

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of MANAGEMENT

SYLLABUS FOR 3rd Sem MBA PROGRAMME

Legal Aspects of Business (06200201)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

| Teaching Scheme (Hrs./Week) | | | Credit | Examination Scheme | | | | | Total |
|-----------------------------|-----|-----|--------|--------------------|---|----------|----|---|-------|
| Lect | Tut | Lab | | External | | Internal | | | |
| | | | | T | P | T | CE | P | |
| 4 | 0 | 0 | 4 | 60 | 0 | 20 | 20 | 0 | 100 |

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical

Contents:

| Sr. | Topic | Weightage | Teaching Hrs. |
|-----|--|-----------|---------------|
| 1 | <p>Module 1:</p> <p>Indian Contract Act – 1872 General Principles of Contract Act- Introduction, Essentials of a valid contract, Agreement and contract, Types of contracts, Proposal and Acceptance, Capacity to contract, Free consent, performance and discharge of a contract, remedies on breach of a contract. (T-1)</p> <p>Specific Contracts Sections 124 To 238 (Bare act) e.g. Indemnity, guarantee, Bailment, Pledge, Agency, etc Rights & Duties of the respective parties, applications in the business World. (T-1)</p> | 25% | 11 |
| 2 | <p>Module 2:</p> <p>Sale of Goods Act, 1930: Contract of sale and its features, conditions & warranties, Performance of contract, Rights of an unpaid seller, Breach of Contract. (T-1)</p> <p>Negotiable Instruments Act, 1881: Types of Negotiable instruments and their essential features, Parties to negotiable instruments, Discharge of parties from liabilities, Dishonor of Cheques due to insufficiency of funds. (T-1)</p> <p>Consumer Protection Act, 1986: Introduction, Consumer & consumer disputes, Consumer protection councils, various consumer disputes redressal agencies. (T-1)</p> | 25% | 17 |
| 3 | <p>Module 3:</p> <p>Companies' Act, 2013: Introduction, Types of Companies, Special Provisions for Small Companies, Memorandum & Articles of Association, Prospectus, Appointment and removal of directors, Issue of Capital, Membership of a company, Meetings of Members & Directors. (T-1)</p> | 25% | 9 |

| | | | |
|---|--|-----|----|
| 4 | <p>Module 4:</p> <p>Intellectual Property Rights (IPRs): Introduction, their major types like Patents, Trademarks, Copyrights, Industrial designs, etc. Important provisions. With respect to registration, renewal, revocation, remedies in case of infringement.(T-2)</p> <p>Environmental Laws - Introduction, Major laws like Air pollution, Water pollution, Environment protection, Powers of Central & State Governments, various offences& penalties, Role of Judiciary, Environment Impact Assessment(EIA).(T-2)</p> <p>Information Technology Act, 2000 - Introduction, Digital Signature, Electronic Governance, cyber crimes and remedies. Electronic records, Controlling and Certifying authority, cyber regulation appellate tribunals.(T-2)</p> | 25% | 23 |
|---|--|-----|----|

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Mercantile Law (TextBook)
N. D. Kapoor; Sultan Chand and sons; Latest
2. Business Laws for Management (TextBook)
K.R.Bulchandani; Himalaya Publication; Latest
3. Legal Aspects of Business
Prof. Akhilesh Pathak; Tata Mc Graw Hill; Latest

Course Outcome:

After Learning the course the students shall be able to:

- (a) To sensitize the students and also help them appreciate the overall legal framework within which business activities are carried out.
- (b) To create awareness in respect of rules and regulations affecting various managerial functions.

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of MANAGEMENT

SYLLABUS FOR 3rd Sem MBA PROGRAMME

Strategic Management (06200202)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

| Teaching Scheme (Hrs./Week) | | | Credit | Examination Scheme | | | | | Total |
|-----------------------------|-----|-----|--------|--------------------|---|----------|----|---|-------|
| Lect | Tut | Lab | | External | | Internal | | | |
| | | | | T | P | T | CE | P | |
| 4 | 0 | 0 | 4 | 60 | 0 | 20 | 20 | 0 | 100 |

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical

Contents:

| Sr. | Topic | Weightage | Teaching Hrs. |
|-----|---|-----------|---------------|
| 1 | <p>Module 1:</p> <p>Introduction to Strategic Management – Evolution of SM, Understanding Strategy, Strategic Decision Making, Introduction to SM. [Chapter-1: T1]</p> <p>Hierarchy of Strategic Intent – Understanding Strategic intent, Vision, Mission, Business Definition, Goals & Objectives, Balanced Scorecard, Critical Success Factors & KPIs. [Chapter-2: T1]</p> <p>Environmental Appraisal – Concept of Environment, SWOT analysis, Environmental sectors, Environmental scanning, Appraising the environment, ETOP. [Chapter-3: T1]</p> <p>Organizational Appraisal – Dynamics of Internal Environment, Organizational Capability Factors, Considerations in Organizational Appraisal, Value Chain Analysis, Organizational Capability Profile (OCP) & Strategic Advantages Profile (SAP). [Chapter-4: T1]</p> <p>CASE: What lies in store for the Retailing industry in India [Page 103: T1] / HT Media: Facing Competitive & Technological Convergence challenges in 21st Century [Page C-97: T2]</p> | 25% | 15 |

