

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Full Time)

(With Effect From July 2002)

Semester – III

Optional Courses

6. Public System Management

OPS 301	Public Enterprise Management
OPS 302	Financial Management in Public Systems
OPS 303	Hotel Management
OPS 304	Tourism Management
OPS 305	Energy Management

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MBA (Full Time)

Semester – III

PUBLIC SYSTEMS GROUP

OPS 301

Public Enterprise Management

Objectives:

The objective of this course is to expose the students to the managerial aspects of public enterprise and to help them to understand the working of these enterprises and to measure and evaluate their performance and efficiency.

Course contents:

Genesis, Rationale and Objectives and Roles of Public Enterprise, Organizational Forms and Working of the Board of Management, Public Enterprise Policy and Reform Measures, Institutional Arrangement for Designing and Implementing Memorandum of Understanding (MoU); Project Management Methodologies in Public Enterprises; Problems with Regard to Choice, Transfer and Management of Technologies in Public Enterprises; Pricing Policy and Price Controls in Developing countries, Marketing Problems of Public Enterprises; The concept of Administered Prices; Institutional Mechanism for Price Fixation Process; Budgetary Techniques and Financial Control System in Public Enterprises; Expenditure control, Zero Base Budgeting and Performance Budgeting; Personnel Administration in India; Training and Development Facilities; Problems of Job Satisfaction, Absenteeism, System of Reward and Punishment; Stress and Executive Behaviour, Problems of Industrial Relations and Trade Unionism in Public Enterprises; Problems of Evaluation of Performance Autonomy vs. Accountability in Public Enterprises; Human Resource Development in Public Enterprises.

Suggested Readings:

1. Bhattacharya C D. Public Sector Enterprises in India. Allahabad, Kitab Mahal, 1990.
2. Bureau of Public Enterprises. Public Enterprises survey, 1994-95, New Delhi, 1996.
3. Khandwall, Pradip N. Excellent Management in the Public Sector: Cases and Models. New Delhi, Vision Books, 1990.
4. Laxmi Narain. Principles and Practices of Public Enterprise Management. Delhi, Sultan Chand, 1991.
5. Mishra, R K and Ravishanker, O S. Current Perspectives in Public Enterprises. Delhi, Ajanta, 1985.
6. Nigam, Raj K. Towards a Viable and Vibrant Public Sector in India. New Delhi, Documentation Centre for Corporate and Business Policy Research, 1986.
7. Patil S M. and Nigam R K. We and the Public Sector, Documentation centre for corporate and Business Policy Research. New Delhi, 1988.

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PUBLIC SYSTEMS GROUP

OPS 302

Financial Management in Public Systems

Objectives:

The basic objective of this Course is to appraise the students about the Financing and Investment decision-making process in Public Systems organizations.

Course Contents:

Finance functions in Public enterprises; Role of Financial Adviser, Major sources of Finance of Public enterprises; Capital markets for raising funds, Government grants and subsidies, Public deposits; Cost Control, Profit Planning and executions; Capital structure, Investment decisions in Public enterprises; Problems of Pricing; identifying and solving Financial problems of Non-Profit organizations with attention to funds, accounting, budgeting and control; Investment decision-making when market valuation cannot be used as a criterion; Sources of funds for non-profit organizations.

Suggested Readings:

1. Glynn J J. "Value for Auditing in Public Sector". 1985. Prentice Hall, Englewood Cliffs, N.J.
2. Gross, MJ and Warshayer, W. "Financial and Accounting Guide for Non Profit Organisation". 3rd ed. 1979. Ronald Press, New York.
3. Gupta, G S. "Budgetary Control in Electricity undertakings". 1984. National, New Delhi.
4. Henke, Emerson O. "Accounting for Non Profit Organisations". 2nd ed. 1977. Wordsworth, Belmont (California).
5. Livingstone, J L and Gunn, S C "Accounting for social goats: Budgeting and analysis of Nonmarket Projects". 1974. Harper and Row, New York.
6. Lynn, E S and Freeman, Robert F Fund. "Accounting: Theory and Practice" 1974. Prentice Hall, Englewood Cliffs. N.J.
7. Rmanathan, V V. ed. "Financial Organisations in Public Enterprises" 1983. Institute of Public Administration, Hyderabad.

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

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PUBLIC SYSTEMS GROUP

OPS 303

Hotel Management

Objectives:

The basic objective of this Course is to acquaint the students with the working of the hospitality industry.

