

COURSE CURRICULUM

MASTER OF BUSINESS ADMINISTRATION
(PART TIME PROGRAMME)

SEMESTER - FOURTH

Session 2006-2007

BUSINESS POLICY AND S TRATEGIC MANAGEMENT

Course No.P-401

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

Objective: The main objective of this paper is to familiarize the students with the art of formulating business policy and to introduce the students to the critical business skills of planning and managing strategic activities through strategy formulation and implementation.

COURSE CONTENTS:-

Business Planning & Strategic Management : Nature and benefits, formulation of business policies; Strategic Management Concept; Benefits and Risks of Strategic Management Dimensions of strategic issues; Characteristics of Strategic Management decisions, Strategic Management Process - Strategic management model - its components and limitations.

Strategy Formulation: Company mission; external environment concept and Importance (Remote and Operating); Designing opportunistic strategies, Industry analysis Shaping up strategies to meet competitive forces, Threat of Entry, Powerful Suppliers and buyers. Substitute products, Jockeying for position, formulation of strategy; Developing Multinational strategy; Environmental Forecasting.

Forecasting : Importance of forecasting, environmental variables, Sources of environmental information, Evaluation of forecasting techniques, Integration of forecast results into strategic management process, monitoring critical aspects of managing forecast; Internal resources and capabilities analysis of the firm - potential strength and weaknesses, evaluation of strategic internal factors; Formulation and selection of Long term objectives and Grand strategies..

Strategic Analysis: Strategic Analysis and Choice - Examination of strategies, BCG Growth / Share matrix, G.E.Ninecell planning Grid (Case study), Grand Strategy selection - SWOI analysis (Case Study); Factors influencing strategic choice decision.

Strategy Implementation: Operationalising the strategy (Annual Objectives); Functional Strategies and business policies; Institutionalising the strategy (Structure, Leadership and Culture); Strategic control - guiding and evaluating the strategy.

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. Strategic Management John A.Pearce amd Richard B, Rubinson.
2. Strategic Management F.Chेरunilam.

LEGAL ENVIRONMENT IN BUSINESS

Course No.P-402

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

Objective: The main objective of this paper is to familiarize the learners with the legal environment of the business in general and then with the important provisions of different legations affecting the operations of the business, in particular.

COURSE CONTENTS:

Introduction to Legal System : Definition of Law, Branches of Law, Law and Society An overview of Law relating to Contract with specific reference to its formation, performance, breach and remedies. Basic features of Law relating the Sale of Goods with special emphasis on the rights and obligations of the buyers and sellers.

Law relating to Negotiable Instruments Characteristics of Negotiable Instruments. Advantages and Safeguards of using negotiable Instruments, Particularly, checks and Bills of Exchange in settling business obligations. Rights and obligations of the parties and remedies available under the Negotiable Instruments Act.

An overview of Law relating to the Companies with special reference to their formation and management, and rights, duties, obligations of managerial personnel.

Basic features of law relating to Consumer Protection, Pollution Control and Environment Protection.

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. Mercantile Law : Dr.Awatar Singh
 2. Company Law : A.Ramaiya
 3. Company Law : Dr.Awatar Singh
 4. Mercantile Law : N.d.Kapoor
 5. Mercantile Law : Chawla, Sareen & Garg
- Relevant Bare Acts.

MANAGEMENT INFORMATION SYSTEM AND DESIGN

Course No.P-403

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

Objective: This paper aims at introducing the students to the concepts and scope of management information systems in organization and familiarising them with the application of software packages relevant to Information system..

COURSE CONTENTS:

Introduction to Management Information Systems: Definition; MIS as an evolving concept; MIS and other disciplines management accounting, operations research, management and organization theory, computer science; Types of computer - based information systems.

Structure of a Management Information Systems: Operating elements of an information system; management Information Systems support for decision making; Management Information Systems structure based on management activity & Organizational function.

Introduction to Software and Communication Technology for Information systems : Database Query languages; Report Generators; Statistical Packages; Modeling languages; Model of a communications system; Communications channels; Concept of a Communication Network - LAN, WA & Protocol.

System Concepts: Definition of a system; General model of a system; Types of systems deterministic and probabilistic systems, closed and open systems; subsystems decomposition, simplification, decoupling; system concepts applied to MIS.

Application System Development: Development strategy; Approaches to Application system Development - Photo typing approach.

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. Management Information Systems - Gordon B. Davis & M.H.Olson.
2. Information System for Modern Management - Robert G.Murdick, Joel E.Rosss & James A. Claggett.
3. Using Information Technology - Brian K.Williams, Stacey C.Sawyer & Sarah E.Hutchinson.

RURAL MANAGEMENT

Course No.P-404

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

COURSE CONTENTS:

Preeconomic: Culture, Political and rural meeting, Strategies for controlling rural populace - migration to urban areas - adoption of Japanese rural management styles.

Harnessing and managing inputs from rural sector: Innovations in reshaping the rural economy - creation and management of agro and agro industries - imparting strategic marketing education to the rural production centers.

Management of potential knowledge disseminating institutions: School, Health centers, communication networks, newer technologies of Tele Communication and computers.

Management of various types of voluntary and grassroots development programmes and agencies

Strategies for the incorporation of management contents into cultural and political communications that reach rural areas - fairs, touring performers, commercial films etc.

Rural Industrialization and balancing.

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. Desai M.N. : Management in Rural Development
2. Papola T.S. : Rural Industrialisation
3. Arora A.C. : Industry and Rural Development.