| | | | |
|---|---|-----|----|
| 2 | <p>Module 2:</p> <p>Corporate-Level Strategies: Concentration, Integration & Diversification – Types of Corporate-Level Strategies, Concentration Strategies, Integration Strategies, Diversification Strategies. [Chapter-5: T1]</p> <p>Corporate-Level Strategies: Internationalization, Cooperation & Digitalization – Internationalization Strategies, Strategies for the Bottom-of-the-Pyramid, Cooperative Strategies – Mergers & Acquisitions, Joint Ventures, Strategic Alliances, Digitalization Strategies [Chapter-6: T1]</p> <p>Corporate-Level Strategies: Stability, Retrenchment and Restructuring – Types of Stability Strategies, Retrenchment Strategies, Combination Strategies. [Chapter-7: T1]</p> <p>Business-Level Strategies – Foundations of Business-Level Strategies, Generic Business Strategies – Cost Leadership, Differentiation & Focus strategies, Tactics for Business Strategies, Business Strategies for different industry conditions, International Business Strategies. [Chapter-8: T1]</p> <p>CASE: <i>The Internationalization of Kalyani Group [Page 209: T1] / Econet Wireless International's Expansion Across Africa [Page C-292: T2]</i></p> | 25% | 15 |
| 3 | <p>Module 3:</p> <p>Strategic Analysis and Choice – Process of Strategic Choice, Strategic Analysis, Porter's Five Forces model, Competitor Analysis, Subjective factors in Strategic Choice, Contingency Strategies, Strategic Plan. [Chapter-9: T1]</p> <p>Activating Strategies – Nature and Barriers to Strategy Implementation, Interrelationship of Formulation & Implementation, Model of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation. [Chapter-10: T1]</p> <p>Structural Implementation – Structural considerations, Types of Organizational Structures, Organizational Design & Change, Structures for Strategies, Organizational Systems and Processes. [Chapter-11: T1]</p> <p>Behavioural Implementation – Stakeholders and Strategic Management, Corporate Governance, Role of Board of Directors in SM, Strategic Leadership, Corporate Culture, Corporate Politics & Power, Personal Values & Business Ethics, Social Responsibility. [Chapter-12: T1]</p> <p>CASE: <i>Strategic action at Deepak Nitrite [Page 340: T1] / Manpower Australia: Using Strategy Maps and the Balanced Scorecard effectively [Page C-384: T2]</i></p> | 25% | 20 |
| 4 | <p>Module 4:</p> <p>Strategic Evaluation and Control – Overview of Strategic Evaluation & Control, Strategic Control, Operational Control, Techniques of Strategic Evaluation & Control, Role of Organizational Systems in Evaluation. [Chapter-14: T1]</p> <p>CASE: <i>Exercising Strategic & Operational Controls at iGate Global Solutions [Page 512: T1] / Pantaloon Retail (India) Ltd.: Fighting for New Space as Global Competition comes Home [Page C-461: T2]</i></p> | 25% | 10 |

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Strategic Management & Business Policy (TextBook)
Azhar Kazmi; Tata McGraw Hill; Latest
2. Strategic Management
Ireland, Hoskisson & Hitt; Cengage Learning; Latest
3. Strategic Management: The Indian Context
R Srinivasan; Prentice Hall of India; Latest
4. Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases (TextBook)
Thompson, Strickland, Gamble & Jain; Tata McGraw Hill; Latest

Course Outcome:

After Learning the course the students shall be able to:

- The objective of the course is to demonstrate that business problems are cross-functional and that solutions to them require strategic thinking.
- It takes the students to the depth of strategic management with focus on specialized areas of strategy.
- It encourages the students to be precise and specific in their thinking and to help them separate the important from the incidental. The course design provides for a set of analytical tools to enable the students to evaluate complex situations.

A
COMPREHENSIVE PROJECT REPORT
ON

“ _____ ”

Submitted to
(Institute Name)

*IN PARTIAL FULFILLMENT OF THE
REQUIREMENT OF THE AWARD FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION*

In
Parul University

UNDER THE GUIDANCE OF

Faculty Guide
Name and Designation

Company Guide (If Any)
Name and Designation

Submitted by
(STUDENT NAME)
[Batch :, Enrollment No.:_____]
MBA SEMESTER III/IV

(Institute Name)
MBA PROGRAMME
Parul University,
Limda, Waghodia

Month, Year

Company Certificate

(in case of CP based on Industry Defined Problem Identification)

(On separate page)

“This is certified that Mr./ Ms..... and Mr/Ms..... fromInstitute, have carried out the research on the subject titled “.....” at this company/organization under the supervision offrom To..... I also certify that, the above mentioned students have carried the research work satisfactory.

Students’ Declaration

(On separate page)

We, _____, hereby declare that the report for Comprehensive Project entitled “_____”
_____”
is a result of our own work and our indebtedness to other work publications, references, if any, have been duly acknowledged.

