

COURSE CURRICULUM

MASTER OF BUSINESS ADMINISTRATION
(PART TIME PROGRAMME)

SEMESTER - THIRD

Session 2006-2007

OPERATIONS RESEARCH

Course No.P-301

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

Objective: To familiarize the students with the basic concepts of operations research and the application of the subject in managerial decision making.

COURSE CONTENTS:-

Introduction to Operation Research : History, meaning, scope, models, phases, limitation.

Linear Programming: Formulation, graphical method, simplex method.

Transportation Problems : Approximation, procedure for optimal solution viz. UV method.

Assignment Problem

Replacement problem

Sequencing problem: John's rule for 'N' job 'Z' machines, 'N' jobs 3 machines.

Decision theory

Game theory: Two persons zero sum games, saddle points, dominance.

Network analysis : CPM, PERT, Cost optimization.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Kanthi Swarup, Gupta & Manmohan: Operations Research
2. Philips, Rajasekaran : Operation Research - Principle & Practice
3. Srinath S : Part & CPM Principles and application
4. Taha H.A. : Operations Research, An Introduction
5. S.D.Sharma : Applications Of Operations Research
6. Kapoor : Operation Research

CONTEMPORARY BUSINESS ETHICS & FORMS OF
BUSINESS ORGANIZATION

Course No.P-302

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

Objective: To acquaint the students with different forms of Business Organizations and importance of Business Ethics.

COURSE CONTENTS:

Business in Global Perspective : Nature, Scope and Size of Business - determination of size and factors.

Business Ethics : Concept and significance, Business ethics and social responsibility, law, Ethics and culture and various approaches to ethical issues.

Structure of Organizations: Corporation, Firm & Joint ventures - special features.

Promotion / Incorporation: Partnership Firm, Joint ventures and Joint Stock Companies - Legal provisions with reference to floating, incorporation and commencement of business. Documents for a joint stock company (with reference to Indian Companies Act, 1956 and amendments there to)

Combinations, Associations: Merger, Acquisition, Amalgamation - Concepts, Types, SEBI code for take over, Basic Concepts of pools Cartels, Chamber of Commerce and other Trade Associations.

Emerging Scenario of Business growth and ethical dilemmas: Business Ethics and role of International Organizations - Viz, WTO and the Indian scene.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. K.Aswhathappa and M.Yadumurthy : Business Organisation and Management
2. Ghosh & Bhushan : Business Organisation
3. M.L.Shukla : Business Organisation and Management
4. Stoner and Freeman ; Management.

ORGANISATIONAL BEHAVIOUR

Course No.P-303

Max.Marks - Ect.Exam.: 70
Min. Pass Marks (40%) : 28

Objective: To familiarize the students with the behaviour patterns of organizations in general and the concepts of Group Dynamism, Motivation, Leadership etc. in particular.

COURSE CONTENTS:

Introduction to OB: Managerial Challenges facing management - Importance of organizational behaviour (OB). Historical background for OB. Scientific Management and Hawthorne studies - Ahmedabad studies.

Organisational Structure: Classical and Modern organizations. Theories and Designs

Individual Behaviour and Perception : Process laws of perceptual organization and social perception. Learning behaviouristic. Cognitive and social learning theories. Role-playing. Organizational reward and theories.

Motivation: Types of motives theories - theory X and Y, Herzberg, Alderfer, Maslow, Vroom, Porter and Lawler theories. Motivating workers - Job design, Goal Setting (Case Study).

Occupational Stress: Meaning, Causes and Effects of occupational stress, Coping strategies.

Organization Conflict: Nature, Causes, Types, Management of conflict - Johar's Windows and Transactional analysis. (Case study).

Organizational Change and Development: Change - cause, management and barriers to change. OD intervention strategies.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Fred Luthans ; Organizational Behaviour
2. Keith Davis ; human Behaviours at work
3. Robins ; Organizational Behaviour

RESEARCH METHODOLOGY

Course No.P-304

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

Objective: The main objective of this paper is to familiarize the students with the methodology of conducting research and the application of the finding of research in management decision making.

Course Contents:

Research in Management: Nature, basic components of research, types of research - basic and applied research. Selecting a research problem, hypothesis, types formulation of hypothesis, Setting of objectives.

Research Design : Criteria for designing research studies, Sampling - sample design, sample techniques.

Collection of data : Secondary and primary data, observation, questionnaire and schedule, interviews, survey and case studies.

Measurement of quantitative data: Steps in measurement, testing reliability & scaling.

Analysis & Interpretation: Tools & techniques.

Report writing.

SCHEME OF EXAMINATION:

Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8

4 x 7 = 28 Marks

Sec B : (Essay type & Case) 3 out of 5

3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Kothari C.R. : Research Methodology
2. C.V.Pattanshetti : An Introduction to Research Methods in Social Science
3. Pauline V.Young : Scientific Social Surveys and Research
4. Moser C.A. : Survey of methods in social Investigation
5. William J.Code and Paul K.Hatt : Methods of Social Investigation.