Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

MBAI101 PRINCIPLES AND PRACTICE OF MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
To understand the core management principles which applies to individuals, medium and large organizations. The students are expected to learn the basics of management functions and realize the ideal characteristics of a manager. The impetus of this subject is to make the students familiarize with the professional skills required to be an effective manager.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Understand the role of managers.
2. Understand the major functions of management viz. Planning, Organizing, Staffing, leading and controlling.
3. Describe the interrelationship among the various functions of Management.
4. Develop a general management perspective.
5. Use analytical skills for decision making.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Nature and Evolution of Management
1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Early Classical Approaches – Scientific Management, Administrative Management, Bureaucracy, Hawthorne study, Principles of Fayol
5. Neo-Classical Approaches – Human Relations Movement, Behavioral Approaches
6. Modern Approaches – Quantitative Approach; Systems Approach; Contingency Approach

Unit II: Planning
1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning and Objectives
3. Advantages and limitations of Planning
4. MBO
5. Decision Making, Process of Decision Making

Unit III: Organizing
1. Nature and Purpose of Organizing
2. Departmentation
3. Span of Control
4. Line and Staff Relationship
5. Delegation and Decentralization

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Directing
1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process
5. Leadership

Unit V: Controlling
1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control
7. Managing in Virtual Environment
8. Managerial Skills

Suggested Readings
1 Koontz and Heinz Weihrich (2008). *Essentials of Management.* Tata McGraw-Hill Education, India, Latest Edition.
2 Robbins and Coulter (2007). *Management.* Prentice Hall of India, Latest Edition.
3 Hillier Frederick S. and Hillier Mark S(2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets.*McGraw Hill, India,Latest Edition.
4 Weihrich Heinz and Koontz Harold (2011). *Management: A Global and Entrepreneurial Perspective.* McGraw-Hill Education, New Delhi, India, Latest Edition.
5 Tripathi P.C. and Reddy P.N.(2012). *Principles of Management.* Tata McGraw Hill Education, New Delhi, India, Latest Edition.

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Choice Based Credit System (CBCS) in Light of NEP-2020
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I SEMESTER (2022-2024)

MBAI102 MARKETING MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives
1. The objective of the course is to provide the learners exposure to modern marketing concepts, tools, and techniques.
2. To help them develop abilities and skills required for the performance of marketing functions.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Demonstrate understanding of marketing management.
2. Apply the concept of marketing in business operations.
3. Develop an understanding of the linkages of marketing management and other functions of an organization.

COURSE CONTENT

Unit I: Marketing Concepts
1. Introduction- Nature and scope of marketing, Evolution, Various marketing orientations
2. Marketing Vs Selling concepts
3. Consumer need, Want and Demand concepts
4. Marketing Environment
5. Marketing challenges in the globalized economic scenario

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Choice Based Credit System (CBCS) in Light of NEP-2020
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Market Segmentation, Targeting, Positioning and Branding
1. Segmentation-Meaning, Factors influencing segmentation, Basis for segmentation
2. Targeting-Meaning, Basis for identifying target customers, Target Market Strategies
3. Positioning-Meaning, Product differentiation strategies, Tasks involved in positioning
4. Branding- Concept of Branding, Brand Types, Brand equity, Branding Strategies

Unit III: Products and Pricing
1. Product Decisions- Concept and Objectives, Product mix
2. New product development process
3. Product Life cycle strategies
4. Pricing Decisions- Pricing concepts and Objectives
5. Pricing strategies-Value based, Cost based, Market based, Competitor based
6. New product pricing – Price Skimming and Penetration pricing

Unit IV: Distribution Decisions
1. Importance and Functions of Distribution Channel
2. Channel alternatives
3. Factors affecting channel choice
4. Channel design
5. Channel conflict and Channel management decisions, Distribution system
6. Multilevel Marketing (Network Marketing)

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Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
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Choice Based Credit System (CBCS) in Light of NEP-2020
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								CREDITS
			THEORY			PRACTICAL		L	T	P	
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
*** Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit V: Integrated Marketing Communications
1. Concept of communication mix, Communication objectives
2. Advertising- Advertising Objectives, Advertising Budget, Advertising Copy
3. AIDA model, Advertising Agency Decisions
4. Sales Promotion: Sales Promotion Mix, Tools and Techniques of sales promotion, Push-pull strategies of promotion
5. Personal selling- Concept, Features, Functions, Steps/process involved in Personal selling
6. Publicity / Public Relation- Meaning, Objectives, Types, Functions of Public Relations
7. Digital Marketing- Basic concepts of E-Marketing

