

Haryana Engineering College, Jagadhri

Lesson Plan of Master of Business Administration 2nd Semester

Subject : Optimization Models for Business Decisions (MBA-201)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Management Science - Basic concepts	Lecture	
Day 2	Its role in decision- making	Lecture	
Day 3	Linear programming, meaning, scope & assumptions	Lecture	
Day 4	Formulation of linear programming problem and its solution by graphical	Lecture	
Day 5	Simplex methods	Lecture	
Day 6	Theory Of Games: Introduction	Lecture	
Day 7	Minimax (maximin)	Lecture	
Day 8	Criterion and optimal strategy	Lecture	Assignment 1
Day 9	Solution of games with saddle points	Lecture	
Day10	Rectangular games without saddle points	Lecture	
Day11	2 X 2 games	Lecture	
Day12	Dominance principle	Lecture	
Day13	m X 2 & 2 X n games	Lecture	
Day14	Inventory : Introduction	Lecture	
Day15	Single item	Lecture	
Day16	Deterministic models	Lecture	
Day17	Purchase inventory models with one price break	Lecture	
Day18	Multiple price breaks	Lecture	Assignment 2
Day19	Stochastic models	Lecture	
Day20	Instantaneous production	Lecture	
Day21	Instantaneous demand	Lecture	
Day22	Continuous demand	Lecture	
Day23	No set up cost	Lecture	
Day24	Sensitivity analysis	Lecture	
Day25	Integer programming	Lecture	
Day26	Goal programming	Lecture	
Day27	Non-linear Programming	Lecture	Assignment 3
Day28	Transportation	Lecture	
Day29	Assignment models including trans-shipment	Lecture	
Day30	Routing problems	Lecture	
Day31	Application of Inventory management techniques in business	Lecture	
Day32	Role and importance of PERT/CPM in business decision making	Lecture	
Day33	Decision theory	Lecture	
Day34	Decision trees	Lecture	
Day35	Simulation	Lecture	Assignment 4

Day36	Simulation models	Lecture	
Day37	Phases of simulation	Lecture	
Day38	Applications of simulation	Lecture	
Day39	Inventory and Queuing problems	Lecture	
Day40	Advantages and Disadvantages	Lecture	
Day41	Waiting Lines: Introduction	Lecture	
Day42	Single Channel	Lecture	
Day43	Poisson arrivals	Lecture	Assignment 5
Day44	Exponential service times	Lecture	
Day45	Multichannel	Lecture	
Day46	Poisson arrivals	Lecture	
Day47	Exponential service times with infinite population single channel	Lecture	
Day48	Poisson arrivals	Lecture	

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Lesson Plan of Master of Business Administration 2nd Semester

Subject : Business Research Methodology (MBA-202)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Introduction to Research Methodology	Lecture	
Day 2	Research-Meaning	Lecture	
Day 3	Research- Nature	Lecture	
Day 4	Research- Scope	Lecture	
Day 5	Research- Objectives	Lecture	
Day 6	Research- Types	Lecture	
Day 7	Research Process	Lecture	
Day 8	Hypothesis	Lecture	Assignment 1
Day 9	Qualities of Good Hypothesis	Lecture	
Day10	Scientific Method of Research	Lecture	
Day11	Recent Trends in Usage of Research in Indian Corporate Sector	Lecture	
Day12	Research Design- Meaning	Lecture	
Day13	Need of a Research Design	Lecture	
Day14	Exploratory	Lecture	
Day15	Descriptive	Lecture	
Day16	Experimental Research Design	Lecture	
Day17	Qualitative Research	Lecture	
Day18	Observation Studies	Lecture	Assignment 2
Day19	Surveys	Lecture	
Day20	Experiments	Lecture	
Day21	Test Markets	Lecture	
Day22	Sources of Data- Nature	Lecture	
Day23	Types	Lecture	
Day24	Sampling Techniques-Nature	Lecture	
Day25	Types	Lecture	
Day26	Sampling Errors	Lecture	
Day27	Scaling & Measurement Techniques	Lecture	Assignment 3
Day28	Data Editing	Lecture	
Day29	Coding	Lecture	
Day30	Tabulation	Lecture	
Day31	Analysis	Lecture	
Day32	Interpretation of Data Business Research Reports	Lecture	
Day33	Format	Lecture	
Day34	Criterion for Judgment of good research report	Lecture	
Day35	Advance Techniques of Data Analysis	Lecture	Assignment 4
Day36	Factor analysis	Lecture	
Day37	Conjoint Analysis	Lecture	
Day38	Cluster Analysis	Lecture	
Day39	Multidimensional Scaling	Lecture	

Day40	Use of SPSS	Lecture	
Day41	Other Software's in Research	Lecture	
Day42	Use of Statistical Tools such as Correlation	Lecture	
Day43	Regression	Lecture	Assignment 5

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Lesson Plan of Master of Business Administration 2nd Semester

