

COURSE CURRICULUM

MASTER OF BUSINESS ADMINISTRATION
(PART TIME PROGRAMME)

SEMESTER - FIFTH

Session 2006-2007

PROJECT MANAGEMENT

Course No.P-501

Max.Marks - Ect.Exam. : 70

Min. Pass Marks (40%) : 28

Objective: The main objective of this paper is to introduce the learners to the fundamentals of project management with special emphasis on Project Planning and Project implementation barring the details and critical technicalities of project analysis and selection on which the students have had or will have substantial coverage from subjects offered in other semesters of this programme.

COURSE CONTENTS:-

Introduction : Nature, importance and scope of project, present project management scenario in India.

An overview of project planning: Capital expenditure decision (importance and difficulties); Capital Budgeting - Objectives and phases; Levels of Decision making; Facets of project analysis; Feasibility study.

Resource Allocation Frame Work : Key criterion, investment strategies, portfolio planning tools, Strategic position and action evaluation, conglomerate diversification. Generation and Screening of Project ideas; Stimulating flow of ideas; Monitoring the Environment, Appraisal of corporate strengths and weaknesses, Good project ideas, Preliminary Screening; Entry barriers in projects; Successful entrepreneurship.

Project Analysis: Brief Conceptual analysis of Market and Demand analysis, Technical analysis, Financial analysis.

Selection: Basic steps in determining worthwhile ness of a project (brief theoretical coverage)

Implementation: Project Management - issues relating to Project management; network Techniques for Project management; Rules for net work Construction; PERT and CPM and Network cost system(Particularly the steps, Procedures, assumptions relevant to the respective techniques)

Project Review: Basic concepts of Project review Post Completion audit, performance evaluation, abandonment of an existing project, Project overruns (Causes and Control).

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. Projects - Planning, Analysis, Selection, Implementation & Review - Prasanna Chanda..
2. Total Project Management - The Indian Context - P.K.Joy.

MANAGEMENT OF WORKING CAPITAL

Course No.P-SF - 1

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

COURSE CONTENTS:

1. Concepts, need and determination of working capital Analysis of working capital.
2. Financing of current assets - Liquidity Vs Profitability, working capital policy: Matching, Conservative and Aggressive approaches.
3. Working Capital finance, Trade credit, Forms of Bank Finance.
4. Regulation of Bank finance : Reports of committee on working capital Tandon committee, Chore Committee, Chakravorty committee, Vaghul Committee, Nayak Committee, Terms of reference and recommendations.
5. Management of cash and marketable securities - Motives, objectives, factors determining cash needs, tools for cash management and models of cash management investment in marketable securities : Basic consideration and Avenues of Investment.
6. Management of Accounts Receivable, objectives, costs, farming credit policy, credit evaluation & grant, optimum credit policy, Receivables control, Factoring, types of factoring arrangement.
7. Inventory management - Objectives, cost of holding inventory, ordering cost, carrying cost, Benefits of holding inventory, inventory management techniques EOQ, ABC, VED, safety stock, JIT Technique.

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. Khan and Jain : Financial Management
2. Prasanna Chandra : Financial Management, theory and Practice
3. P.V.Kulkarni : Financial Management
4. Vanhorne ; Financial Management
5. Shaprio ; Financial Management

COST CONTROL TECHNIQUES

Course No.P-SF - 2

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

COURSE CONTENTS:

Cost Control: Definition and meaning of cost control, cost control aspects, cost control techniques, advantages of cost control, characteristics of good control system, pre-requisites of cost control. Steps in cost control.

Cost Reduction: Definition and meaning of cost reduction. Cost reduction V/s Cost control. Organization for cost reduction, cost reduction programme, requisite for cost reduction scheme, scope of cost reduction programme, tools and techniques of cost reduction.

Marginal Costing: Meaning and definition of Marginal Costing, application and merits of Marginal Costing, Limitations of Marginal Costing, Limiting factor, Distinction between Marginal Costing and Absorption Costing (Problems to be worked out to support practical application).

Differential Costing : Meaning and definition of Differential Costing, differential cost analysis and Marginal Costing uses of Differential costing for management decision making (Problems to support practical application)

Standard Costing: Definition of standard cost and standard costing, advantages and limitations of standard costing distinction between standard cost and budgets and standard cost and estimates, standard costing and budgetary control, establishment of standards, analysis and interpretation of common variances (Material and Labour variances), treatment of variances, reporting and control of variances, working knowledge of overhead and sales variances. But (Problems on computing common Material, Labour variances to support practical application).

Uniform Costing: Meaning and scope of uniform costing, difference in cost practices, requirements for installation of a uniform costing system, advantages and limitations of uniform costing, Uniform cost manual.

Interfirm Comparison: Meaning and importance, requirements of interfirm comparison scheme. Management ratios for interfirm comparison, advantages and limitations of interfirm comparison.

