

Chhattisgarh Swami Vivekanand Technical University, Bhilai

SCHEME OF TEACHING & EXAMINATION

M.B.A IIIrd SEMESTER (Part Time)

S. No	Board Of Study	Sub. Code	Subject	Periods Per Week			Scheme Of Exam			Total Marks	Credit L+(T+P)/2
				L	T	P	Theory / Practical				
							ESE	CT	TA		
1.	Management	636311 (36)	Optimization Methods	3	1	0	80	10	10	100	4
2.	Management	636312 (36)	Organizational Development & Change	3	1	0	80	10	10	100	4
3.	Management	636313 (36)	Innovation & Technology management	3	1	0	80	10	10	100	4
4.	Management	636314 (36)	Managerial Skill Development	3	1	0	80	10	10	100	4
5.	Management	636315 (36)	Comprehensive Case Analysis	3	1	0	80	10	10	100	4
6.	Management	636321(36)	CAM Lab & VIVA	-	-	3	60	-	40	100	2
Total				15	5	3	460	50	90	600	22

L – Lecture – Tutorial, P – Practical, ESE- End Semester Exam, CT- Class Test, TA – Teacher’s Assessment

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester - III Semester MBA

Subject - Management Skill Development

Total Theory Periods - 40

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Branch : Management

Code - 636314 (36)

Total Tut Periods - 12

Course Contents

UNIT I

Importance and Nature of Business Communication, Channels and Media of communication, Communication Networks, Effectiveness of Communication; Process of Communication Barriers and Gateways in Communication.

[No. of Pds: 8]

UNIT II

Business Writing; Writing Business Reports Written Communication Introduction to Communication & Structure of Communication, Business Letters, Memorandum & Minutes, Reports - Informal and Formal, Application and C.V., Press Releases, Persuasive Writing & Language of Advertisements, Writing Proposals, Case Studies & Written Analyses. Case Study.

[No. of Pds: 8]

UNIT III

Oral Communication-presentation of reports, public speaking and negotiations Listening Skills, Conversation Skills, Non Verbal Communication. Oral Communication.

Presentations-1: Structure, Delivery, Handling the Audience, Presentations-2: Use of Graphics, Body Language, Interviews, Conduct of Meetings, Small Group Communication and Group Discussion, The language of negotiations, Small Talk. Case Study.

[No. of Pds: 8]

UNIT IV

Feedback Skills, Interviews, Counselling Skills, Communication on Disciplinary Matters, Group Discussion and Meetings.

[No. of Pds: 8]

UNIT V

Legal aspects of Business Communication, Case Study.

The examination paper will include questions from each unit and case analysis is compulsory.

The list of cases and specific references including recent articles will be announced and discussed in the class.

[No. of Pds: 8]

Suggested Readings:

1. Taylor, Shirley, Communication for Business: A Practical Approach, Addison-Wesley Longman Ltd, 1991
2. Clappitt, Phillip G, Communication for Managerial Effectiveness, 1996
3. Richmond, V.P. et al., Non Verbal Behaviour in Interpersonal Relations, Eagle Wood Cliffs, Prentice-Hall, 1991.
4. Rajendra Pal & J.S.Korlahalli- Essentials of Business Communication, Sultan Chand & Sons, New Delhi
5. R.C.Sharma & Krishna Mohan- Business Correspondence & Report Writing., TMH New Delhi.

Chhattisgarh Swami Vivekanand Technical University, Bilai

Semester - III Semester MBA

Subject - Comprehensive Case Analysis

Total Theory Periods - 40

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Branch: Management

Code - 636315 (36)

Total Tut Periods - 12

Course Contents

The Students will be taught how to develop, write & solve cases of business & management pertaining to the subjects taught (viz: management concepts, managerial economics, Accounts, Business communications, business environment, behavioral science, etc.) during the ongoing semester. The students have to solve minimum of two cases in the end semester examination. (A case of minimum of 1500 words)

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: III

Subject Name: Optimization Methods

Total Theory periods: 40

Total Marks in End Semester Exam: 80

Minimum number of class tests to be conducted: 02

Branch: Management

Subject Code: 636311 (36)

Total Tutorial periods: 12

UNIT-I

The Nature of Management Science, Decision Making and Quantitative Techniques. Meaning and scope, optimization concept, various stages of an optimization projects, field of application.

