

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI (C.G.)



SYLLABUS

[EFFECTIVE FROM THE SESSION: 2011-2012]

MASTERS OF BUSINESS ADMINISTRATION (PART TIME)

IVth SEMESTER



CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

MBA SEMESTER IV (PART TIME)

Sl. No.	Board of Studies	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
				L	T	P	ESE	CT	TA		
1	Mgmt.	676411(76)	Management Information System & DSS (New)	3	1	0	80	10	10	100	4
2	Mgmt.	676412(76)	Production & Operation Management (New)	3	1	0	80	10	10	100	4
3	Mgmt.	676413(76)	Econometrics and Decision Science (New)	3	1	0	80	10	10	100	4
4	Mgmt.	676414(76)	Corporate Strategy (New)	3	1	0	80	10	10	100	4
5	Mgmt.	676415(76)	Legal Aspects of Business (New)	3	1	0	80	10	10	100	4
6	Mgmt.	676421(76)	Seminar Report and Viva	0	0	3	60	0	40	100	2
Total				15	5	3	460	50	90	600	22

L – Lecture, T- Tutorial; ESE – End Semester Examination, CT – Class, Test, TA – Teacher’s Assessment

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM IV 676411(76): MANAGEMENT INFORMATION SYSTEMS & DSS (New)

CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to develop the basic understanding of the management information systems and decision support systems used in organizations.

COURSE CONTENTS

UNIT I	⇒ Introduction to Information Technology (IT), Advantages /Disadvantages of IT, Difference from Computer science (CS), Brief introduction to Database management systems (DBMS) and various data models (Relational, Hierarchical, Network). Concept of 2-Tier and 3- Tier architecture, System analysis and design (software development life cycle).
UNIT II	⇒ Management Information systems (MIS), classification of MIS, need of MIS, Transaction processing system (TPS), office automation system (OAS), Executive support system (ESS).
UNIT III	⇒ Decision support system (DSS), Expert system (ES), Functional applications of TPS, OAS, MIS, DSS, ESS and ES in the organization.
UNIT IV	⇒ Designing MIS with software solutions (Case study for a Banking enterprise), characteristics and functions of MIS and DSS, component of MIS and DSS, capability of DSS, classification of DSS; Simon's Model for decision making.
UNIT V	⇒ How Business use Information Systems; Strategic Information Systems for Competitive Advantage; Achieving Operational Excellence and Customer Intimacy; Contemporary Issues in Information Systems.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Turban, Mclean, Wetherbe; Information Technology for Management, Transforming Organizations in the Digital Economy, Wiley Singapore Edition, 4th Edition (2004)
- Gordon, B.Davis and Margrethe H.Olson; Management Information Systems: Conceptual Foundations, Structure and Development, McGraw-Hill, New York, 1985.
- Mohapatra, Cases in Management Information Systems, ISBN: 978-81-203-3614-8, PHI

REFERENCE BOOKS

- Laudon & Laudon, Management information Systems, Pearson Education, 10th Edition (2007)
- O' Brien, James, Management Information Systems: Managing Information Technology in the Internet worked Enterprise, Tata McGraw Hill, 5th Edition (2002).

SUGGESTED READINGS

- Laudon, Kenneth C, & Jane P.Laudon, Management Information System : Organisation and Technology, PHI Publication
- Narayan B. Management Information System , APH , New Delhi 1998
- Senn, James A., Analysis and Design of Information Systems , McGraw Hill Publication
- Applegate Lynda M., et. al., Corporate Information Systems Management: Text and Cases, McGraw Hill, New York, 1999.
- Malcolm Pettu, Introducing Information System Management, Baldwin Publications, London, 1990.
- Mensching James R., & Dennis A. Adams, Managing an Information System, Prentice Hall, New Jersey, 1990.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM IV 676412(76): PRODUCTION & OPERATIONS MANAGEMENT (New)

CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to acquaint students with decision making in: Planning, scheduling and control of production and operation functions in manufacturing and services; productivity improvement in operations through layout engineering and quality management etc.; effective and efficient flow, replenishment and control of materials with reference to both manufacturing and services organizations.