Place :

(Signature)

Date :

(Name of Student)

Institute’s Certificate

(On separate page)

“Certified that this Comprehensive Project Report Titled “.....”
.....” is the bonafide work of Mr./ Ms.....
(Enrollment No.....), who carried out the research under my

Supervision. I also certify further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

**Signature of the Faculty Guide
(Name and Designation of Guide)**

(Certificate is to be countersigned by the Director/HoD)

**PREFACE
(SEPARATE PAGE)**

**ACKNOWLEDGEMENT
(SEPARATE PAGE)**

- TABLE OF CONTENTS
- LIST OF TABLES
- LIST OF FIGURES
- LIST OF SYMBOLS, ABBREVIATIONS
OR NOMENCLATURE (OPTIONAL)
- ABSTRACT / EXECUTIVE SUMMERY
- CHAPTERS
- APPENDICES / ANNEXURES
- REFERENCES / BIBLIOGRAPHY

General Model Format For CP Project

[Option 1: If project is based on Research]

| SR. NO. | PARTICULARS | Total No. of Pages. | Semester |
|------------|--|--|------------|
| | PART – I GENERAL INFORMATION | 3 to 5 | III |
| 1 | About the Company / Industry / Sector Overview of World Market Overview of Indian / Gujarat Market Growth of the Company / industry / Sector | 8 to 12 | III |
| 2 | About major Companies in the Industry | 5 to 10 | III |
| 3 | Product Profile (Major Products) | Upto 5 | III |
| | PART – II PRIMARY STUDY | | |
| 4 | Introduction of the Study 4.1 Literature Review 4.2 Background of the Study 4.3 Problem Statement /Rationale / of the Study 4.4 Objectives of the Study 4.5 Hypothesis | 4 to 6 2 to 3 1 to 2 Upto 1 Upto 1 | III |
| 5 | Research Methodology 5.1 Research Design 5.2 Source/s of Data 5.3 Data Collection Method 5.4 Population 5.5 Sampling Method 5.6 Sampling Frame 5.7 Date Collection Instrument | 10 to 15 | III |
| | Data Collection Work to be commenced in Sem. III and continue in Sem-IV also. | | III & IV |
| 6 | Data Analysis and Interpretation | 30 to 50 | IV |
| 7 | Results and Findings | 5 to 10 | IV |
| 8 | Limitations of the Study | 1 to 2 | IV |
| 9 | Conclusion/Suggestions | 2 to 3 | IV |

(No. of pages suggested above are a part of model guidelines & they may increase / decrease, depending on the scope of the research work and guidance of faculty guide)

- Annexure
- Bibliography

General Model Format For CP Project

[Option 2: If project is based on Industry study / Industry Defined Problems]

- Preface
- Acknowledgement
- Declaration
- Executive Summary

| SR. NO. | PARTICULARS | No of Pages | Semester |
|---------|--|-------------|------------|
| | PART – I Industry Study | | III |
| 1 | Growth and Evolution of Industry in India | 2 to 3 | III |
| 2 | Product Profile | 2 to 3 | III |
| 3 | Demand determination of the Industry | 2 to 3 | III |
| 4 | Players in the Industry | 2 to 3 | III |
| 5 | Distribution channel in the Industry | 2 to 3 | III |
| 6 | Key Issues and Current Trends | 2 to 3 | III |
| 7 | PESTEL Analysis (depends on nature of study, as per the guide's suggestions) | 5 to 10 | III |
| | PART – II Company Study | | |
| 8 | Financial Analysis of Chosen Industry (depends on nature of study, as per the guide's suggestions) | 10 to 15 | IV |
| 9 | Industry Analysis : Michel Porter's Five Force Model (depends on nature of study, as per the guide's suggestions) | 7 to 10 | IV |
| 10 | Future outlook | 3 to 5 | IV |
| 11 | Company Information and Product Profile | 5 to 10 | IV |
| 12 | Organisational Structure and Functional Departments | 5 to 10 | IV |
| 13 | SWOT Analysis | 10 to 15 | IV |
| 14 | Problem/s Identification, Analysis of Situation and Suggestive Measures to overcome the problems (if CP is based on Industry Defined Problems) | 5 to 10 | IV |
| | Future Outlook/Conclusion/Suggestion | 5 to 10 | IV |

(No. of pages suggested above are a part of model guidelines & may increase / decrease, depending on the scope of the research work and guidance of faculty guide)

- Annexure
- Bibliography

**MODEL GUIDELINES ABOUT THE CONTENTS OF THE
COMPREHENSIVE PROJECT**

(If the project is based on Industry Study)

Part I

1. Growth and Evolution of Industry in India
2. Product Profile
3. Demand determination of the Industry
 - Price
 - Income of targeted customers
 - Penetration level
 - Availability of Finance
 - Replacement Demand
 - Promotion Schemes
 - Excise duty structures
4. Players in the Industry
 - Number of Players
 - Market Share of Various Brands/Firms
5. Distribution channel in the Industry
6. Key Issues and Current Trends
 - Product Quality/Technology
 - Customer Service
 - Pricing
 - Promotion
 - Company specific marketing strategies
 - Segmentation and Positioning
 - Current trends in the industry
7. PESTEL Analysis
 - Import duties on Components and finished goods
 - Taxes and Levies
 - Non Tariff Barriers
8. Future outlook/Comments
9. Suggestions
10. Conclusion

