

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – IV

Compulsory Courses

CP 401	Research Methodology in Business
CP 402	Development of New Enterprises
CP 403	Business Policy & Strategic Management

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CP 401

Research Methodology in Business

Objectives:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Course Contents:

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information – Bayesian Decision Theory; Organization Structure of Research; Research Process; Research Designs – Exploratory, Descriptive and Experimental Research ; Research Designs; Methods of Data Collection – Observational and Survey Methods; Questionnaire Design; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data; analysis of Data.

Suggested Readings:

1. Andrews, F.M. and S.B. Withey Social indications of Well Being, Plenum Press, NY., 1976.
2. Bennet, Roger. Management Research. ILO, 1983.
3. Fowler, Floyd J.K. Survey Methods, 2nd ed. Sage Pub. 1993.
4. Fox. J.A. and P.E. Tracy-Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986.
5. Gupta S.P. Statistical Methods, 30th ed. Sultan Chand. New Delhi, 2001.
6. Golden-Biddle, Loren and Karen D. Locke Composing Qualitative Research, Sage Puh., 1997.
7. Salkind, Nell J. Exploring Research, 3rd ed. Prentice- Hall, NJ, 1997.

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Development of New Enterprises

Objectives:

The focus of this paper is on the problems of establishment of new enterprises.

Course Contents:

Analysis of Entrepreneurship, study of environmental factors in making of an entrepreneur, classification of industries-large scale, medium size, and small scale, cottage & home industries, khadi and village industries etc., Activities involved in starting new enterprises, Sources of information for obtain in relevant data for preparing a project Report, Agencies involved in providing assistance for starting a new industrial unit product selection, machinery and raw material procurement, allotment of industrial shades, recruitment, selection and training of labour force and other personnel, state aid to industries in the areas of Finance, raw material s, marketing and technical know-how and machinery procurement, provision for the development of industrial infrastructure, etc., Regulatory Requirements and procedures for availing of assistance from Government and other institutions, Elements of a Project cost, Techniques of Project Evaluation , Preparation of project Feasibility Report, Project Financing – Role of Commercial Banks and state and central level Institutions like Financial and Investment Corporations of different states, ICICI, IFCI, etc., Procedures for registration of New Industrial units. Project Planning & Implementation – Use of PERT & CPM.

Suggested Readings

1. Chandra, Prasanna, Projects – Planning, Analysis, Selection, Implementation and Review, New Delhi: Tata Mc Graw-Hill Publishing Company Ltd.
2. Desai, Vasant, Dynamics of Entrepreneurial Development and Management, Mumbai- Himalaya Publishing House, 1997.

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Business Policy and Strategic Management

Objective :

The objective of this course is to acquaint the students with the strategic management process and to develop in them enough vision to find as to how do firms sustain superior performance over a long period of time and reason for success and failure for firms.

Contents :

Strategic Management Process – Establishing Company Direction; Developing a Strategic Vision, Setting Objectives and Creating Strategy; Analysis of External Environment; Opportunities Threats, Industry and Competitive Analysis; Internal Environment Analysis – Evaluating Company Resources and Competitive Capabilities, Formulation Corporate Level Strategy, Business Level Strategy, Acquisition & Restructuring Strategy, Cooperative Strategy, International Strategy, Strategy for competing in Globalise Markets, New Business Models and Strategies for the Internet Economy; Strategy Implementation – Organizational Structure and Control, Corporate Culture and Leadership; Strategy Evaluation, Strategy Ethics and Social Responsibilities.

Suggested Readings :

1. Prasad L.M.; Business Policy – Strategic Management, Sultan Chand & Sons, New Delhi, Fourth Edition – 2002.
2. Kazmi, Azhar; Business Policy and Strategic Management’ Tata Mc Graw-Hill Publishing Company Limited, New Delhi-Second Edition-2002. Strategic Planning and Business Policy.
3. Nonjundaiyah, R; Strategic Planning and Business Policy; Himalaya Publishing House, Mumbai First Edition 2001.
4. Thompson, Arthur A, Jr. and Strick and A.J.; Strategic Management, Mc Graw Hill Irvin International Edition 2001, Twelfth Edition.
5. Hill, Michael A; Ireland, R Duane et al ; Strategic Management – Concepts & Cases’ South Western- Thompson Learning Fourth Edition 2001.
6. Ansoff H.I. : Strategic Management – New York, John Wiley, 1979.
7. Gluek E. F. and Jauck L. R. : Business Policy and Strategy Management – New York , Mc Graw Hill, 1984.
8. Steiner G. & Miner J. : Management Policy and Strategy – New York, Macmillan, 1982.

9. Hooper C. and Schedule D. : Strategy Formulation – Analytical Concepts, New York
10. Paine F. and Anderson C. B. : Strategic Management – New York, Dryden Press, 1983.
11. Miles R. and Snow C. : Organisation Strategy, Structure and Process – New York, McGraw Hill, 1978.
12. Stanford : Management Policy – New Delhi – Prentice Hall of India, 1986.
13. Chakravorty. S K. – Managerial Transformation Through Valurs, New Delhi, Sage, 1993.
14. David Fred. Strategic Management. 7th ed. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997.
15. Drucker, Peter F. The Changing World of the Executive. New York, Time Books 1982.
16. Hamel, G and Prahlad, C K. Competing for the Future, Boston, Harvard Business School Press, 1994.
17. Jemison, D B and Haspeslagh, P C . Managing Acquisitions : Creating Value through Corporate Renewal, New York, Free Press, 1991.
18. Lorange, P and Ross, J. Strategic Alliances : Formation, Implementation and Evaluation, Massachusells, Blackwell Business, 1992.
19. Ohmae, Kenichi. The Mind of the Strategist : The Art of Japanese Management, New York, McGraw-Hill, 1982.