

Assignment Topics

Course: I. [YEAR] MBA – GENERAL (First Semester)

1. Subject: **Management – Principles and Practice**

Sl. No.	Assignment Topic
1.	Principles of Management
2.	Recruitment and Selection
3.	Leadership
4.	Communication
5.	Controlling

2. Subject: **Organizational Behaviour**

Sl. No.	Assignment Topic
1.	Personality
2.	Group Behaviour
3.	Organizational Conflict Management
4.	Organizational Culture
5.	Organizational Development

3. Subject: **Managerial Economics**

Sl. No.	Assignment Topic
1.	Demand Analysis
2.	Supply Analysis
3.	Cost and Return
4.	Macro Economic Factors
5.	National Income

4. Subject: **Quantitative Techniques**

Sl. No.	Assignment Topic
1.	Linear Programming
2.	Correlation and Regression
3.	Simulation
4.	Queuing Theory
5.	Decision Analysis

5. Subject: **Financial and Management Accounting**

Sl. No.	Assignment Topic
1.	Final Accounts
2.	Ratio Analysis
3.	Cash Flow Analysis
4.	Marginal Costing
5.	Budgeting

Assignment Topics

Course: I. [YEAR] MBA - GENERAL (Second Semester)

1. Subject: **Research Methods (RM)**

Sl. No.	Assignment Topic
1.	Research Design
2.	Sampling
3.	Sources and Collection of Data
4.	Non Parametric Test
5.	Report Writing

2. Subject: **Business Environment (BE)**

Sl. No.	Assignment Topic
1.	Political Environment
2.	Government and Economic planning
3.	Social and Technological Environment
4.	New Economic Policy Environment in India
5.	Privatization and Impact on Business Development

3. Subject: **Business Laws (BL)**

Sl. No.	Assignment Topic
1.	Indian Contract Act 1872
2.	Offer and Acceptance
3.	Special Contracts
4.	Negotiable Instruments Act, 1881
5.	Indian Partnership Act, 1932

4. Subject: **Management Information System (MIS)**

Sl. No.	Assignment Topic
1.	MIS and Decision Support System (DSS)
2.	Functional Information Systems
3.	Electronic Commerce and Internet
4.	Computer System and Resources
5.	Managing Information Technology

5. Subject: **Human Resource Management (HRM)**

Sl. No.	Assignment Topic
1.	Human Resource Planning
2.	Recruitment and Selection Process
3.	Training and Development
4.	Appraising and Improving Performance
5.	Industrial Relations and Collective Bargaining

Assignment Topics

Course: II. [YEAR] MBA - GENERAL (Third Semester)

GROUP – A: HUMAN RESOURCE

1. Subject: Marketing Management

Sl. No.	Assignment Topic
1.	Consumer Behaviour
2.	Functions of Marketing
3.	Product Life Cycle
4.	Advertising
5.	Customer Relationship Marketing

2. Subject: Financial Management

Sl. No.	Assignment Topic
1.	Indian Financial System
2.	Long Term Capital Sources
3.	Cost of Capital
4.	Capital Structure and Dividend Policies
5.	Capital Budgeting, Working Capital Management

3. Subject: Industrial Relations Management

Sl. No.	Assignment Topic
1.	Trade Unionism in India
2.	Concept of Industrial Relations
3.	Collective Bargaining
4.	Management of Strikes and Lockouts
5.	Welfare Safety Committee

4. Subject: Labour Legislations – I

Sl. No.	Assignment Topic
1.	Factories Act, 1948
2.	Workmen's Compensation Act, 1923
3.	Industrial Dispute Act, 1947
4.	Employee's State Insurance Act, 1948
5.	Contract Labour Regulations and Abolition Act, 1970

5. Subject: **Training and Development**

Sl. No.	Assignment Topic
1.	Training Organisation
2.	Executive Development Programmes
3.	Evaluation of Training
4.	Training and Development in India
5.	Training Institutes in India

Assignment Topics

Course: II. [YEAR] MBA - GENERAL (Third Semester)

GROUP – B: MARKETING

1. Subject: Marketing Management

Sl. No.	Assignment Topic
1.	Consumer Behaviour
2.	Functions of Marketing
3.	Product Life Cycle
4.	Advertising
5.	Customer Relationship Marketing

2. Subject: Financial Management

Sl. No.	Assignment Topic
1.	Indian Financial System
2.	Long Term Capital Sources
3.	Cost of Capital
4.	Capital Structure and Dividend Policies
5.	Capital Budgeting, Working Capital Management

3. Subject: Marketing of Services

Sl. No.	Assignment Topic
1.	Essentials of Service Marketing
2.	Services Marketing Mix
3.	Marketing Strategy
4.	Service Quality
5.	Education Service Marketing

4. Subject: Promotional Management

Sl. No.	Assignment Topic
1.	Advertising and Advertising Agency
2.	Media Management
3.	Media Agency
4.	Direct Marketing
5.	Promotional Program Evaluation