Part II

1. Company Information
 - Introduction and company profile
 - Growth of the company
2. Product Profile
3. Functional Departments
 - Production Department
 - Marketing Department
(Product, Price, Distribution, Promotion, Segmentation, Targeting Positioning)
 - Finance Department
(Ratio Analysis, Du-Pont analysis, ROI analysis, Leverage analysis, Working Capital analysis)
 - Human Resource Department
 - Information Technology
 - Others
4. SWOT Analysis
5. Financial Analysis of Chosen Industry
 - ROI
 - Dupont Analysis
 - Leverage Analysis
 - Working Capital Management Analysis
 - Any other Financial Analysis
11. Industry Analysis : Michel Porter's Five Force Model
12. Problems Identification, Problems Analysis and Remedial Measures
13. Future Outlook/Conclusion/Suggestion

**MODEL GUIDELINES ABOUT THE CONTENTS OF THE
COMPREHENSIVE PROJECT**

Option 3: If CP is based on a Project feasibility study

Preface
Acknowledgement
Declaration
Executive Summary

| SR. NO. | PARTICULARS | Work to be done in Sem. |
|----------------|---|--------------------------------|
| | PART – I Industry Study | III |
| 1 | Growth and Evolution of Industry in India | III |
| 2 | Product Profile (Major Products) | III |
| 3 | Players in the Industry | III |
| 4 | Demand determination of the Industry | III |
| 5 | Future Prospects | III |
| | PART – II Feasibility Study | IV |
| 5 | Introduction | IV |
| 6 | Marketing Feasibility | IV |
| 7 | Technical Feasibility | IV |
| 8 | Financial Feasibility | IV |
| 9 | Human Resource Requirement | IV |
| 10 | Conclusion (Overall Viability) | IV |

Annexure
Bibliography

LIST OF TABLES*/GRAPHS*/DIAGRAMS*

(SEPARATE PAGE)*

| SR. NO. | PARTICULARS | TABLE NOS. | PAGE NOS. |
|----------------|--------------------|-------------------|------------------|
| | | | |
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FORMAT FOR TABLES/GRAPHS/DIAGRAMS

(AS TO BE WRITTEN IN THE REPORT)

TABLE TITLE
TABLE NO.

SOURCE: (Font Size – 10)

SPECIFICATIONS FOR COMPREHENSIVE REPORT

| | | |
|----|--|---|
| 1 | Paper Size | A4 |
| 2 | Margins | Left Side - 1.5 cm Right Side - 1 cm Top - 1 cm Bottom - 1 cm |
| 3 | Line Spacing | 1.5 Lines |
| 4 | Paragraph Spacing | Double Lines |
| 5 | Page Numbers | At bottom – Centre (Middle) |
| 6 | Font Type | Arial |
| 7 | Font Size (FS) | For normal – 12 |
| 8 | Bold / Italic / Underline | Should be used for specific purposes only |
| 9 | Alignment | Page Justify |
| 10 | Heading Subhead | Upper case, Bold, Centre, FS – 14 Bold, Left Aligned, FS- 12, No Colon (:) |
| 11 | Tables/ Graphs/ Diagrams | Title, No. and Source |
| 12 | Borders / Shades | No Borders , Headers , Footers |
| 13 | Word Breaking | No word Breaking |
| 14 | Chapter Name | On Separate Page – Before the start of the Chapter Centre Aligned on the Page No page Numbers on it Next page start the Chapter – do not repeat the title on the next page |
| 15 | Report Binding (Semester IV only) | Hard Bound Cover – Black Plastic coated Writing –Golden color only |
| 16 | Copies of the Report (Semester III) | Hard : Total 2 Copy For Institute – 01 (Spiral Binding) For Student – 01 (Spiral) (Optional) Soft : 01 Copy CD should have following information in Word format: Name of the Student Enrollment No. CP Title Year Guide Name |
| 16 | Copies of the Report (Semester IV) | Hard : Total 2 Copy For Institute – 01 (Hard Binding – Black) For Student – 01 (Spiral) (Optional) Soft : 01 Copy CD should have following information: Name of the Student |

| | | |
|----|---|--|
| | | Enrollment No. CP Title Year Guide Name |
| 17 | No. of pages for the report (Semester III) | 30 – 40 Pages approx. |
| | No. of pages for the report (Semester IV) | Not more 100 to 125 Pages (combine of Sem-III and IV) |

PARUL UNIVERSITY
FACULTY OF MANAGEMENT STUDIES

Master of Business Administration

Guidelines for

Summer Internship Project (SIP)

(Subject Code: 06200206, Credits: 6)

Guidelines for Summer Internship Project

A student shall be required to select a topic for study from his / her MAJOR Elective Functional area in consultation with Internal Faculty Guide and complete a research study project as a 'Summer Internship Project' for a period of 6 to 8 weeks as mentioned in the structure of the MBA syllabus of Parul University. It may be in the form analysis of a problem, development of new product, method and technology or the application of some new methods, policy analysis etc. The activity includes collection of information and data analysis and interpretation of collected data and suggesting solutions, alternative etc.

The objectives of the Study Project are:

1. To involve students in identifying and understanding the Industry problem.
2. To provide students an Industrial Exposure and encourage them for practical research work.
3. To develop research and analytical ability in the students.