Subject : Production & Operations Management (MBA-203)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Operations as a source of competitive advantage	Lecture	
Day 2	Trade-offs	Lecture	
Day 3	Combinations	Lecture	
Day 4	Process Analysis	Lecture	
Day 5	Process Analysis	Lecture	
Day 6	Difference between Manufacturing and Service Operations	Lecture	
Day 7	Product Process Matrix	Lecture	
Day 8	Product Process Matrix	Lecture	Assignment 1
Day 9	Capacity planning	Lecture	
Day10	Process Selection	Lecture	
Day11	Facility layout	Lecture	
Day12	Designing product	Lecture	
Day13	Designing product	Lecture	
Day14	Process layouts	Lecture	
Day15	Line balancing	Lecture	
Day16	Forecasting	Lecture	
Day17	Types	Lecture	
Day18	Inventory Management	Lecture	Assignment 2
Day19	Inventory Management	Lecture	
Day20	Deterministic demand model	Lecture	
Day21	EOQ	Lecture	
Day22	Continuous review Inventory models	Lecture	
Day23	Periodic review Inventory models	Lecture	
Day24	Supply chain management	Lecture	
Day25	Lean vs Agile supply chains	Lecture	
Day26	Lean vs Agile supply chains	Lecture	
Day27	Aggregate Production Planning	Lecture	Assignment 3
Day28	Master Production Schedule	Lecture	
Day29	MRP	Lecture	
Day30	Project Management	Lecture	
Day31	Quality management	Lecture	
Day32	Sustainable Operations Management	Lecture	

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Lesson Plan of Master of Business Administration 2nd Semester

Subject : Marketing Management (MBA-204)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Marketing: Meaning	Lecture	
Day 2	Marketing: Nature	Lecture	
Day 3	Marketing: Scope	Lecture	
Day 4	Marketing: Evolution	Lecture	
Day 5	Marketing: Importance	Lecture	
Day 6	Modern concept of marketing	Lecture	
Day 7	Holistic Marketing	Lecture	
Day 8	Ethics in marketing	Lecture	Assignment 1
Day 9	Role of Information Technology in marketing	Lecture	
Day10	The dynamic marketing Environment	Lecture	
Day11	Marketing Mix	Lecture	
Day12	STP (Segmentation, Targeting and Positioning)	Lecture	
Day13	Marketing Information System	Lecture	
Day14	Concept	Lecture	
Day15	Components of a marketing information system	Lecture	
Day16	Marketing Research	Lecture	
Day17	Meaning	Lecture	
Day18	Scope	Lecture	Assignment 2
Day19	Techniques	Lecture	
Day20	Consumer Behaviour	Lecture	
Day21	Meaning	Lecture	
Day22	Importance	Lecture	
Day23	Buying motives	Lecture	
Day24	Buying process	Lecture	
Day25	Factors influencing consumer behavior	Lecture	
Day26	Product decisions: concept	Lecture	
Day27	Classification	Lecture	Assignment 3
Day28	Product-line decisions	Lecture	
Day29	New product development process	Lecture	
Day30	Product life cycle	Lecture	
Day31	Packaging	Lecture	
Day32	Branding decisions	Lecture	
Day33	Pricing Concepts: objectives	Lecture	
Day34	Policies and procedures	Lecture	
Day35	Factors affecting pricing	Lecture	Assignment 4
Day36	Pricing strategy	Lecture	
Day37	Product life cycle	Lecture	
Day38	Price changes	Lecture	
Day39	Organizational strategies	Lecture	
Day40	Product line pricing	Lecture	
Day41	Integrated Marketing	Lecture	

	Communication		
Day42	Promotion-Mix	Lecture	
Day43	Advertising, sales promotion	Lecture	Assignment 5
Day44	Public relations	Lecture	
Day45	Personal selling and direct marketing	Lecture	
Day46	Channels of distributions: Concept	Lecture	
Day47	Types and factors affecting channel selection	Lecture	
Day48	Recent developments in marketing	Lecture	

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Lesson Plan of Master of Business Administration 2nd Semester

Subject : Corporate Finance (MBA-205)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Introduction to financial management	Lecture	
Day 2	Objectives of financial management	Lecture	
Day 3	Objectives of financial management	Lecture	
Day 4	Time value of money	Lecture	
Day 5	Sources of finance	Lecture	
Day 6	Investment decisions	Lecture	
Day 7	Importance	Lecture	
Day 8	Difficulties determining cash flows	Lecture	Assignment 1
Day 9	Difficulties determining cash flows	Lecture	
Day10	Methods of capital budgeting	Lecture	
Day11	Methods of capital budgeting	Lecture	
Day12	Risk analysis	Lecture	
Day13	Cost of capital	Lecture	
Day14	Concept	Lecture	
Day15	Importance	Lecture	
Day16	Computations of cost of various sources of finance	Lecture	
Day17	Computations of cost of various sources of finance	Lecture	
Day18	Weighted Average Cost of Capital	Lecture	Assignment 2
Day19	Weighted Average Cost of Capital	Lecture	
Day20	Capital Structure decisions	Lecture	
Day21	Theories of capital structure	Lecture	
Day22	Theories of capital structure	Lecture	
Day23	Factors determining capital structure	Lecture	
Day24	Factors determining capital structure	Lecture	
Day25	Optimum capital structure	Lecture	
Day26	Management of working capital – Cash	Lecture	
Day27	Management of working capital – Cash	Lecture	Assignment 3
Day28	Receivables	Lecture	
Day29	Inventory Management	Lecture	
Day30	Internal Financing	Lecture	
Day31	Dividend Policy	Lecture	
Day32	Financial Modelling	Lecture	
Day33	Financial Modelling	Lecture	
Day34	Essentials	Lecture	
Day35	Financial modeling framework	Lecture	Assignment 4