Suggested Readings
1. Kotler, Keller, Koshy and Jha (2009). *Marketing Management: A South Asian Perspective*. Pearson Education, Latest Edition.
2. Masterson Rosalind and Pickton David (2014). *Marketing: An Introduction*. Sage Publications, Latest Edition.
3. Panda Tapan (2008). *Marketing Management. Excel Books*. India Latest Edition.
4. Ramaswamy V. S. and Namakumar S. (2009). *Marketing Management*. Macmillan Publishers, Latest Edition.
5. Etzel M. J, Walker B J and Stanton William J. (1997). *Fundamentals of Marketing Management*. Tata McGraw Hill, Latest Edition.
6. Kumar Arun and N Meenakshi (2009). *Marketing Management*. Vikas Publications, Latest Edition.
7. Karunakaran K. (2009). *Marketing Management*. Himalaya Publishing House, Latest Edition.
8. SaxenaRajan (2009). *Marketing Management*. Cengage Learning, Latest Edition.
9. Lamb, Hair, Sharma, McDanniel (2012). *Marketing. Cengage Learning*. Latest Edition.

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MBAAI103 ACCOUNTING FOR MANAGERS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAAI103	CC	Accounting for Managers	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The objective of this course is to acquaint the students with the basic concept of Financial, Cost and Management Accounting and also to develop understanding of Accounting for Managers which helps them in decision making.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of three questions, out of which student will be required to attempt any two cases / problems worth 24 marks.

Course Outcomes
1. Understand the role of accounting in business.
2. Develop an understanding of the basic accounting framework.
3. Record basic business events culminating into a balance sheet.
4. Apply the financial accounting concepts using any standard accounting package.

COURSE CONTENT

Unit I: Introduction to Financial Accounting
1. Basic Accounting Concepts and Fundamental Conventions
2. Concept of Double Entry System
3. Basic knowledge of Accounting Process: Journal, Ledger, Trial Balance

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								CREDITS
			THEORY			PRACTICAL		L	T	P	
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAAI103	CC	Accounting for Managers	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: **Preparation of Final Accounts without Adjustments**
          Statement of Profit and Loss and Balance Sheet as per Schedule-III – Companies Act, 2013

Unit III: Basics of Depreciation
1. Depreciation and its importance in Decision Making
2. Methods of Depreciation i.e. Straight Line Method and Written Down Value Method

Unit IV: Cost Accounting
1. Concept
2. Elements of Cost
3. Classification of Costs
4. Cost Control and Cost Reduction

Unit V: Management Accounting
1. Basic Management Accounting Concepts
2. Relationship with Financial Accounting and Cost Accounting
3. Variance Analysis
4. Uses of Variance in decision making.

Suggested Readings
1. Tulsian P.C.(2002). *Financial Accounting*. Pearson Education, India, Latest Edition.
2. Maheshwari S.N.(2013**). Introduction to Accountancy**. Vikas Publishing House, New Delhi, Latest Edition.
3. Hansen (2002). *Management Accounting*. Cengage Learning, India, Latest Edition.
4. N. Ramchandran and Kakani Ramkumar(2005). *Financial Accounting for Management*. Tata- Mac Graw-Hill Education, New Delhi, Latest Edition.
5. Paresh Shah (2007). *Basic Financial Accounting for Management*. Oxford University, New Delhi, Latest edition.

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

MBAI104 ORGANIZATIONAL BEHAVIOR

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The objective of the course is to familiarize the students with Organisational, Group and Individual Behaviour. The course also educates the students the concept and theories of Motivation, Leadership and Teamwork.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. To describe human behavior and that of others in an organizational setting.
2. To examine important aspects of group/team processes and manage them.
3. To demonstrate ability to manage, lead and work with other people in the organization.

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Choice Based Credit System (CBCS) in Light of NEP-2020
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction to Organizational Behavior (OB)
1. Definition, Contributing Disciplines to the OB field, Levels of OB
2. Models of Organisational Behavior
3. Challenges and Opportunities for OB
4. OrganisationalBehaviour in Global Context

Unit II: Determinants of Individual Behavior
1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Perception – Factors Affecting Perception, Attribution Theory, Errors in Perception
3. Attitude - Formation, Components of Attitudes, Types
4. Learning - Concept, Theories - Classical Learning, Operant Learning and Social Learning and Managerial Implications

Unit III: Motivation and Leadership
1. Motivation: Concept and Process
2. Theories of Motivation: Need Hierarchy Theory, Two Factor Theory, Victor Vroom Theory, Equity Theory, Organisational Justice, Application of Motivational Theories
3. Leadership: Meaning and Styles
4. Leadership Theories: Trait Theory, Behavioral Theories- Managerial Grid, Situational Theories-Fiedler's Model and Hersey-Blanchard Model

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MBA-BUSINESS ANALYTICS
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Group Behavior and Conflict Management
1. Groups and Team: Concept, Classification, Life Cycle of a Team, Building effective Teams
2. Conflict: Meaning, Level, Sources, Model of Conflict Resolution.
3. Interpersonal Orientations: Transactional Analysis, Stroking

Unit V: Organisation Culture, Stress and Change Management
1. Organisational Culture: Concept, Creating and Sustaining Culture, OB Across Cultures
2. Change : Concept, Forces for Change, Resistance to Change, Approaches to Managing Change
3. Stress: Concept, Causes, Approaches to Stress Management
4. Issues between Organisations and Individuals.