Outline

Each student is to submit a written project synopsis to his/her respective guides. The project synopsis must comprise the following aspects:

- 1. Title of the Project:** Title should be meaningful and should convey the broad aspects that will be covered in the body and the scope of the project.
 - Select a title which clearly describes the project you will be doing.
 - Use simple words like, A Study of..., An analytical study of....., Comparative study of.....
 - Do not write titles like.. 'Performance Management', 'Branding', be very specific and clear. Remember title generates the interest of the reader, as such meaningful and apt title is of prime importance
 - Select a project where;
 - a) You have some interest and understanding of the topic.
 - b) There is a possibility to get sufficient data.
 - c) Knowing that world knows everything, try and give something new or different in your topic. (Research Gap)
- 2. Organization/Company:** Mention the name of organization/company and the functional area

3. Briefly explain the nature of the organization and its business (e.g. marketing, finance and human resource) where you intend to do your project.

4. **Introduction of the Topic:** Briefly introduce the topic on which your project is based.

5. **Objectives & Scope:**

- Objectives should be in similarity with the title
- There can be one or many objectives. It is not necessary to have many objectives for window dressing ... (that may land your project in trouble)
- Objectives may be divided in Primary and secondary objectives as per the need / importance / flow of the project.
- Be brief and number your objectives (this facilitates giving references whenever necessary).
- Writing many objectives to impress or give the page good look is unwarranted. Restrict yourself to those objectives for which you can achieve / get some information.
- In the course of internship you may work on many processes / functions ... all will not be the objectives of the research project & need not to be included in the project report which you submit to the Institute.

6. **Research Methodology:**

- Choose right research tools with the help of internal guide and experts from the company. You are advised to refer good RM book and keep one copy with you as a ready reckoner.
- Remember that research methodology is of vital importance in your project and carries significant weight-age in project viva. Hence take it seriously.
- Literature review is very important & you need to assign considerable time to visit library & websites. Keep the visits and information records updated, they are necessary for giving references. (Strictly avoid copying verbatim from books).
- Hypothesis ..., test rightfully if you choose to go ahead with it.

| | | | |
|------|------------------|-----|-----------------|
| i. | Research design | ii. | Sampling design |
| iii. | Sample size | iv. | Sample location |
| v. | Data type | vi. | Instrument used |
| vii. | Analytical Tools | | |

7. Findings

Write findings chronologically & inline with the objectives. Give references to primary and secondary data for each finding. e.g. (refer question no. ABC & XYZ).

8. Suggestions

Write suggestions, if any, give reference for each suggestion. E.g. (refer finding no. XYZ).

Ensure that you are not suggesting anything which is not studied in the course of project.

Ensure all the suggestions are (SMART - Specific Measurable Achievable Realistic Time-bound)

9. Expected Outcome: Briefly discuss the expected outcome of the project

10. References/Bibliography: Source for your synopsis

Note: References must be at the end of the each chapter while bibliography must be at the end of the Project report.

11. Annexure:

It should be indexed. Attach those annexure which have its reference in the main text of the report.

What Goes into an Annexure:

Supplementary & Secondary Reference

Original data

Long Tables

Questionnaires & Letters

Schedules or forms used in collecting data

Internet Printout

Industry Printout

12. Proofing:

- Read the completed project at least three times. Get it checked for grammar and spellings (You may use MS office Spell Check Wizard).
- Reconfirm congruence from objectives to conclusion. Check that you have given all the references correctly.
- When you finish the project work, get it checked from the faculty guide.
- Prepare executive summary of the project, present it to your friends / peers, clear their doubts regarding your project material do changes as necessary
- Simplify. Rectify & clarify the project as applicable
- Ensure you do not print any logo of the company you have worked, (Except for the certificate given by the company.)
- After final approval of the draft (and successful completion of Internal Viva) get the completion certificate from internal guide and get the project printed and bounded, well in advance. Take extra care to proof read your copy and embossed title page.
- Present the recorded progress report to internal guide
- Get guide's signatures, put your signatures e.g. acknowledgement, Certificate etc, and submit the project copies to designated authorities before the deadline.
- No headers/footers are permitted except page numbers.

Specifications for Summer Internship Project

Following aspects must be adhered to as given in while compiling the body of report

- a. **Page Size:** Good Quality White A4 size paper should be used for typing and duplication.
- b. **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3----, 2.1, 2.2, 2.3-----etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

c. **Page Specifications**

| | | |
|-------|---------------|-----------|
| (i) | Left Margin | 1.5 inch |
| (ii) | Right Margin | 1.25 inch |
| (iii) | Top Margin | 1 inch |
| (iv) | Bottom Margin | 1 inch |

d. **Page Numbers:**

- i. All the initial pages excluding the title page but including the certificates, acknowledgements, contents should be numbered using roman numbers.
- ii. All text pages starting from Body of the Project Report should be numbered at the bottom center of the pages using Arabic numbers.

e. **Normal Body Text**

- i. **Font Size:** 12, Times New Roman, 1.5 Spacing, Single Side Writing.
- ii. **Paragraphs Heading Font Size:** 12, Times New Roman, Bold
- iii. **Page/Title Font Size:** 14

f. **Table and Figure Number:** Table and figure numbers are to be written at the bottom of the table/ figure as given below:

- i. Table No-1: Number of Employees in Organisation ABC
- ii. Figure No-1: Data Flow Diagram

g. **Binding & Color Code of the Report**

| Particulars | PIMR | PIM-MBA | PIET-MBA |
|------------------------------|-------------|----------------|-----------------|
| Hard Bound Report | Yes | Yes | Yes |
| Background of the cover page | Dark Brown | Navy Blue | White |
| Color of Letters | Golden | Silver | Golden |

Specifications for Chapters

The Guidelines for carrying out the report is given in the following paragraphs. Each student is to compile his/her study in six chapters as detailed below:

Chapter-I : Introduction

1.1 Introduction:

It should include

- (a)) Meaning of the concept
- (b) Rationale for choosing the topic/problem under study
- (c) Implementation strategy of concept in your present study.

