

VEER NARMAD SOUTH GUJARAT UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION

(Full Time)

(With Effect From July 2002)

Semester – II

CP 201	Marketing Management
CP 202	Financial Management
CP 203	Human Resource Management
CP 204	Production and Operations Management
CP 205	Indian Business Environment
CP 206	International Business Environment
CP 207	Research Methodology in Business
CP 208	Development of New Enterprises

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CP 201

Marketing Management

Objective :

To give students a basic understanding of the character and scope of Marketing and help them to develop skills in the analysis and resolution of management problems.

Course Contents :

Conceptualising Marketing Management; The concept of marketing ; The marketing system; Analysing marketing opportunities; Marketing Environment; Consumer Markets & Buying behaviour; Organizational Buying behaviour and markets; Researching & Selecting Marketing Opportunities; Marketing Information Systems & Marketing Research; Market Measurement & Forecasting; Market Segmentation; Targeting & Positioning; Developing Marketing Strategies; The Marketing Planning Process; New Product Development; Marketing Strategies in different stages of product life cycle; Marketing strategies for market leaders, challengers, followers, nichers; Marketing strategies for global marketplace; Corporate strategic Planning, Business Strategic Planning, Marketing Plan Planning Marketing Policies; Product, brand, packaging and service decisions; pricing decisions; Distribution decisions, Communication & Promotion mix decisions selling decisions; Implementing & Controlling The Marketing Effort; Marketing Organization & Implementation, Marketing Control; Rural Marketing; Online Marketing (E-commerce Commerce); Relationship Marketing; Supply Chain Management.

References :

1. Philip Kotler : Marketing Management – Analysis, Planning, Implementation & Control Prentice Hall.
2. William Stanton : Fundamentals of Marketing McGraw-Hill.
3. E.Jerome MC Carth – Basic Marketing , An Managerial Approach : Richard D. Irwin Inc. Ontario.
4. Eugene W. Kelley – Marketing Management : Richard D. Irwin Inc. Homewood.
5. William Kazer – Perspective and Viewpoints : Illinois.
6. Edward W. ; Cundiff Richard; R.Still Norman; A.P.Govoni – Fundamentals of Marketing : Printice Hall Inc., N. Jersey.

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Financial management

Objective:

The purpose of this course is to acquaint the students with the broad framework of financial decision-making and to develop skills in using the techniques of financial analysis of business problems acquiring necessary finance at the minimum possible cost.

Course Contents:

Aims and Objectives of Financial Management; Financial Analysis and Control; Cost-Volume-Profit Analysis; Operating and Financial Leverage; Time Value of Money; Investment and Capital Structure Decisions; Instruments of Long Term Finance; Cost of Different Sources of Raising Capital; Weighted Average Cost of Capital; Optimum Capital Structure; Valuation and Rates of Return; Methods of Capital Budgeting; Short-term Financing Investments; Management of Working Capital – Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Models.

Suggested Readings :

1. Archer, Stephen H. etc. Financial Management. New York, John Wiley, 1990.
2. Bhalla, V K. Financial Management and Policy. 2nd ed., New Delhi, Anmol, 1998.
3. Brealey, Richard A and Myers Stewart C. Principles of Corporate Finance. 5th ed. New Delhi, McGraw Hill, 1996.
4. Hampton, John, Financial Decision Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997.
5. Van Horne, James C. Financial Management and Policy, 10th ed. New Delhi, Prentice Hall of India, 1997.
6. Winger, Bernard and Mohan, Nancy. Principles of Financial Management, New York, Macmillan Publishing Company, 1991.

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Human Resource Management:

Objectives :

In a complex world of industry and business, organisational efficiency is largely dependent on the contribution made by the members of the organization. The Objectives of this course is to sensitise students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

Course contents :

Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment; Corporate Objectives and Human Resource Planning; Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Training and Development; Employee Welfare, Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment.

Suggested Readings:

1. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 1997.
2. De Cenzo, D A & Robbins S P. Human Resource Management, 5th ed., New York, John Wiley, 1994.
3. Guy, V & Mattock J. The New International Manager, London, Kogan Page, 1993.
4. Holloway. J. ed. Performance Measurement and Evaluation, New Delhi, Sage, 1995.
5. Monappa, A. & Saiyadain M. Personnel Management, 2nd ed. New Delhi, Tata Mc-Graw Hill, 1966.
6. Stone, Lioyed and Leslie W.Rue. Human Resource and Personnel Management Richard D. Irwin, Illinois, 1984.

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Production and Operation Management

Objectives :

The course is designed to acquaints the students with the basic problems of manufacturing and service operations and with different types of decisions required which planning, scheduling and control of these operations. The course also aims at making efficient plant location and layout, How, replenishment and control of materials and maintenance of facilities play in improving productivity and quantity of output.