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.
UNIT II	⇒ Facility design & Location: Considerations for plant Location, Economic analysis, planning the building, layout objectives, fundamental consideration in layout, Types of Layout.
UNIT III	⇒ Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, Basics of ERP. ⇒ Just in Time: Introduction, 7 wastes, Basic elements and benefit of JIT.
UNIT IV	⇒ 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.
UNIT V	⇒ Industrial safety & safety management: Reasons for accident & its prevention, Managements responsibility for safety, organization & safety equipments. ⇒ Maintenance management: Need, objectives, function & types of Maintenance.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Stevenson W.J., Operations Management , Tata McGraw-Hill , 9th edition, 2009

REFERENCE BOOKS

- Chase, Jacobs & Aquilano, Operations Management for Competitive Advantage, TMH, 11th edition
- Heizer & Render, Operations Management, Pearson, 8th edition, 2007
- Krajewski & Ritzman, Operations Management, Pearson, 7th edition, 2006
- Gaither & Frazier, Operations Management, Thomson, 9th edition, 2006
- Slack & Lewis, Operations Strategy, Pearson, 2e, 2009
- West & Ford, Strategic Marketing, OUP, Indian ed., 2007

SUGGESTED READINGS

- Adam, E E & Ebert, R.J. Production & Operation Management, New Delhi , PHI.
- Amrine Harold T. etc. Manufacturing Organization and management. Englewood Cliffs, New Jersey, PHI Inc.
- Buffa, E.S. Modern Production Management, John Wiley (New York.)
- Dobler, Donald. W & Lee Lamar Purchasing & Materials Management, New York, McGraw Hill.
- Mayor R, Production and Operation management,

- Telsong, Industrial & Production Management,
- Shah M, Integrated Materials Management

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM IV 676413(76): ECONOMETRICS AND DECISION SCIENCE (New)

CREDITS: 4 LECTURE SCHEME: (L-3; T-2; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this paper is to enable students to make managerial decisions on a quantitative basis during uncertainty and risk.

COURSE CONTENTS

UNIT I	⇒ Introduction of Econometrics, Methodology of Econometrics, Objectives and Characteristics, Input-Output Analysis – Introduction, Concepts and Features, Importance, Assumptions, National Income Accounting Matrix, Hawkins-Simon Method, Limitations of Input-Output Analysis.
UNIT II	⇒ Game Theory – Introduction and Concept of Games, Two Person Zero Sum Game. Saddle Point- Maximin and Minimax Principles. Dominance Property- Pure and Mixed Strategies. Graphical Solutions for 2XM and NX2 Problems
UNIT III	⇒ Markov Chain Analysis – Markov Processes, State Transition Matrix, Steady State Conditions.
UNIT IV	⇒ Decision Analysis: Concept, Decision Criteria, Decision under Uncertainty, Decision under Risk. Decision Tree: Introduction, Fold Back or Roll Back Process, Advantages of Decision Tree Approach, Limitations of Decision Tree Approach, Problems on Decision Trees.
UNIT V	⇒ Simulation: Basic Concepts of Simulation, Simulation Methodology, Monte Carlo Simulation: Designing Mathematical Simulation Models Using Random Numbers.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Natrajan A. M. 'Operation Research', Pearson Education
- Vohra N. D. 'Quantitative Techniques in Management', Tata McGraw Hill.
- Dougerty, Introduction to Econometrics, 4E, ISBN: 9780195693249, Oxford University Press

REFERENCE BOOKS

- Taha H, "Operation Research", Pearson Education
- P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications,
- Hillier and Lieberman 'Operations Research', Tata McGraw Hill, Eighth Edition

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM IV 676414(76): CORPORATE STRATEGY (New)
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

COURSE CONTENTS

UNIT I	⇒ Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists. General vocabulary of SM: Vision, Mission, Objectives and Purpose.
UNIT II	⇒ Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS), Internal Appraisal – The internal environment, organizational capabilities in various functional areas and Strategic Advantage Profile, Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF). ⇒ Strategic step application: Drucker’s theory of business, Blue ocean strategy, resource based view and dynamic view.
UNIT III	⇒ Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies, Corporate restructuring, Concept of Synergy, Mergers & Acquisitions, Corporate Restructuring ⇒ Business level strategies—Porter’s framework of competitive strategies, Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies, ⇒ Strategic Analysis and choice—Corporate level analysis (BCG, GE Ninecell, Hofer’s product market evolution and Shell Directional policy Matrix) ⇒ Industry level analysis; Porter’s five forces model, Qualitative factors in strategic choice.
UNIT IV	⇒ Strategy implementation: Resource allocation, Projects and Procedural issues. Organization structure and systems in strategy implementation. ⇒ Operational and derived functional plans to implement strategy, Integration of functional plans.
UNIT V	⇒ Strategic control and operational Control, Organizational systems and Techniques of strategic evaluation.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Thompson & Arthur A and Others, Crafting and Executing Strategy, Tata McGraw Hill, 14th ed. 2006
- Pankaj Ghemawat: Strategy & The Business Landscape, Pearson Education Asia
- T. Wheelen and K. Rangarajan, "Concepts in Strategic Management and Business Policy", Pearson Education
- Johnson & Scholes : Exploring Corporate Strategy 4th Prentice Hall India
- Grant, Contemporary Strategic Management Case Studies, 6ed, Wiley Publications.

