students
2.	20.11.2013	Instructions to faculty to prepare assignment questions
3.	06.12.2013	Allocation of assignments to student before 3:30p.m
4.	16.12.2013	Submission of assignments by students
5.	22.12.2013	Submission of corrected assignments by faculty to the examination cell before 3:30p.m
6.	26.12.2013	Completion of entry of assignment marks along with internal marks by the examination cell
7.	30.12.2013	Display of assignment marks on notice board
8.	02.01.2014	Online submission of marks to O.U

ASSIGNMENT SCHEDULES FOR II and IV SEMESTER MBA 2013-2014

S no	Activity	II sem	IV Sem	Formula for no of Assignment unit wise
01	Preparation of key concepts for each subject in the semester unit wise-faculty	17.1.2014	21.12.2013	No of students/3=LG Each LG - 4 concepts for each unit , total 5 units= LG*4*5 If faculty repeats a course, shall ensure non duplication.
02	Verification and approval of head and the principal	24.1.2014	28.12.2013	
03	Prepare 30 individual assignment sheets to hand over to 30 groups in each section for each subject covering all units-faculty	1.2.14	5.1.14	
04	Collect each unit end assignment sheet and return back to student	At each unit end for each subject (may vary little from section to section)	At each unit end for each subject (may vary little from section to section)	
05	Evaluate and return assignment sheets one week before semester closing to assignment coordinator	20.6.14	5.4.2014	

Key concepts Example

What are key concepts?

A **concept** is a fundamental category of existence. The classical theory of concepts says that concepts have a definitional structure. A concept is a common feature or characteristic.

It is mostly the abstract form of some thing to understand.

Concept is abstract and may be applicable differently in different domain areas. For ex: RISK in finance always talks of money related. Risk in physical world may be affecting relations, trying out something earlier not tried, venturing into unknown etc.

Example:

1. **Risk in betting in gambling where you loose money**
2. **Risk in taking long jump which you not did earlier**
3. **Risk in saying a fact on face – may loose relation or get him angry**
4. **Risk in chemical experiment – may give a new output or blast the factory**
5. **Risk in taking a marketing decision of launching a product – with not much promise of its acceptance by customer world**

‘Key’ - talks of critical concepts – implementing the same in the subject or domain under teaching.

1. **Advertising** A briefly stated clear idea around which an ad or marketing campaign is organized.

2. **Product development:** A clear, detailed description of the attributes and benefits of a new product that addresses the needs of the targeted customers

3. The reasoning behind an idea, strategy, or proposal with particular emphasis placed on the benefits brought on by that idea. **Examples of concepts include** the design for a new automobile or the pitch behind an advertising campaign

Example:

KEY CONCEPTS

MBA II Year I Semester

SUB: TOTAL QUALITY MANAGEMENT

Unit 1

- Quality
- Product
- Service
- Quality parameters
- Quality inv various areas like: products, services
- Quality in operations
- Quality in HR selection etc
- Customer
- Quality in service to customer
- Customer satisfaction
- Quality management approaches
- TQM meaning
- Inspection
- Testing
- Quality control
- Statistical quality control
- Quality assurance
- How TQM differs
- Quality process models
- ISO
- Malcolm Bridge National Quality Award
- EFQM
- Quality process
- How quality is critical
- Some articles from news papers and journals
- Some research papers on TQM

Unit II

- Measurement needs
- Measurement types
- Metrics
- Tools
- QC tools
- Check sheet - uses
- Histogram-uses
- Run chart-uses

- Scatter diagram-uses
- Cause effect- fish bone diagram – uses
- Pareto principle
- Application of praetor principle thru examples
- Capability concept
- Maturity concept
- Process capability measurement
- Analytical meaning
- Regression analysis
- Kaizen
- JIT
- Quality circles
- Forced field analysis
- Five S from Japan world
- Control tools
- Gant chart
- Network diagram
- Radar chart
- PDCA concept and cycle Deming
- PDCA application model
- Milestone definition
- Milestone trackers
- Earner value
- Earned value management
- Some countries where TQM is in vogue
- Some practical examples
- Stories from media on TQM
- Service sector mapping

Unit III

- Quantitative measures
- Qualitative measures
- Failure definition
- Failure mode effect analysis
- Application of FMEA
- Examples of FMEA
- process controls concept
- Statistical process control
- Tools in SPC
- Quality function deployment QFD
- Experiment concept
- Design concept
- Design of experiment

