



CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY

MBA SECOND SEMESTER

BOARD OF STUDIES: MANAGEMENT

S. No	Subject Code	Subject	Periods per week			Scheme of Examination			Total Marks	CREDITS
			L	T	P	ESE		TA		
1	536211	MIS & Decision Support System	3	1	0	80	10	10	100	4
2	536212	Research Methodology	3	1	0	80	10	10	100	4
3	536213	Marketing Management	3	1	0	80	10	10	100	4
4	536214	Financial Management	3	1	0	80	10	10	100	4
5	536215	Human Resource Management	3	1	0	80	10	10	100	4
6	536216	Production & Operation Management	3	1	0	80	10	10	100	4
7	536217	Environmental Analysis & Management	3	1	0	80	10	10	100	4
8	536218	Business Legislation	3	0	0	80	10	10	100	3
9	536221	Research Report & Viva.	0	0	3	60	0	20	80	2
10	536222	Computer Lab & Viva	0	0	4	60	0	20	80	2
11	536223	Human Value Development Workshop	1	0	1	0	0	40	40	2
TOTAL			25	7	8	760	80	160	1000	37

L-lecture, T-tutorial, P- practical; ESE -End Semester Examination, CT- Class Test, TA – Teacher’s Assessment

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - MIS & Decision Support System

Code - 536211

Total Theory Periods -

Total Tut Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Course Contents

UNIT I

Information Technology Brief about Information Technology, various Databases (Relational, Hierarchical, Networking), and Concept of 2 tiers and 3-tier architecture, brief study about system analysis and design (Software Development Life Cycle), Case Study.

[No. of Pds:]

UNIT II

Management Information System - I Definition, Key issue pertaining to information system in the managerial context, Classification and need of Transaction Processing Information System, Office Automation System, Management Information System, and Knowledge based system, Decision Support system. Functional applications of management information system and MIS practices in organizations, Case Study

[No. of Pds:]

UNIT III

Management Information System -II Designing Management Information System, Case study with software solution, Case Study.

[No. of Pds:]

UNIT IV

Decision Support System An overview, Characteristics and capability of DSS, Component and Classification of DSS, Designing and construction of DSS, Case Study.

[No. of Pds:]

UNIT V

Client Server Application Development Creating forms, queries, reports and graphics from databases using Frontend Backend tools, Case Study.

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Readings:

1. Laudon, Kenneth C, & Jane P.Laudon, Management Information System : Organisation and Technology , PHI Publication
2. Narayan B. Management Information System , APH , New Delhi 1998
3. Senn, James A. , Analysis and Design of Information Systems , McGraw Hill Publication
4. Applegate Lynda M., et. al., *Corporate Information Systems Management: Text and Cases*, McGraw Hill, New York, 1999.
5. *Malcolm Pettu, Introducing Information System Management, Baldwin Publications, London, 1990.*
6. *Mensing James R., & Dennis A.Adams, Managing an Information System, Prentice Hall, New Jersey, 1990.*
7. Gordon, B.Davis and Margrethe H.Olson; Management Information Systems: Conceptual Foundations, Structure and Development, McGraw-Hill, New York, 1985.
8. *Narayan, B., Management Information System, APH, New Delhi, 1998.*

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Research Methodology

Total Theory Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Code - 536212

Total Tut Periods -

Course Contents

UNIT I

Introduction: concept, approach Types. Problem Formulation and Statement of Business Research objectives, Characteristics of good research, creativity in research, cost of research. . Research Methods, Process, Research Designs, Descriptive and Experimental Variables & their interrelations. Problems & Case.

[No. of Pds:]

UNIT II

Methods of Data Collection - Survey and Observational Methods; Questionnaire Design; Attitude Measurement; Motivational Research Techniques, Administration of Surveys. Dealing with Information; Classification, tabulation, Analysis, and Interpretation of Data, Level of data; Reliability & validity. Problems & Case .

[No. of Pds:]

UNIT III

Sampling: process, technique, types and sample designs; Selecting an appropriate Statistical Technique - parametric and non parametric tests (t-test, chi square test, sign test, T-test, U-test) Hypothesis Testing. Problems & Case.

[No. of Pds:]

UNIT IV

Advanced techniques for Data Analysis - ANOVA, ANCOVA, Discriminant Analysis, Factor Analysis, Multidimensional Scaling and Clustering Methods. Research Application and Research Report Writing. Problems & Case.

[No. of Pds:]

UNIT V

Awareness, usage of Statistical Software Packages (SPSS, SAS, etc) relevant to Management Researches and its Applications in Research for Marketing, Finance, HR etc. Problems & Case.