Operating Costing: Meaning and usefulness, units of Cost, principle types of operating costing. (Transport, Power House, Canteen and Hotel costing). The objectives of determination of operating costs for each of the above types, preparation of cost sheets. (Problems to be worked out to support practical application.)

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. Principles and Practice of Cost Accountancy - N K Prasad
2. Cost Accounting - Jain and Narang
3. Cost Accounting - Maheshwari & Kittal
4. Cost Accounting - R R Gupta

SALES MANAGEMENT

Course No.P-SM - 1

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

COURSE CONTENTS:

Introduction: Objectives, importance, goals, diversity of personal selling situation, Buyer - seller Dyads.

Selling, Prospecting and Personal selling: Theories of selling, Prospecting its steps and process, Types of personal selling objectives, Analyzing market potential, sales potential, sales forecasting - methods of sales forecasting.

Organising the sales effort: The sales organization - its purpose, setting up of a sales organization, Basic types of sales organization structures.

Sales force Management: Recruitment pre-recruitment process, sources of sales force recruits, selection pre-interview, screening, interview, psychological tests.

Sales force development: Planning sales training programmes their execution and evaluation.

Motivating and Compensating sales force: Motivational help from management, interdependence and motivation, requirements of a god compensation plans.

Controlling sales personnel: Standards of performance, evaluating and controlling through supervision.

Controlling sales efforts: Sales budget, sales audit, sales quotas.

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. Still, Cundiff & Govani : Sales Management
2. Thomas R.Worruba : Sales Management
3. Mehta : Sales Management

MARKETING RESEARCH

Course No.P-SM - 2

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

COURSE CONTENTS:

Introduction: Importance and uses of marketing research, its application in various areas

Types of Research: Steps in the research design process, preparation of marketing research proposal.

Method of Data Collection: Issue of methods Telephone interview, mail survey, observation.

Sampling methods in marketing research: Probability methods and non-probability methods.

Market Segmentation: Bases of segmentation, Segment identification, Segment attractiveness and various parameters.

Product Research: New product development process, Product testing, test marketing.

Advertising Research: Objectives, Copy testing, Creative strategy research, before tests, After tests, media selection, scheduling.

Market and Sales Analysis Research: Market potential Analysis, sales forecasting and sales Analysis.

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. Boyd & Westfall : Marketing Research
2. Tull and Hawkins : Marketing Research
3. Green & Tull : Research for Marketing decision.
4. Sethna & Greseaeld : Research methods in Marketing and Management.
5. Luck and Rubion : Marketing Research

BARKATULLAH UNIVERSITY, BHOPAL
MBA (PART TIME) 5 SEMESTER

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MANPOWER PLANNING

Course No.P-SP - 1

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

COURSE CONTENTS:

Need for man Power Planning in Organization - its process, approach to man power planning.

Man Power Forecasting - Forecasting for man power requirement.

Man Power Services - Man power inventory, personnel records, performance e appraisal.

Man Power Utilization - Techniques, scheduling, factors affecting performance.

Man power Accounting and Control.

Man Power Research and important system.

Man Power Reporting - Report material and methods.

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. M.C.Beath Gordon : Organisation and man power planning.
2. Dwivedi : Man power management.

WAGES AND SALARY ADMINISTRATION

Course No.P-SP - 2

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) : 28

OBJECTIVE:- The emphasis of this paper is to impart the knowledge about wages and salary structure, fixation and other components and their role in motivating employees.

COURSE CONTENTS:

Introduction:- Significance of employee compensation policy concept of equity.

Wage Policy:- Types, wages and salary structure - wage differential, wage level.

Wage Determination:- Factors in wage fixations - job evaluation - job pricing, wage and salary surveys, developing wages structures - role of trade unions.

Machinery for wage fixation:- Tribunals - wages Boards - Bi- Parties and tripartite negotiations - Provisions of Payment of Wages Act. 1936.

Components of pay:- DA, HRA, other perks - consumer price index, Provisions of Employees Provident fund and Miscellaneous Act, The Employee Family Pension Scheme 1971. Payments of Gratuity Act 1972. Maternity Benefit Act 1961.

Bonus:- Concept, Provision of Payment of Bonus Act, 1965 - Negotiations with unions.

Ages and Motivation:- Linking wages with productivity - Individual and group incentives - scale on plan and other productivity scheme - Indian experiences.

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 of Industrial Relations : Verma
2. Labour Administration ;JI Husband
3. Relevant bare Acts :
4. Wages and Salary Administration : Tata McGraw Hill

MATERIALS MANAGEMENT & INVENTORY CONTROL

Course No.P-SP n- 1

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) :

COURSE CONTENTS:-

Introduction : Concepts and organization of Materials Management.
Material Planning, BOM, M.R.P.

Purchasing and Ordering - Purchasing Policy: Key variables viz. Right time, Right Piece Right Quality, Right source, Sub contracting, make or buy decisions, contract scheduling, job loding. Follow up and documentation.