Linear Programming Problem: Meaning of Linear programming, General Mathematical formulation of LPP, feasible and optimal solutions, Graphical Analysis, Simplex Method, duality and sensitivity analysis. Advantage and limitations of LPP. Case Study

[No of Periods : 8+ 4]

UNIT-II

Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method. Case study

Assignment Problem: Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method, Traveling Salesman Problem. Case Study

[No of Periods : 6 + 4]

UNIT-III

Waiting Line Models: Introduction, Basic queuing process, basic structure of queuing models, Scope in Management Decisions, solution to $M/M/1 : \infty/FCFS$ models and its applications.

Sequencing Model:- Introduction, Concept & methodology, Processing n-jobs two machines, processing n-jobs through three machines. Case Study

[No of Periods : 6 + 4]

UNIT-IV

Network analysis : Shortest route problem, network & time estimation, project planning & control using Critical Path Method (CPM) and Programme Evolution & Review technique (PERT). Project Scheduling - Cost slope, crashing the network, estimation of optimum project cost. Case Study

[No of Periods : 7 + 4]

UNIT-V

Simulation: Basic concepts of simulation, simulation methodology, Monte Carlo Simulation, applications and Case Study.

[No of Periods : 5 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. A.M. Natrajan, "Operation Research", Pearson Education.
2. Hamdy A. Taha, "Operations Research: An Introduction", Pearson Education
3. N. D. Vohra. "Quantitative Techniques", New Delhi: Tata McGraw Hill Publications,
4. R. Panneerselvam, "Operation Research" , Prentice Hall of India

Reference Books:

1. P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications,
2. F.S. Hiller & Hiller, "Introduction to Management Science" Tata Mcgraw Hill
3. R. Bronson, G. Naadimuthu, "Operatins Research, Schaum's , Tata Mcgraw Hill
4. Haruly M. Wagner, "Principles of Operations Research with application to managerial decisions", New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
5. R. Kothari, "Quantitative Techniques", Delhi: Vikas Publications.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: III

Subject Name: Organizational Development and Change

Total Theory periods: 40

Total Marks in End Semester Exam: 80

Minimum number of class tests to be conducted: 02

Branch: Management **COMPULSORY**

Subject Code: 636312(36)

Total Tutorial periods: 12

UNIT-I

The organization and its environment, An overview of Organizational structure, Behavioural implication of organizational structure, factors influence in designing organizational structure. Organizational Effectiveness- Approaches, need and significance. Contemporary Organizational Trends. Case Study

[No of Periods : 8 + 2]

UNIT-II

Organizational development- Definition, Assumptions, nature, goals, process, objectives Strategies -Diagnostics Activities, Team Building, Survey Feedback, Process

Consultation, Planning & Goal setting, arid OD Diagnosis activities and methods, intervention mechanisms; Case Study

Organizational change: - Basic Concept, Definition. Nature of Organizational Change - need, factors Forces for change -Types. Essential components of a change Management program. Process of change -Model, change agent: roles and responsibilities, Resistance to change. Overcoming resistance: Strategies & Techniques, Planned Change.