REFERENCE BOOKS

- F.R. David, "Strategic Management", Pearson Education
- Kazmi, Business Policy & Strategic Management 2nd Tata McGraw Hill
- Budhiraja S D, Athreya M B , Cases In Strategic management , Tata McGraw Hill

SUGGESTED READINGS

- Robert A and Lei Devid, Strategic Management' Thomson 3rd ed.
- Kenichi Ohmae, The Mind of the Strategist, The Art of Japanese Business, Tata McGraw Hill Edition.
- Ranjan Das, Crafting the Strategy – Concepts and Cases in Strategic Management, Tata McGraw Hill, 1/e.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM IV 676415(76): LEGAL ASPECTS OF BUSINESS (New)
CREDITS: 3 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to assist the students in understanding basic laws affecting the operations of a business enterprise. A student is supposed to understand the basic business implications of these laws.

COURSE CONTENTS

UNIT I	⇒ Indian Contract Act, 1872: Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. Special Contract: Indemnity and Guarantee. ⇒ Sale of Goods Act 1930: Formation of Contract of Sale: Contract of Sale of Goods, Sale and Agreement to Sell Distinction, Sale and Hire-purchase Agreement, Subject matter of Contract of Sale: Effect of Destruction of Goods, document of Title to Goods.
UNIT II	⇒ Patent law: Application for patents, procedure for grants of patents, working of patents, compulsory licenses and revocation, renewal of lapsed patents. Law relating to consumer protection: Consumer and consumer dispute- consumer protection courts – consumer dispute redressal agencies.
UNIT III	⇒ The Partnership Act 1932: Definition, Partnership Distinguished from other relationship, Formation of Partnership, Duration of Partnership, registration of Firm, Procedure of Registration of Firms, effects of Non-Registration.
UNIT IV	⇒ The Companies Act 1956: Definition of Company, Nature of Company, Kinds of Companies, Formation and Incorporation of Company, Memorandum of Association, Articles of Association, Prospectus, membership in a Company.
UNIT V	⇒ The Negotiable Instruments Act, 1881. Law of Information Technology Act, 2000. Digital signature, electronic governance, electronic records and cyber laws.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Awatar Singh, "Principles of Mercantile Law" Eastern Book Company 2006
- Shaikh Saleem, " Business Environment ," Pearson, 2006.
- Kapoor, N.D.; Mercantile Law, Sultan Chand and Sons, New Delhi, 1992.

REFERENCE BOOKS

- P.C. Tripathi, Industrial Relations and Labour Laws, Sultan Chand and Sons, Delhi.

SUGGESTIONS READINGS

- A.K. Majumdar, G.K. Kapoor, Company Law, Taxmann's, New Delhi.
- Madan; Principles of Law, Progressive Corporation, New Delhi, 1989.
- Shukla, M.C.; Manual of Mercantile Law, Sultan Chand, New Delhi, 1986.
- Gulshan, S. S. and G. K. Kapoor; Business Laws, New Age International, New Delhi, 1998.
- S.K.Tuteja: Business Law for Managers, Sultan Chand New Delhi
- K.R. Bulchandani, Business Law for Management, Himalaya Publishing House, New Delhi.
- Rama Gopal, Business Legislation, New Age Publishing.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM IV 676421(76): SEMINAR REPORT AND VIVA

CREDITS: 2 LECTURE SCHEME: (L-0; T-0; P-3)

OBJECTIVES

The student will present seminar in the functional areas. The purpose of this assignment is to integrate the management theory and concepts / new tools with recent real world examples and stimulate class discussions and active participation. The TA marks will be awarded on the basis of attendance, active participation & presentation, test and internal viva. The ESE component will include evaluation of seminar report by one external and internal examiner followed by viva voce.