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Reading :

1. Gupta S. P. and Gupta, M. P., *Business Statistics*, Sultan Chand and Sons, New Delhi, 1997.
2. Sancheti S. C. and Kapoor, V. K, *Statistics - Theory Methods and Applications*, Sultan Chand and sons, New Delhi.
3. Vohra, N. D., *Quantitative Techniques in Management*, Tata McGraw Hill Company, New Delhi.
4. Sneider & Cooper Business Research Methods TMH
5. C.R.Kothari Research Methodology,
6. Zeikmukund, Business Research Methods, Drden Press.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Marketing Management

Code - 536213

Total Theory Periods -

Total Tut Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Course Contents

UNIT I

Introduction to Marketing: Meaning, nature and scope of marketing; Marketing philosophies; Marketing management process; Concept of marketing mix, Case Study.

[No. of Pds:]

UNIT II

Market Analysis: Understanding marketing environment; Consumer and Industrial buyer behavior; Market measurement; Market segmentation, selection and positioning. Case Study.

[No. of Pds:]

UNIT III

Product Planning and Pricing: Product concept; Types of products; Major product decisions; Brand management; Product life cycle, New product development process; Pricing decisions; Determinants of price; Pricing process, policies and strategies. Case Study.

[No. of Pds:]

UNIT IV

Promotion and Distribution decisions: Communication process; Promotion tools - advertising, personal selling, publicity and sales promotion; Distribution channel decisions - types and functions of intermediaries, Selection and management of intermediaries; Logistics decisions - inventory management, warehousing, transportation and insurance. Case Study.

[No. of Pds:]

UNIT V

Marketing Organization and Control; Emerging trends and issues in marketing - Consumerism, Rural marketing, Social marketing; Direct and online marketing; Green Marketing, etc, Case Study.

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Readings:

1. Baker, Michael J., *Marketing : An Introductory Text*, McMillan Press Ltd., 1996.
2. Czinkota, Michael R., Massaki, Kotabe and David Mercer B., *Marketing Management :Text and Cases*, Blackwell Publishers, Massachusetts, 1997.
3. Kotler, Phillip, *Marketing Management : Analysis Planning, Implementation and Control*, 9th Ed., Prentice Hall of India Pvt. Ltd. , New Delhi, 1997.
4. Kotler, Phillip and Armstrong, Gary, *Principles of Marketing*, 6th ed., Prentice Hall of Indi, Pvt. Ltd., New Delhi, 1995.
5. Mc Carthy, E.Jerome and Pessault, William D. Jr., *Basic Marketing*, Richard D. Irwin Inc. , Homewood, Illinois, 1994.
6. Saxena, Rajan, *Marketing Management*, Tata McGraw Hill Publishing Company, New Delhi, 1997.
7. Stanton, William J., Eizel, Michael J. and Walker Bruce J., *Fundamentals of Marketing*, 10th ed., McGraw Hill, 1994.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Financial Management

Total Theory Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Code - 536214

Total Tut Periods -

Course Contents

UNIT I

Financial Management - nature, scope and objectives, finance functions. Profit maximization V/S wealth maximization, financial forecasting, and capitalization theories, over and under capitalization, Case Study.

[No. of Pds:]

UNIT II

Financial statement Analysis, funds flow analysis, statement of cash flows, Problems & Case.

[No. of Pds:]

UNIT III

Short-term financial investment, internal financing, lease financing, term loans, Time value of money, instruments of long term finance. , Case Study.

[No. of Pds:]

UNIT IV

Cost of different sources of raising capital, weighted average cost of capital. Types of Dividends, factors influencing dividend policy, dividend theories dividend practices in India, Problems & Case.

[No. of Pds:]

UNIT V

Management of working capital - concept of working capital, need and factors influencing, estimation of working capital, inventory and receivables management, management of cash, problems & Case Study.

[No. of Pds:]

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

SUGGESTED READINGS:

- I. Hampton , john . Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- II. Van Horner, James C. Financial Management and Policy , New Delhi, Prentice Hall of India.
- III. Winger, Bornard and Mohan, Nancy, Principles of Financial Management, New York, Macmillan Publishing Company.
- IV. J.C. Van Horne, Fundamentals of Financial Management, PHI , New Delhi.
- V. Weston Brigham, Managerial Finance, McGraw Hill , New York.
- VI. I.M. Pandey, Financial Management Vikas Pub. House, New Delhi.
- VII. P. Chandra, Financial Management, TMH, New Delhi .
- VIII. S.C. Kuchhal, Financial Management, Chaityna Publishing House, Aligarh.
- IX. R.M. Srivastava, Financial Decision Making, Himaylaya Publishing House, Mumbai.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Human Resource Management

Code - 536215

Total Theory Periods -

Total Tut Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Course Contents

UNIT I

Concepts and Perspectives on Human Resource Management; Evolution and Philosophy of Human Resource Management, challenges in changing environment, New Approaches in HRM.