Suggested Readings
1. Stephens, R., Judge, T. and Sanghi, S. (2011).*Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstorm, J. (2007). *Positive Organizational Behavior.* Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). *Organizational Behavior: A Strategic Approach*. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). *Human Relations and Organizational Behavior: A Global Perspective.* Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). *Behavior in Organizations.* Pearson Prentice Hall, Latest Edition.

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MBAI105 BUSINESS COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **SEC**- Skill Enhancement Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives
The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **SEC-** Skill Enhancement Course

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction
1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback
5. Barriers to communication

Unit II: Communication Networks
1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication: Importance of non-verbal communication, Kinesics, Proxemics, Paralanguage

Unit III: Business Letters and Reports Writing:
1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters: Positive and Negative messages
2. Writing Reports: Purpose, Kinds and Objectives of reports: Organization and Preparing reports
3. Short and Long reports

Chairperson	**Chairperson**	**Controller of Examination**	**Joint Registrar**
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **SEC**- Skill Enhancement Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Writing Proposals, Memos, Resumes and Applications
1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes, Application letters

Unit V: Employment Communication
1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

Suggested Readings
1. Chaturvedi, P.D. (2004). *Business Communication Concepts Cases and Applications.*Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers.*Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication.*Cengage Learning, India, Latest Edition.
4. Courtland L. Bovee (1989). *Techniques of Writing Business Letters, Memos and Reports.* JaicoPublishing House, Latest Edition.
5. Kaul,A.(2015). *Business Communication.* PHI Learning, Latest Edition.
6. Loudon, Kenneth C. and LoudonJane P. (2013). *Management Information Systems.* Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases.* Tata McGraw Hill,Latest Edition.

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Board of Studies	Faculty of Studies	Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth
Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

MBAI106 OPERATIONS RESEARCH

COURSE CODE	CATEGORY	COURSE NAME	THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI106	CC	Operations Research	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives
1. The objective of this course is to help the students acquire quantitative tools for decision making.
2. Application of Quantitative Techniques for the analysis and solution of business problems.
3. The emphasis will be on the concepts and application rather than derivations.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

Course Outcomes
1. To understand the role of operations research in business decisions.
2. Plan effective and efficient use of productive resources of an organization.
3. Develop an understanding of the linkages of operations research and other functions of an organization.

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI106	CC	Operations Research	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*** Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction to Operations Research
1. Definition, scope of Operations Research, characteristics, advantages and limitations
2. Quantitative approach to decision making
3. Models and modeling in Operations Research

Unit II: Linear programming
1. Meaning of Linear Programming, Assumption, Advantages, Limitations
2. General Mathematical Formulation of LPP
3. Graphical Analysis
4. Simplex Method
5. Duality and Post Optimality Analysis

Unit III: Transportation and Assignment Models
1. Transportation problem – Mathematical Formulation
2. Initial Basic Feasible Solution - (NWCM, LCM and VAM),
3. Test for optimality (MODI Method)
4. Assignment Model as a Particular Case of Transportation Model,
5. Formulation of Assignment Problems
6. Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization)
7. Route Allocation

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-BUSINESS ANALYTICS
I SEMESTER (2022-2024)

COURSE CODE	CATEGORY	COURSE NAME	THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI106	CC	Operations Research	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Game Theory and Markov Chain Analysis
1. Introduction to Games
2. Maxim in and Minimax Principles
3. Pure and Mixed Strategies
4. Solution of Games Using-Algebraic and Graphical Methods
5. Computation of Sequential Probability of States for Different Periods
6. Steady State Probability of States
7. Application of Markov Chain.

Unit V: Waiting Line Models
1. Introduction
2. Scope in Management Decisions
3. Queuing Models M/M/1 (Infinite and Finite Population)
4. Probability Calculations
5. Application of M/M/C (Infinite Population)

Suggested Readings
1. Sharma S. D and Sharma Himanshu (2002). *Operations Research: Theory, Methods and Applications.*KedarNath, Ram Nath And Company, Latest Edition.
2. Taha H. A (2008). *Operations Research: An Introduction.* PHI, Latest Edition.
3. Sharma J. K. (2006). *Operations Research: Theory and Applications.*Macmilan, India, Latest Edition.
4. Vohra N. D. (2007). *Quantitative Techniques*. Tata McGraw Hill, New Delhi, Latest Edition.
5. Sharma Anand (2009). *Operations Research*. Himalaya Publishing House, Latest Edition.
6. Anderson (2008). *Introduction to Management Science.*Cengage Learning, Latest Edition.
7. Wagner H.M. (2008). *Principles of Operations Research with Application to Managerial Decisions.*Prentice Hall, Latest Edition.

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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