1.2 Objectives of Study: It should be pragmatic and consistent with the title of the study and achievable during the course of study within the prescribed schedule. Students are advised to develop the objectives in consultation with their respective Institute/ Industry Mentors. The objectives must start with action oriented verbs. A sample of objectives is given below as example:

- “(a) To study the growth of sales of Utility Vehicles in Gujarat State.
- (b) To compare the market share of SUVs and TUVs Gujarat State.”

1.3 Scope of Study: The scope of the study refers to the parameters in which the study will be operating in. This also reminds a researcher that his method of investigation should be centered around trying to solve the problem within the provided scope. **The scope of study should clearly mention the activities that are actually performed in the study.**

It should include the period of study, the functional area (HR, Finance and Marketing) and volume of work carried out in the study. With reference to above objectives, the scope of study could be as follows (note this is suggestive and not exhaustive):

- (a) To collect and analyze the sales data of Utility Vehicles in Gujarat State of last five years.
For this purpose secondary data from the published sources and the dealers is collected.
- (b) To carry out market survey of customer perception for the use of Utility Vehicles. Data is collected through a structured questionnaire.”

1.4 Company Profile:

Following aspects need to be covered in the first chapter in order to know the company profile:

1.4.1 Name of the firm/company, its complete address along with telephone numbers, email address, website name. Mention whether local, national or multinational. If National/multinational, give location & address of the registered office and geographical areas of operation of the company.

1.4.2 Explain the nature of the Organization and its business (service/production/trading etc), i.e., type of industry & business in which the company is operating. Mention specific functional area, if any, such as marketing, finance, HR, logistics etc, in which the company is operating.

1.4.3 Company's vision & mission.

1.4.4 Product range of the company.

1.4.5 Size (in terms of manpower & turnover) of organization.

1.4.6 Organization structure of the company.

1.4.7. Market share & position of the company in the industry.

1.5 Industry Profile:

Brief profile of the Industry including its current status from which the company belongs.

Chapter-II: Review of Literature

A literature review is a summary of research that has been published about a particular subject. It provides the reader with an idea about the current situation in terms of what has been done, and what we know. Sometimes it includes suggestions about what needs to be done to increase the knowledge and understanding of a particular problem.

Students have to carry out a methodical examination of available study material (books, journals, periodicals, official gazettes, etc) on the topic of your study. Provide the existing information on the research work already done by way of fundamental nature of the study and the writer's name and references of publications.

This chapter must include minimum 15 literature review on the topic of your study.

Chapter-III: Research Methodology

1. It must specify the following:
 - a) Universe
 - b) Research design
 - c) Sampling Type
 - d) Sample size & Sample location
 - e) Data type
 - f) Instrument used for Data collection
 - g) Analytical Tools
 - h) Hypothesis, Identified independent and dependent variables,
 - i) Contents analysis– Notes (References)
2. Framing of Questionnaire wherever applicable & relevance of each question asked in questionnaire
3. Constraints/Limitations under which the study has been undertaken

Chapter-IV: Data Analysis & Interpretation

Raw data (primary or secondary) collected must be transformed to standard formats such as tables, charts, graphs, diagrams etc and is to be presented in this chapter. This chapter will include Decodification of data, Classification of Data, Tabulation of the data, Application of analytical tool(s), Use of graphs, Depiction of Bar diagrams, Histogram and its observation and inferences drawn. Proper titles, legends, scales, source (s) etc must be mentioned along with each diagram.

This chapter is the most important part of the study, wherein students are required to apply established theoretical concepts/tools/techniques to the data presented and draw inferences. Students are required to discuss rational and logic for drawing inferences. For each inference, proper linkages are to be established either with the data analyzed or with the calculation (s) to be included in this Chapter. Wherever, calculations are to be carried out, it must be provided before drawing any inference. The inferences are to be presented in narrative form from each data set along with limitation (s) due to data insufficiency, if any.

Chapter-V: Summary & Conclusions

This Chapter should comprise the following:

- 5.1 Results of the Study:** These are to be presented and supported by facts & figures in narrative form and be culled out from the Chapter-IV. The sequence of the results must be consistent with the objectives of the study mentioned in Chapter-I. Also, mention the achievement of objectives or otherwise.
- 5.2 Suggestions, Scope for further Study & Conclusion:** Suggestions based on results of the study is to be provided. Any scope for extension of the study to new geographical areas, segments, time with larger data, is to be mentioned under this heading. Finally, Conclusion should cover findings of the work, whether the stated objectives of the work is achieved with full justification, recommendations, limitations, directions for future development.