5. Subject: **Product Management**

Sl. No.	Assignment Topic
1.	Product Concept
2.	Creativity and Innovation for NPD
3.	Product and Branding Positioning
4.	Brand Valuation
5.	Product Strategy and Policy

Assignment Topics

Course: II. [YEAR] MBA - GENERAL (Third Semester)

GROUP – C: FINANCE

1. Subject: Marketing Management

Sl. No.	Assignment Topic
1.	Consumer Behaviour
2.	Functions of Marketing
3.	Product Life Cycle
4.	Advertising
5.	Customer Relationship Marketing

2. Subject: Financial Management

Sl. No.	Assignment Topic
1.	Indian Financial System
2.	Long Term Capital Sources
3.	Cost of Capital
4.	Capital Structure and Dividend Policies
5.	Capital Budgeting, Working Capital Management

3. Subject: Management of Funds

Sl. No.	Assignment Topic
1.	Effective Mobilization and Allocation of Funds
2.	Business Capitalization
3.	Cost of Capital
4.	Leasing
5.	Venture Capital

4. Subject: Investment Analysis and Portfolio Management

Sl. No.	Assignment Topic
1.	Investment Analysis
2.	Risk Analysis
3.	Portfolio Construction
4.	Capital Asset Pricing Model
5.	Efficient Market Hypotheses

5. Subject: **Financial Services and Institutions**

Sl. No.	Assignment Topic
1.	Merchant Banking
2.	Mutual Fund Services
3.	Credit Rating
4.	Development Financial Institution
5.	Role of SEBI

Assignment Topics

Course: II. [YEAR] MBA - GENERAL (Fourth Semester)

GROUP – A: HUMAN RESOURCE

1. Subject: Production and Operations Management

Sl. No.	Assignment Topic
1.	Production and Operation functions
2.	Capacity and Facility Planning
3.	Production Process Planning
4.	Material Requirement Planning
5.	Quality Management

2. Subject: Compensation Management

Sl. No.	Assignment Topic
1.	Incentive Schemes
2.	Job Evaluation
3.	Trade Unionism
4.	Payment of Wages Act
5.	Current Trends in Compensation

3. Subject: Labour Legislations – II

Sl. No.	Assignment Topic
1.	Payment of Bonus Act
2.	Payment of Gratuity Act, 1972
3.	Payment of Wages Act, 1936
4.	Minimum Wages Act, 1948
5.	Trade Union Act, 1926

4. Subject: Organizational Development

Sl. No.	Assignment Topic
1.	Organization Development
2.	Total Quality Management
3.	Quality of Work Life
4.	Ethical Standards in Organizational Development
5.	Teamwork

5. Subject: **Project (Compulsory)**

Sl. No.	Assignment Topic
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Assignment Topics

Course: II. [YEAR] MBA - GENERAL (Fourth Semester)

GROUP – B: MARKETING

1. Subject: Production and Operations Management

Sl. No.	Assignment Topic
1.	Production and Operation functions
2.	Capacity and Facility Planning
3.	Production Process Planning
4.	Material Requirement Planning
5.	Quality Management

2. Subject: International Marketing

Sl. No.	Assignment Topic
1.	Marketing Environment and system
2.	Marketing Mix
3.	Marketing of Services
4.	Price Mix
5.	Channel Development

3. Subject: Logistics Marketing and Technology

Sl. No.	Assignment Topic
1.	Consumer and Service Marketing
2.	Product and Price Mix Decisions
3.	Pricing Policies
4.	Supply Chain Software Technology
5.	Transport Technology

4. Subject: Strategic Retail Management

Sl. No.	Assignment Topic
1.	Strategic Vision, Mission, Objectives, Structure and Tactics (VMOST)
2.	Strategy Formulation
3.	Design of Strategy
4.	Retail Strategy
5.	Executing and Audit of Strategy

5. Subject: **Project (Compulsory)**

Sl. No.	Assignment Topic
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Assignment Topics

Course: II. [YEAR] MBA - GENERAL (Fourth Semester)

GROUP – C: FINANCE

1. Subject: Production and Operations Management

Sl. No.	Assignment Topic
1.	Production and Operation functions
2.	Capacity and Facility Planning
3.	Production Process Planning
4.	Material Requirement Planning
5.	Quality Management

2. Subject: Foreign Exchange Management

Sl. No.	Assignment Topic
1.	Spot Rates and Forward Rates
2.	Foreign Exchange Risk Management
3.	Economic Exposure Risk
4.	Exchange Management in India
5.	Impact on exchange Rate

3. Subject: Multinational Financial Management

Sl. No.	Assignment Topic
1.	Foreign Direct Investment
2.	Capital Budgeting
3.	Receivables Management
4.	International Financing
5.	Cost of Capital

4. Subject: Project Finance

Sl. No.	Assignment Topic
1.	Sources of finance for a project
2.	Capital gearing
3.	Project appraisal
4.	Appraisal of Managerial and Technical Aspects
5.	Industrial sickness

5. Subject: **Project (Compulsory)**

Sl. No.	Assignment Topic
1.	
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