Storage and Warehousing Management: Receipts, inspection, storage location, preservation, issues categorization and documentation.

Inventory Control:- Cost factors, EOQ, ABC analysis, XYZ analysis.

Tandon Committee recommendation, spare parts management, obsolete and scrap.

Codification and standardization.

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. Project Evaluation Criteria & Cost - Benefit Analysis : K.Puttasamiah
2. Mgt. Training for Productivity : M.K.Singh & Anant Mahadevan
3. Purchasing & Material mgt. : Dobler
4. Purchasing & Material Mgt. : N.K.Nair
5. Production & Operations Mgt. : Chunaalla & Patel
6. Production & Operations Mgt. : S.N.Chory
7. Production & Operations Mgt. : Gopal Krishan

VALUE MANAGEMENT AND WASTE CONTROL

Course No.P-SP n- 2

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) :

COURSE CONTENTS:-

Introduction to value Management - its significance - relationship to other functions of management - role of management inv value engineering.

Principles of value engineering - problem recognition and definition meaning and analysis of functions, value evaluation.

The role of creativity the criteria for comparison, the element of choice.

Value engineering techniques - selection of products and operations for VE action - assigning cost equivalents - alternatives - measuring benefits - reporting results - follow up.

Decision process in value engineering activities - decision matrix - concept of utility - make or buy-application of other quantitative techniques.

Scheduling of value engineering activities - manual system - Gantt charts - use of control charts.

Organisation and Staffing - staff requirements - job specification - level of value engineering in the organization - VE consultants.

Training - objectives - knowledge and skills to be developed - training details.

Waste Control : Forms of waste, Waste Control Techniques.

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. Production Planning and Control - O.P.Khanna
2. Production Planning and Control - Banga & Sharma
3. Production Planning and Control - K.C.Jain & Agarwal

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BARKATULLAH UNIVERSITY, BHOPAL
MBA (PART TIME) 5 SEMESTER
COMPUTER APPLICATIONS IN MANAGEMENT

Course No.PT-V-Sys- 1

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) :28

OBJECTIVE : The main objective of this paper is to train the students in the techniques of using computer in Management Application.

COURSE CONTENTS:

Over View of Computer: History, computer generation, input & output devices including data, voice & image, computer memory, algorithms, low level and high level languages, compilers & interpreters.

Data Representation & Introduction to Number System: Representation of characters, integers and fractions, decimal, binary, octal and hexadecimal number systems, image representation and transfer.

Concepts of Operating System : Need and types of operating systems, introduction to DOS file system & directory structures, windows-GUI, comparison of Windows to other operating system environments such as LINUX & UNIX.

Concepts of Computer Networks: Need and network topologies, communication protocols, LAN, WA, MAN, interconnecting networks, TCP/IP, Internet & world wide web (www) WAP, e-commerce.

Management of Electronic Data Processing /Informatics Centre: Components and operations carried out I an EDP Centre, organization work flow and physical security measures, layouts.

Office Automation: Word Processing e.g. MS Word & presentation software e.g. MS PowerPoint.

Data Management Tools: Spreadsheets - creating, editing and formatting worksheets, creating graphs, working with logical, mathematical formulae and functions.

Data base: Database handling in building and customizing a database, working with forms, reports & queries e.g. MS Excel, MS Access etc.

Desk Top Publishing: Features and applications of Desk Top Publishing packages like PageMaker, Ventura, CorelDraw & Adobe Photoshop.

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. Galvin : Operating System.
2. Ron Mansfield : The Compact Guide to Microsoft Office Professional
3. Tenunbaum : Computer Netorks
4. Taxali : PC Software Made Simple

DATA BASE MANAGEMENT SYSTEM

Course No.PT-V-Sys- 2

Max.Marks - Ect.Exam.: 70

Min. Pass Marks (40%) :28

OBJECTIVE: The objective of this course is to provide student with the knowledge Relational Database management Systems and their use in organization and processing complete business information. The student will also able to use a RDBMS Package like Oracle for Application Development.

COURSE CONTENTS:

- Concept of Data Base Management System.
- Types of DBMS; Relational Hierarchical and Networking.
- Advantage of RDBMS
- Database Design
- E - R diagram
- Relationship, constraints schemes and mapping
- Normalization in database design
- Approaches to determination of data requirement for database.

PRACTICAL:

Practical based on Oracle.

- Concept of DDL, DCL and DML.
- SQL: Use of union, intersection, minus, In, Exists, Group by having and like in SQL, SQL logical operators, number, character and data functions, updation and deletion of data view, sequences and synonyms.
- SQL programs with conditional statements. Iterative statements cursor and for loops, SQL FORMS Single Block Forms, Multiple Block Forms with Master - Detail relationship, Writing Triggers in form and Creating list of values.
- Introduction to Developer 2000 : Report writing using Report Write.
- Development of Prototype MIS using above statements.

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