Formats for Internship Report

The final report is comprised of the following sequence

- Cover Page
- Declaration
- Institute Certificate
- Company
Certificate
- Preface
- Acknowledgement
- Executive
Summary
- Table of Contents
- Body of the project Report
- Bibliography
- Appendices

SUMMER INTERNSHIP PROJECT ON

<TITLE OF PROJECT REPORT>

Undertaken at

<NAME OF THE ORGANIZATION>

*Submitted in partial fulfillment of the requirement for the award of the
degree Of*

MASTER OF BUSINESS ADMINISTRATION

BATCH (_____)

Submitted by

Name of Student

MBA Semester II

Enrollment No.

Name of the Industry Mentor

<Name >

Designation

Under the Guidance of

<Name of Faculty Guide>

Designation



PARUL UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

P.O. Limda, Tal. Waghodia, District Vadodara-391760

Declaration

I _____, Enrolment No. _____ from (Name of your Institute e.g. PIMR/ PIM/ PIET (MBA)), Semester III of the Parul University, Vadodara hereby declare that the Summer Internship Report entitled _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: : <DD/MMM/YYYY>

Signature of the Student

INSTITUTE CERTIFICATE

It is hereby certified that the Summer Internship Report submitted in partial fulfillment of Master of Business Administration at (Name of your Institute e.g. PIMR/ PIM/ PIET(MBA)), Vadodara by < Name of the student > Enrolment No. < >_has been completed under my guidance and is Satisfactory.

Date: <DD/MMM/YYYY>

Signature of the Guide

<Name of the Guide>

<Designation>

Signature of the Director

<Name of the Director>

Director

(ON COMPANY'S LETTER HEAD)

CERTIFICATE

This is to certify that (Full Name of the Student), student of Master of Business Administration, from Batch (.....), (Name of your Institute e.g. PIMR/ PIM/ PIET (MBA)), Enrolment No....., has undertaken the Summer Internship Training at (Name of the Company) during to under my supervision & guidance. He / She has successfully conducted a study & completed the Project on

Seal of Organization
Date:

Signature of Industry Mentor
Full name of the Mentor:
Designation:
Address:

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 3rd Sem MBA PROGRAMME

Strategic Financial Management (06201201)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

| Teaching Scheme (Hrs./Week) | | | Credit | Examination Scheme | | | | | Total |
|-----------------------------|-----|-----|--------|--------------------|---|----------|----|---|-------|
| Lect | Tut | Lab | | External | | Internal | | | |
| | | | | T | P | T | CE | P | |
| 4 | 0 | 0 | 4 | 60 | 0 | 20 | 20 | 0 | 100 |

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical

Contents:

| Sr. | Topic | Weightage | Teaching Hrs. |
|-----|---|-----------|---------------|
| 1 | Module 1: Introduction to Strategic Management: The Basics: Introduction to Financial Management: The Basics: Strategic Financial Management and Strategic Planning T1 | 20% | 12 |
| 2 | Module 2: Risk and Uncertainty :Treatment of Uncertainty : Dysfunctional Risk Methodologies , Decision Trees , Sensitivity and Computers , Mean-Variance Methodology , Mean variance Analyses , Mean variance Paradox , Certainty Equivalence and Investor Utility . T2 | 30% | 18 |
| 3 | Module 3: Financial Analysis: Financial Planning: Financial Models: Forecasting Financial Statements: Cross-Sectional Analysis of Financial Statement Information: Corporate Valuation. T1 | 30% | 18 |
| 4 | Module 4: Value-Based Management : Control, Governance and Financial Architecture : Contemporary Issues and Strategic Financial Management | 20% | 12 |

| | | | |
|---|---|----|---|
| 5 | <p>Module 5:</p> <p>Students should select a particular company from S&P BSE 100/ S&P BSE 200/ S&P BSE 500/ NIFTY 50/ CNX 100/ CNX 200 and CNX 500 and apply relevant principles of strategic financial management to the company based published annual reports of the company for latest 3 years .</p> | 0% | 2 |
|---|---|----|---|

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. STRATEGIC FINANCIAL MANAGEMENT (TextBook)
Sofat , Rajni and Hiro , Preeti; Prentice Hall; Latest
2. Financial Management
Khan and Jain; Tata Mcgraw-Hill Education; Latest
3. Strategic Financial Management
Ravi M. Kishor; Taxmann; Latest
4. Strategic Financial Management (TextBook)
Alan Hill; Free e-book BookBoon.com; Latest
5. Corporate Finance
Ashvarathi Damodaran; Wiley India; Latest

Course Outcome:

After Learning the course the students shall be able to:

- a. To acquaint the students with financial decision making techniques and tools in times ever changing business scenario and attached risk and uncertainty.
- b. To provide insight into diversified financial strategies adopted in contemporary business scenario.