[No. of Pds:]

UNIT II

Human Resource Policy and Planning; Job Analysis. Methods of Job Analysis, Description, Job specification, etc, Case Study.

[No. of Pds:]

UNIT III

Recruiting and Selecting Human Resources, Placement, and Induction, Case Study.

[No. of Pds:]

UNIT IV

Manpower Planning, Training and Development, Performance Appraisal and Potential Evaluation; HR Audit; Job Evaluation, Wage Determination, Compensation Management, Case Study.

[No. of Pds:]

UNIT V

Leadership, Socialization, Work Stress & Counselling, Mentoring; Concept of Employee Welfare; Case Study.

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Reading

1. Dessler, Gary; *Human Resource Management, 7th International Edition, Prentice Hall, New Jersey, 1997.*
2. Fisher, Schoenfeldt and Shaw; *Human Resource Management, 4th Edition, Houghton Mifflin, Boston, 1999.*
3. Leap, Terry L., and Micheal D. Crino; *Personnel/ Human Resource Management, MacMillan, New York, 1990.*
4. Teboul, James; *Managing Quality Dynamics, Prentice Hall, New Jersey, 1991.*
5. De Cenzo, D. A. and Robbins, S. P., *Human Resource Management, 5th ed., John Wiley, 1994.*
6. Monappa, A. and Saiyadain, M., *Personnel Management, Tata McGraw-Hill, New Delhi, 1966.*
7. Sinha, D. P. *Aligning Human Resource Systems, Tata McGraw-Hill, New Delhi, 1996.*

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Production & Operation Management

Code - 536216

Total Theory Periods -

Total Tut Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Course Contents:

UNIT I

Introduction to production management: Production management, objectives functions, meaning, nature and significant scope. Relationship of production with other functions areas. Types of production intermittent, production, continuous production, and job shop products.

[No. of Pds:]

UNIT II

Facility design & Location: Considerations for plant Location, Economic analysis, planning the building, layout objectives, fundamental consideration in layout, Types of Layout, Case Study.

[No. of Pds:]

UNIT III

Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, SQL, Scheduling & sequencing in the context of continuous intermittent system, Case Study.

[No. of Pds:]

UNIT IV

Materials Management: Value analysis value engineering, waste disposal scrap disposal, classification & codification, standardization, variety Reduction, material Handling objectives, elements, activities & functions, principles of material handling, selection & types of material handling equipment.

Just in Time: Introduction, 7 wastes, Basic elements and benefit of JIT, Case Study.

[No. of Pds:]

UNIT V

Work-study: Work Measurement: Time study, established of standard time, Rating of employees, allowances, work sampling, synthetic Data, Predetermined motion Time Analysis.

Work Simplification: Method study -objective scope, steps, selection of job for method Study Recording techniques, micro motion study , memostudy , cycle & chronocycle graph, Principles of motion economy , therblings.

Industrial safety & safety management: Reasons for accident & its prevention, Managements responsibility for safety, organization & safety equipments.

Maintenance management: Need, objectives, function & types of Maintenance, Case Study.

[No. of Pds:]

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

Suggested Readings:

1. Adam, E E & Ebert, RJ. Production & Operation Management, New Delhi , PHI.
2. Amrine Harold T. etc. Manufacturing Organization and management. Englewood Cliffs, New Jersey, PHI Inc.
3. Buffa, E.S. Modern Production Management, John Wiley (New York.)
4. Dobler, Donald. W & Lee Lamar Purchasing & Materials Management, New York, Mc Graw Hill.
5. Mayor R, Production and Operation management,
6. Telsong, Industrial & Production Management,
7. Shah M, Intergrated Materials Management

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Environment Analysis & Management Code - 536217

Total Theory Periods -

Total Tut Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Course Contents

UNIT I

Business Environment: nature, significance and scope, and its relevance in Management decision making, The Interaction Matrix of different Environmental Factors, The process of Environmental Scanning, Basic philosophies of capitalism and socialism with their variants.

[No. of Pds:]

UNIT II

The Politico- Legal Environment: The relationship between business and government in India, the constitutional provisions affecting business, an introduction to some important business laws like MRTP, Industrial (development and regulation) Act 1951, FEMA, Consumer Protection Act, changing dimension of these laws and their impact on business. Case Study.