[No of Periods : 8 + 2]

UNIT-III

Organizational conflicts - causes, nature measures to resolve organizational conflicts. Inter Group behaviour and collaboration, Laboratory learning techniques, Managerial Grid, Sensitivity training, Transactional analysis, Inter-group and team building interventions. Management by objectives. Total system interventions stabilizing of change Case Study

[No of Periods : 8 + 2]

UNIT-IV

Organizational culture and climate, organizational learning, power and politics in the organization, integration and control. Cross culture dynamics Case Study

[No of Periods : 8 + 2]

UNIT-V

The process of Empowerment, Management of gender Issues, Creativity and Innovation. Understanding and Managing Diversity. OD in Indian Organizations. Case Study

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. French and Bell, Organisational Development, Pearson Education
2. D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
3. Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India
4. F.Luthans , Organisational Behaviour TMH, New Delhi

Reference Books:

1. S.P.Robbins, "Organisational Behaviour", Pearson Education
2. Prasad, Organisation Development for Excellence, McMillan, India.
3. Madhukar Shukla, Understanding Organization : Organization Theort and Practices in India, PHI

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: III

Subject Name: Innovation and Technology Management

Total Theory periods:40

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Branch: Management COMPULSORY

Subject Code: 636313 (36)

Total Tutorial periods: 12

Unit I

Technology:- Definitions and Characteristics, Management of Technology (MOT), Technological Environment, Parameters of Technological Environment; technology life cycle, Technological change, Dynamics of Technological change: innovation dynamics at firm level. Case Study

[No of Periods : 8 + 2]

Unit II

Innovation Management : Invention v/s Innovation, Definition and components of innovation. Types of innovations: Product, Process and system innovations, Understanding Innovation Process.

Innovation strategies, creative thinking and problem solving, models; concurrent engineering; Economics of innovation. Assessment of Innovation: measuring Innovativeness of the firm, Commercialization requisites, Innovation inspired by nature. Case Study

[No of Periods : 8 + 2]

Unit III

Technology evolution and S-curves of Technology Evolution, Technology Diffusion, Dynamics of Diffusion, Mechanism of Diffusion. Competitive consequence of Technological change: creation of new products/change in value chain. Case Study

[No of Periods : 8 + 2]

Unit IV

Technology Intelligence: Definition of Technology Intelligence, Technology Audit, Mapping technological environment, Process of Technology intelligence: Technology Scanning, Monitoring, Forecasting and Assessment, Analytical tools for forecasting and assessment. Case Study

[No of Periods : 8 + 2]

Unit V

Technology-Business Connection, Technology Strategy & types, Models for technology strategy formulation. Acquisition and technology transfer. Collaborative arrangements in domain of Technology Strategy, Intellectual Property Rights. Technology Support Systems : Funding Mechanism and venture capital. Case Study

[No of Periods : 8 + 2]

Texts Books:

1. V. K. Narayanan, "Managing Technology and Innovation for competitive advantage", Pearson Education.
2. Tarek Khalil, "Management of Technology", McGraw Hill.

Reference Books:

1. Lowell Steele, "Managing Technology", McGraw Hill.
2. R. A. Burgelman and M. A. Maidique, "Strategic Management of Technology and Innovation", Irwin.
3. Plsek, Crativity, Innovation and Quality, PHI

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: III

Subject Name: Computer Application in Management Lab & Viva

Total Practical periods:40

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Branch: Management COMPULSORY

Subject Code: 636321 (36)

Total Tutorial periods: Nil

Course Contents

It is a laboratory-oriented course. The students are required to acquire the knowledge to deal in the following areas:

1. Dos Commands : Internal and External commands
2. MS-Windows : Basic Commands related to file management
3. MS-Word : Creating , modifying, editing , setting the Document Mail merge and spell check , creating table etc.
4. MS-Excel : Creating , modifying ,editing ,setting worksheet and Workbook creating Graphics, OLE feature, Pivot table, various functions etc.
5. MS-PowerPoint : Creating, modifying, editing and presenting PowerPoint etc.
6. HTML : Creating HTML document(Frame, Marquee , hyperlink etc)
7. C Programming : Basic Programming, if else statement, various loop

Statements, functions (inbuilt, user defined, call by value, and reference) , array etc. (There will be practical examination followed by viva-voce. It will be conducted by two examiners one external and one internal.)