Course Contents:

Hotel Industry – Introduction and evolution – classification of hotels – types of accommodation – Intermediary accommodation and grouping of accommodation; Development of Hotel Industry in India – Industry defined – Early history of Hotel Management – Hotel Industry Vs Tourism Industry; Characteristics of Hotels – Activities of Hotels – Accommodation Management – Front office – House keeping – Bar and Restaurant – Supporting services – Working of Hotels – Maintenance of equipments – Maintenance of accounts; Room occupancy rate management – estimation of demand, seasonal pattern of guest occupancy – Factors affecting the determination of room rates during season and off season; marketing functions and its relevance to the hotel industry – sales – purchasing – storage systems – inventory levels – ordering levels – costing – food cost reports – recipe costing – menu pricing – hotel security; Licences – permission from statutory authorities – labour department – city corporation – police – state excise – customs – department of tourism – employee state insurance – food and beverage services – problems and prospects of Hotel industry.

Suggested Readings:

1. Anand, M.M. Tourism and Hotel Management in India, Prentice – Hall, Delhi, 1976.
2. Doswell, Roger Approach to Hotel Planning, New University Education, London, 1970.
3. Medlik, S. The British Hotel and Catering Industry, Sir Issac Pitman and Sons Ltdd., London, 1961.
4. Negi, Jagmohan, Hotels for Tourism Development, Metropolitan Books, Delhi, 1983.
5. Paige, G. and D.K. Paige The Hotel Receptionist, Cassell, London, 1979.
6. Sutton, Donald F. Financial Management in Hotel and Catering Operation, Heinemann, 1979.

The list of cases and specific references including research papers, articles and books will be announced in the class.

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PUBLIC SYSTEMS GROUP

OPS 304

Tourism Management

Objectives:

The basic objective of this course is to acquaint the students with the tourism.

Course Contents:

Definition of Tourism and the need for Tourism – The birth, growth and development of Tourism – Factors influencing growth of Tourism – Tourism in India and abroad; Tourism Planning – Need for planning – Government's Role in planning – Tourism under Five Year Plans; Tourism and culture: Tourism and people – Tourism and economic development – Tourism and growth of related industries – Tourism and employment – Tourism and related developments such as social, political, educational etc.; Tourism marketing: Concepts and importance – Marketing functions in Tourism – Tourism marketing mix; Tourism pricing: Methods of pricing – Tourism promotion Advertising costs – Steps in planning an advertising campaign – Tourist publicity; Tourism and Government administrative systems: Ministry of Tourism – Department of tourism – Indian Tourism Development corporation – World Tourism Organisation – Travel agents in India.

Suggested Readings:

1. Elliot, James Tourism, Routledge, London, 1997.
2. Hall, Derak R. (ed.), Tourism and Economic Development, Belhaven Press, London, 1991.
3. Mazanec, Josef A. (ed.) International City Tourism, Pinter, London, 1997.
4. Lea, J. Tourism and Development in the Third World, Routledge, London, 1988.
5. Mowforth, Martin and Ian Munt Tourism and Sustainability, Routledge, London, 1988.

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OPS 305

Energy Management

Objectives:

This course would equip the participants with knowledge and skills needed in managing energy crisis, developing non – conventional sources of energy and using conservation and conversion technologies for organisational use at a macro level. Techno – economic aspects of various operating decisions taken by organizations and policy decisions fixed by the Government are to be reviewed.

Course Contents:

Organization for Energy Management: Goal setting in Energy Management; Energy crisis, energy use Patterns and scope for Conservation; Energy Audit, Energy Pricing; Review of and conversion technologies; Incentives for conservation in thermal and electrical Systems in the organization; Non conventional sources of energy; Utilisation of solar energy, Biomass as a source of energy; The option of Nuclear energy, in the developing countries.

Suggested Readings:

1. Donglass, C. “Energy Technology Handbook”. McGraw Hill, New York, 1977.
2. Ghosh, P K. and Gupta, G S. “Cost of Power Generation, Transmission and Distribution”. National, New Delhi. 1983.
3. Kreith, F. and Kreider, J F. “Principles of Solar Engineering N.Y.McGraw Hill, 1978.
4. Penner, S S. and Learman, L. “Energy: Non Nuclear Technology, Vol. II”. Addison Wesley, New York, 1975.
5. Prakash, IK. “Energy and Environment”. Oxford University Press, New Delhi. 1980.
6. Thorndike, E H. “Energy and Environment”. Addison Wesley, New York. 1976.
7. Venkateshwaralu, D. “Chemical Technology, 1, Chapter, 9-10”. Indian Institute of Technology, Madras, 1975.

List of cases and specific references including research papers, articles and books will be announced in the class.