[No. of Pds:]

UNIT III

International Business- Overview, International Trade Theories, Barriers of Trade; MNC in India, Foreign collaboration, joint venture; Case Study.

[No. of Pds:]

UNIT IV

International Business Policy- EXIM Policy, Globalization, Liberalization, FDI, Foreign Exchange Rate Mechanism, WTO and its implication on Indian Business, Case Study.

[No. of Pds:]

UNIT V

Industrial Ecology and Recycling Industry, Environmental Management System: EMS Standards, ISO 14000. Environmental Accounting and Auditing, Clearance/Permissions for establishing industry.

Industrial pollution: Green funding, Deforestation and its impact, Soil and Water conservation, Solid waste management, Case Study.

[No. of Pds:]

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

SUGGESTIONS READINGS:

1. Francis Cherumilam, Business Environment Text & Cases, HPH, Mumbai.
2. Adhikari, M., Economic Environment of Business ,
3. Hill W L ,International Business, TMH , New Delhi
4. Sampat Mukerjee, Economic Environment of Business,
5. Dwijendra Tripathi, Business Politics in India
6. Gupta, D., Indian Government & Politics
7. Ruppaswamy, B., Social Changes in India
8. Ghosh P.K. & Kapoor, G.K. Business & Society
9. K.Aswathapa, Essential of Business Environment

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - 2nd Semester MBA

Subject - Business Legislation

Total Theory Periods -

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Code - 536218

Total Tut Periods -

Course Contents

UNIT I

Contracts Act- Basic principles of contract- indemnities and guarantees agency - quasi contracts. Sale of goods act-conditions, warranties .

[No. of Pds:]

UNIT II

Company law- Introduction, Memorandum of association, prospectus, issue of capital. Establishment of SEBI; Functions and power of board, Registration of stock brokers, finance, accounts, overhead and power of contract government.

[No. of Pds:]

UNIT III

Law relating to consumer protection:

Consumer and consumer dispute- consumer protection courts - consumer dispute redressal agencies Patent law - Application for patents, procedure for grants of patents, working of patents, compulsory licenses and revocation, renewal of lapsed patents.

[No. of Pds:]

UNIT IV

Industrial Law- Overview of factories act, payment of wages act, payment of bonus act minimum wages act, workmen's compensation act, Industrial dispute Act, Trade Union Act,

[No. of Pds:]

UNIT V

Law of information technology:

Digital signature, electronic governance, electronic records and cyber laws.

SUGGESTIONS READINGS:

1. Kapoor, N.D.; Mercantile Law, Sultan Chand and Sons, New Delhi, 1992.
2. Madan; Principles of Law, Progressive Corporation, New Delhi, 1989.
3. Shukla, M.C.; Manual of Mercantile Law, Sultan Chand, New Delhi, 1986.
4. Gulshan, S. S. and G. K. Kapoor; Business Laws, New Age International, New Delhi, 1998.
5. S.K.Tuteja: Business Law for Managers, Sultan Chand New Delhi
6. K.R.Bulchandani, Business Law for management , Himalaya Publishing House, New Delhi.

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CODE 536221 RESEARCH PROJECT REPORT & VIVA.

Students have to select empirical topics for their research projects through consultations of the faculty in the Institute. Finally the research topics will be approved by the Director/Head and submit research project before four weeks of the last day of classes along with the filled up questionnaires. There will be a examination & Viva on Research Project consist of one internal and one external examiner.

CODE 536222 COMPUTER LAB & VIVA

It is a laboratory-oriented course. The students are required to acquire the knowledge to deal in the following areas:

Font-end Tool (Developer 2000), Creating Forms, reports and graphics, Back-end Tool , Oracle) Various SQL Commands (DDL, DML, DCL) Procedures, functions, triggers and PL-SQL.

(There will be practical examination followed by viva-voce. It will be conducted by two examiners one external and one internal.)

CODE 536223 HUMAN VALUE DEVELOPMENT WORKSHOP

This course is aimed at formally imparting professional and personal skills, and developing attitudes that are of direct value to the students, who will be required to learn the skills and inculcate the attitudes through participatory workshop experiences, which includes

1. Group Discussion, Seminars.
2. Basic Yoga Asanas and Pranayama.
3. Transactional Analysis
4. Human Concerns & Aspirations
5. Stress management

Summer Training

At the end of second semester, all candidates will have to undergo summer training of eight (8) weeks in an Industrial, Business or Social Organization by taking up a project study and submit a report to the Institution / department within 3 weeks after starting of the third semester and the report will evaluated by one external and internal examiner followed by viva voce.