Contents :

Nature and scope of Production and Operations Management; Facility Location; Types of Manufacturing System & Layouts; Layout Planning and Analysis; Material Handling – Principles – Equipments, Line Balancing – Problems; Operations decisions- Production Planning and Control-In Mass Production-in Batch / Job Order manufacturing; capacity Planning-Models; Process Planning – Aggregate Planning—Scheduling— Maintenance Management Concept---Work Study, Method Study, Work Measurement, Work Sampling, Work Environment---Industrial Safety; Material Management: An Overview of Material Management, Material Planning and Inventory Control; JIT; Materials Planning Budgeting and Material Requirement Planning; Purchase management; Stores Management; Quality Assurance – Acceptance Sampling, Statistical Process Control, Total Quality Management; ISO-9000; Maintenance Management; Safety Management.

Suggested Reading :

1. Adam, E E & Ebert, RJ. Production and Operations Management, 6th ed., New Delhi, Prentice Hall of India, 1995.
2. Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1993.
3. Buffa, E S, Modern Production Management, New York, John Wiley, 1987.
4. Chary, S N. Production and Operations Management, New Delhi, Tata Mc Graw Hill, 1989.
5. Dobler, Donald W and Lee, Lamar, Purchasing and Materials Management, New York, McGraw Hill, 1984.
6. Dilworth, James B. Operations Management : Design, Planning and Control of Manufacturing & Services, Singapore, McGraw Hill, 1992,
7. Moore, FG and Hendrick, T E. Production/Operations Management, Homewood, Illinois, Richard D, Irwin, 1992.

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CP 205

Indian Business Environment

Objectives:

To bring about understanding of Social, Economic and Managerial Environment influencing business and industrial management in India.

Course Content:

Economic Environment

-Concepts and Signification of Economic Environment

-Components of Economic Environment

1.Economic System : laissez faire

Socialism and communism mixed economy

2.National income and its distribution

3.Monetary, fiscal policy

-Approach of government towards economic development:

1. Industrial policy

2. Latest five year plan

SOCIAL ENVIRONMENT

Concept and significance of social environment , Interdependence of business and society, Culture and organization, social responsibility of business and trusteeship management, Business ethics, Management education in India, Problems and Challenges before Indian manager, Chambers of Commerce.

TECHNOLOGICAL ENVIRONMENT

-Concept and significance of technological environment

-Impact of technology on an organization

-Process of technological adaptation and development, government guidelines, technology assessment at government level, TQM, regulation of foreign investment and collaboration.

-Technological choice, Ecological implications of technology.

Suggested Readings:

1. Business Environment : Frances Chernetam
2. Indian Economy: KPM Rudra dutt & sundram
3. Indian Economy: Misara Puri
4. Business Law: M.C. Kundan
5. TOM: Rajendra Sen Sunderan.
6. Business Environment: Aswthappa

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International Business Environment

Objectives

The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

Course Contents

International Business: An overview – Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment Trends; Balance of Payments Accounts and Macroeconomic Management; Theories and Institutions: Trade and Investment-Government Influence on Trade Investment; Determination of Trading Partner's independence, interdependence and Dependence; World Financial Environment; Cross-national Cooperation and Agreements; Tariff and Non-Tariff Barriers, WTO, Regional Blocks; International production; Internationalisation of Service Firms; Operation Management in International Firms; World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Offshore Financial Centres; International Banks; Non-Banking Financial Service Firms; Stock Markets; Global Competitiveness; Export Management Licensing; Joint Ventures Technology and Global Competition; Globalisation and Human Resource Development; Globalisation with Social Responsibility; World Economic Growth and the Environment; Country Evaluation and Selection; International Business Diplomacy; Negotiating and International Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach.

Suggested Readings

1. Alworth, Julian S. The Finance, Investment and Taxation Decision of Multinationals. London, Basil Blackwell, 1988.
2. Bhalla, V K and S. Shivaramu. International Business Environment and Business. New Delhi, Anmol, 1995.
3. Bhalla, V K International Economy; Liberalisation Process. New Delhi, Anmol, 1993.
4. Daniel, John D and Radebangh, Lee H. International Business. 5th ed. New York, Addison Wesley, 1986.
5. Eiteman, D K and Stopnehill, Al. Multinational Business Finance. New York, Addison Wesley, 1986.
6. Johnston, R B . The Economics of the Euromarket: History, Theory and Practice. New York, Macmillan, 1983.
7. Parks, Yoon and Zwick, Jack. International Banking in Theory and Practice, New York, Addison-Wesley, 1985.

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CP 207

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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CP 208

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.