- Design of experiments in major functional areas in management
- Randomness concept
- Random number generations
- Monte carlo techniques
- Bench marking
- Bench marking examples
- Balanced scorecard concept
- Kanban
- Costing concepts
- Activity based costing
- Taguchi methods
- Quality loss function
- Cost of quality
- Orthogonal arrays
- Noise in general
- Signal to noise ration
- Parameter concept
- Parameter design
- Tolerance definition
- Tolerance design

Unit IV

- Concept of sigma
- Probability function and Norma distribution
- 3 sigma levels
- Six sigma levels
- Six sigma in reality – what it means
- Objectives of six sigma
- Lean six sigma
- Six sigma in practical application
- Six sigma problem solving approach
- Roles and responsibilities in six sigma implementation
- DMAIC model
- Understand each word in DMAIC
- Apply DMAIC
- Six sigma metrics
- Cost of poor quality
- Benefits of six sigma
- Costs of six sigma
- Some articles in Journals and magazines on six sigma
- General Electric GE adoption model
- Some real charts of six sigma

UNIT V

- Implementing TQM
- Concept of champions
- Concept of torch bearer
- Implementation issues
- Time frames
- TQM in product organization – aspects of coverage
- TQM in service organization – parameters
- Define service quality
- Voice of customer
- Empowerment
- How to measure service equality parameters
- Health care models and service measures
- Hospitality industry
- Hotels
- Financial services – banks- Insurance
- Investment companies
- Mutual funds
- Case studies
- Live examples
- Use of IT
- Uses of e-seva
- Quality of human life

SUB: INVESTMENT MANAGEMENT

Unit I:

- Investment in general
- Investment in finance area
- Asset
- Financial asset
- Decision
- Process
- Where to look for investment information
- Speculation
- Liquidity
- Return on investment
- Maturity in general
- Maturity in financial sector
- Safety in general
- Safety in finance decisions
- Tax meaning

- Various taxes
- Tax structures
- Inflation
- Computation
- Which will affect inflation
- Return measurements
- Planned returns
- Actual returns computation
- Analysis of actual- planned
- Ex-ante meaning
- Ex-post meaning
- Risk in general
- Risk in finance sector
- Types of risk
- Aversion
- Standard deviation
- Coefficient of variation
- Tradeoff
- Risk return – tradeoff computation
- Risk premium
- Risk mitigation
- Heuristic decisions

Unit II

- Debt
- Debt instruments
- Bonds
- Indenture meaning
- Bond yield and computation
- Holding period
- YTM
- AYTM
- YTC
- Bond valuation computation
- Capitalization
- Convertible bonds
- Optional and compulsory conversions bonds
- Deep discounts
- Convexity – bond
- Portfolio
- Portfolio of bonds
- Interest rates
- Interest rates for various financial sectors

- Risk structure for interest rates
- Immunization
- Bond immunization
- Strategies
- Bond management strategies

Unit III

- Stock meaning
- Stock in finance
- Common stock
- Balance sheet
- ABCD of balance sheet
- Valuation-balance sheet
- Dividend
- Computation of dividend
- capitalization
- Dividend capitalization
- Capital asset pricing methods
- Cash flow meaning
- Cash flow models
- Compute P/E, P/BV, P/S
- Security in finance
- Security markets
- Security market indexes
- Sensex
- Nifty
- Sebi
- Computation of data at SEBI etc

UNIT IV

- Portfolio
- Portfolio in finance
- Portfolio returns meaning
- Portfolio return computation
- Risk in portfolio return
- Minimum risk meaning
- Construction of minimum risk portfolio process
- Indexing
- Single index models
- Market definition
- Financial markets
- Capital markets

- Capital market theory
- Risk free assets
- Capital asset pricing meaning
- Over priced security
- Under-priced security
- Arbitrage pricing theory
- One price concept
- Arbitrage meaning
- Two factor arbitrage pricing
- Equilibrium
- Equilibrium in risk relations
- CAP
- APT

UNIT V

- Performance in general
- Performance in fund related areas
- Volatility in general
- Volatility in application
- Decomposition concept
- Mutual funds
- Operations of mutual funds
- Existing funds India
- Their return indexes
- Explain any two mutual funds in operation with reference to genesis, features, types , schemes and probable returns
- Net asset value concept
- Investor protection
- Regulation concept
- Various regulation authorities in India
- Indian law related to regulations
- Foreign players in various financial activities
- Rules on these activities
- Examples of Wal-Mart- Ing - Vysya- Bharati - Axa etc