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Lesson Plan of Master of Business Administration 2nd Semester

Subject : Human Resource Management (MBA-206)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Human Resource Management	Lecture	
Day 2	Concept	Lecture	
Day 3	Scope	Lecture	
Day 4	Functions of HRM	Lecture	
Day 5	Evolution of HRM	Lecture	
Day 6	HR Philosophy	Lecture	
Day 7	HR Policies	Lecture	
Day 8	Theoretical Perspectives	Lecture	Assignment 1
Day 9	HR Models	Lecture	
Day10	HR Challenges in a changing business environment	Lecture	
Day11	Human Resource Planning	Lecture	
Day12	Forecasting	Lecture	
Day13	Job Analysis	Lecture	
Day14	Recruitment	Lecture	
Day15	Selection	Lecture	
Day16	Retention of human resources	Lecture	
Day17	Placement	Lecture	
Day18	Induction	Lecture	Assignment 2
Day19	Socialisation	Lecture	
Day20	Learning	Lecture	
Day21	Training and Development	Lecture	
Day22	Performance Appraisal	Lecture	
Day23	Performance Management	Lecture	
Day24	Potential Appraisal	Lecture	
Day25	Career Management	Lecture	
Day26	Job Evaluation	Lecture	
Day27	Compensation Management	Lecture	Assignment 3
Day28	Rewards	Lecture	
Day29	Recognition Programs	Lecture	
Day30	Employee Separations Practices	Lecture	
Day31	Industrial Relations	Lecture	
Day32	Trade Unions	Lecture	
Day33	Industrial Dispute	Lecture	
Day34	Conflict Resolution	Lecture	
Day35	Grievance Management	Lecture	Assignment 4
Day36	Occupational Safety	Lecture	
Day37	Health	Lecture	
Day38	HR Ethics	Lecture	
Day39	Employee Engagement	Lecture	
Day40	Social Media and HR	Lecture	
Day41	HR Analytics	Lecture	
Day42	Competency Based HRM	Lecture	Assignment 5

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Lesson Plan of Master of Business Administration 2nd Semester

Subject : Legal Environment (MBA-207)

Day	Topic / Chapter Covered	Academic Activity	Test/Assignment
Day 1	Legal Aspect of Business	Lecture	
Day 2	Introduction to Business Laws	Lecture	
Day 3	Introduction to Business Laws	Lecture	
Day 4	Business Management	Lecture	
Day 5	Jurisprudence	Lecture	
Day 6	Structure of the Indian Legal Systems	Lecture	
Day 7	Structure of the Indian Legal Systems	Lecture	
Day 8	Sources of Law	Lecture	Assignment 1
Day 9	Manager	Lecture	
Day10	Legal System	Lecture	
Day11	Fundamentals of contract laws	Lecture	
Day12	Fundamentals of contract laws	Lecture	
Day13	Formation of Contracts	Lecture	
Day14	Principles of Contract Laws	Lecture	
Day15	Legality of Object Consideration	Lecture	
Day16	Performance of contract	Lecture	
Day17	Discharge of contract	Lecture	
Day18	Breach of contract	Lecture	Assignment 2
Day19	Quasi contracts	Lecture	
Day20	Contract Management	Lecture	
Day21	Special Contracts	Lecture	
Day22	Laws of Agency	Lecture	
Day23	Principal-Agent	Lecture	
Day24	Problem-Bailment	Lecture	
Day25	Pledge	Lecture	
Day26	Guarantee	Lecture	
Day27	Indemnity	Lecture	Assignment 3
Day28	Sales of Goods	Lecture	
Day29	Principles of Sales of Goods	Lecture	
Day30	Transfer of Ownership	Lecture	
Day31	Property	Lecture	
Day32	Performance of contract	Lecture	
Day33	Consumer Protection Laws	Lecture	
Day34	Law relating to Business Organ.	Lecture	
Day35	Partnership Trusts	Lecture	Assignment 4
Day36	Company form of organization	Lecture	
Day37	Protecting the property of Business-	Lecture	
Day38	Trademark, secret	Lecture	
Day39	Geographical Indications	Lecture	
Day40	Alternate Dispute resolutions	Lecture	

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