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 3rd Sem MBA PROGRAMME

Security Analysis & Portfolio Management (06201202)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

| Teaching Scheme (Hrs./Week) | | | Credit | Examination Scheme | | | | | Total |
|-----------------------------|-----|-----|--------|--------------------|---|----------|----|---|-------|
| Lect | Tut | Lab | | External | | Internal | | | |
| | | | | T | P | T | CE | P | |
| 4 | 0 | 0 | 4 | 60 | 0 | 20 | 20 | 0 | 100 |

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical

Contents:

| Sr. | Topic | Weightage | Teaching Hrs. |
|-----|---|-----------|---------------|
| 1 | <p>Module 1:</p> <p>Introduction: Concept, Investment, Investment Avenues, Speculation & Gambling, Influencing Factors of Investment Decision Making- Byuing and Selling: Brokers-The process of trading- margin trading etc, types of orders. Risk & Return: Measurements of Risk and Return - Mean, Standard Deviation & Variance, Classification of Risk, Management of Risk</p> | 20% | 12 |
| 2 | <p>Module 2:</p> <p>Equity Valuation: EIC framework economic analysis-Calculaaation of Intrinsic value of Equity-Behaviour finance and efficient market theory and technical analysis. Tools and uses.</p> | 30% | 18 |
| 3 | <p>Module 3:</p> <p>Valuation of Bonds & Portfolio Management: Investment in bonds, types of bond. Interest Rate theory and Bond Duration. Bond Portfolio Construction. Portfolio Revision, Portfolio Management, Portfolio Evaluation – Sharpe, Jensen, Treynor & Fama Net Selectivity.</p> | 30% | 18 |

| | | | |
|---|---|-----|----|
| 4 | Module 4: Equilibrium in Capital Market: The Capital Asset Pricing Model, Single-index model, Arbitrage Pricing theory, Selection and construction of optimal portfolios. Portfolio Management process | 20% | 12 |
| 5 | Module 5: Practical Index construction methods. EIC analysis of any selected company. Selected tools of technical analysis. Use of Discounted Cash Flow technique for selection Application of CAPM Model Use of Sharep, Jensen and Treynor to measure the performance of Mutual Fund Scheme | 0% | 0 |

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Investment Analysis And Portfolio Management (TextBook)
Prasanna Chandra; Tata Mcgraw-Hill Education; Latest
2. Investment Analysis and Behaviour (TextBook)
Reilly and Brown; Tata Mcgraw-Hill Education; Latest
3. Investments
ZviBodie, Alex Kane; Tata Mcgraw-Hill Education; Latest
4. Security analysis and Portfolio Management
Fischer and Jordon; Pearson Education; Latest

Course Outcome:

After Learning the course the students shall be able to:

The objective of the course is to impart adequate knowledge to trade off risk and return for managing investment to achieve optimal return.

- At the end of the course students are expected to take investment decisions for optimal utilization of fund through different investment channels following modern portfolio management concept

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 3rd Sem MBA PROGRAMME

International Finance (06201203)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

| Teaching Scheme (Hrs./Week) | | | Credit | Examination Scheme | | | | | Total |
|-----------------------------|-----|-----|--------|--------------------|---|----------|----|---|-------|
| Lect | Tut | Lab | | External | | Internal | | | |
| | | | | T | P | T | CE | P | |
| 4 | 0 | 0 | 4 | 60 | 0 | 20 | 20 | 0 | 100 |

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical

Contents:

| Sr. | Topic | Weightage | Teaching Hrs. |
|-----|--|-----------|---------------|
| 1 | Module 1: Foundations of International Financial Management Globalization and the Multinational Firm (T1-Ch.1) International Monetary System (T1-Ch.2) Balance of Payments (T1-Ch.3) The Market for Foreign Exchange (T1-Ch.5) Determination of Exchange Rates (T2 – Ch.6) | 30% | 18 |
| 2 | Module 2: International Banking and Money Market (T1-Ch.6) International Bond Market (T1-Ch.7) International Equity Markets (T1-Ch.8) International Portfolio Investments (T1-Ch. 11) Foreign Direct Investment and Cross-Border Acquisitions (T1-Ch.15) | 20% | 12 |
| 3 | Module 3: Exchange Arithmetic Ready Exchange Rates, Ready Rates Based on Cross Rates, Forward Exchange Rates, Execution of Forward Contracts (T2 – Ch.12,13,14,15) | 20% | 12 |

| | | | |
|---|---|-----|----|
| 4 | Module 4: Management of Transaction Exposure, Economic Exposure and Translation Exposure (T1-Ch. 8,9,10) Foreign Trade Contracts and Documents International Trade Contracts (T2 – Ch.18) Letters of Credit (T2 – Ch.19) Documents in Foreign Trade (T2 – Ch.21) Incoterms (T2 – Ch.23) | 30% | 18 |
| 5 | Module 5: Cases on International Financial Management | 0% | 0 |

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. International Financial Management (TextBook)
Eun / Resnick; Tata Mcgraw-Hill Education; Latest
2. Foreign Exchange & Risk Management (TextBook)
C. Jeevanandam; Sultan Chand and sons; Latest
3. International Financial Management
J. Madura; South Western Publications; Latest
4. Multinational Financial Management
Alen Shapiro-John; Wiley publications; Latest
5. International Financial Management
P. G Apte; PHI; Latest

Course Outcome:

After Learning the course the students shall be able to:

International Finance will introduce students to global financial markets and operations of multinational firms.

International Finance is one of the most important areas of interest in business in the twenty-first century. With the liberalization of international financial and human capital

markets over the last half-century, firms are becoming increasingly global as they engage in business.

The purpose of this course is to acquaint students with fundamental concepts of International Finance and Exchange Rate Systems and also acquaint students with tools, techniques and strategies to make international finance related decisions.