

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – VI

Optional Courses

7. Small Business & Entrepreneurship Management Group

OSB 601 R & D Management

OSB 602 Programme Management

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)

Semester – VI

SMALL BUSINESS AND ENTREPRENEURSHIP MANAGEMENT GROUP

OSB 601

R & D Management

Objectives:

To develop middle level scientists in the modern concepts of R & D management with a view to make them effective project managers and to enhance their human and behaviour skills to make them effective member of a large multi-disciplinary projects.

Course Contents:

Survey of Emerging Technologies; Environment Analysis; Project Proposals; R & D Management: Management of Knowledge workers, R & D environment; Management of High value Instruments Test Facilities, workshops etc; Identification of partners/contractors for R & D Projects; R & D Budget; Technology Scanning; Procurement Procedure; Material Management Policy; Discard Policies and Procedure; Contract Management; Vendor Development; Procurement and Utilisation of Capital Equipment; Test Facilities; Sharing of resources with other Institution – Sponsored Resources; Development Tools; Design Methodologies; CAD / CAM / CIM; Design for Manufacturing; Design for Maintenance.

Suggested Readings:

1. Cetron, Marvin J and Goldhar, Joel D (ed): The science of managing organised technology. N.Y., Gordon & Research, Science Pub., 1970
2. Jain, RK and Triandis, HC: Management of research and development organizations; managing the unmanageable, N.Y. Wiley, 1990.
3. McLeod, Tom: The management of research, development and design in industry. England, Gower, 1988.
4. Meredith, Jack R and Mantel, Samuel, J: Project management: a managerial approach. N.Y. Wiley, 1985.
5. NTIS: The management of Government R & D Projects; the effects of the contractual requirement to see specific management techniques. Texas, University of Texas at Austin, 1972.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

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MBA (Evening)

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SMALL BUSINESS AND ENTREPRENEURSHIP MANAGEMENT GROUP

OSB 602

Programme Management

Objectives:

To train the scientist and managers in the practical application and modern tools and techniques of planning, scheduling; monitoring and control of multiple projects.

Course Contents:

Project Feasibility Study: Programme Management Concepts-Society Model ADA, IGMDP Model. Deemed University Model. MOUs etc. PMBOK ISO standards; Project Appraisal; Project Selection; Networks Models and their applications-PERT, CPM, GERT, Precedence Network; Resource Allocation and Scheduling; Project Costing-Zero base Budgeting, Budgetary Control, CAG Report; Project Monitoring and Control – CASM (DRDL Model); Time and Cost Over run; Concurrent Engineering; Project Closure-Cube Model; IEEE Models; Project Management Software; Major Projects in DRDO / DAE / CSIR / HAL etc. SARVATRA; IGMDP; MBT; FALCON; SAMYUKTA; INSAS; LCA.

Suggested Readings:

1. Choudhury, Sadhan: Project scheduling and monitoring in practice. Delhi, south Asian Pub., 1986.
2. Harrison, FL: Advanced project management. London, Gower, 1985.
3. Lockyer, KG: An introduction to critical path analysis. London, Pitman Books, 1982.
4. Martino, RL: Project management and control; finding the critical path; Applied operational planning; Allocating and scheduling resources; N.Y. , American Management Association, 1965.
5. Meredith, Jack R and Mantel, Samuel J: Project management; a managerial approach N.Y. Wiley, 1985.
6. Srinath, LS: PERT and CPM; principles and applications. Delhi, East-West Press, 1975.
7. United Nations Industrial Development Organization: Guide to practical project appraisal; social benefit – cost analysis in developing countries. Delhi, Oxford and IBH PUB. Co., 1978.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.