

# ***Chhattisgarh Swami Vivekanand Technical University, Bilai***

## **SCHEME OF TEACHING & EXAMINATION**

### **M.B.A IVth SEMESTER (Part Time)**

S. No	Board Of Study	Sub. Code	Subject	Periods Per Week			Scheme Of Exam Theory / Practical			Total Marks	Credit L+(T+P)/2
				L	T	P	ESE	CT	TA		
1.	Management	636411 (36)	MIS & Decision Support System	3	1	-	80	10	10	100	4
2.	Management	636412 (36)	Production & Operation Management	3	1	-	80	10	10	100	4
3.	Management	636413 (36)	Econometrics & decision models	3	1	-	80	10	10	100	4
4.	Management	636414 (36)	Strategic Management	3	1	-	80	10	10	100	4
5.	Management	636415 (36)	Business Legislation	3	1	-	80	10	10	100	4
6.	Management	636421 (36)	Seminar report and viva	-	-	3	60	-	40	100	2
<b>Total</b>				<b>15</b>	<b>5</b>	<b>3</b>	<b>460</b>	<b>50</b>	<b>90</b>	<b>600</b>	<b>22</b>

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

# **Chhattisgarh Swami Vivekanand Technical University, Bhilai**

Semester - IV

**Subject - MIS & Decision Support System**

Total Theory Periods - 40

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Branch : Management

Code - 636411 (36)

Total Tut Periods - 12

## **Course Contents**

### **UNIT I**

Information Technology Brief about Information Technology, various Databases (Relational, Hierarchical, Networking), and Concept of 2 tiers and 3-tier architecture, brief study about system analysis and design (Software Development Life Cycle), Case Study.

[No. of Pds: 8 ]

### **UNIT II**

Management Information System - I Definition, Key issue pertaining to information system in the managerial context, Classification and need of Transaction Processing Information System, Office Automation System, Management Information System, and Knowledge based system, Decision Support system. Functional applications of management information system and MIS practices in organizations, Case Study

[No. of Pds: 8 ]

### **UNIT III**

Management Information System -II Designing Management Information System, Case study with software solution, Case Study.

[No. of Pds: 8 ]

### **UNIT IV**

Decision Support System An overview, Characteristics and capability of DSS, Component and Classification of DSS, Designing and construction of DSS, Case Study.

[No. of Pds: 8 ]

### **UNIT V**

Client Server Application Development Creating forms, queries, reports and graphics from databases using Frontend Backend tools, Case Study.

[No. of Pds: 8 ]

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.

### **Suggested Readings:**

1. Laudon, Kenneth C, & Jane P.Laudon, Management Information System : Organisation and Technology , PHI Publication
2. Narayan B. Management Information System , APH , New Delhi 1998
3. Senn, James A. , Analysis and Design of Information Systems , McGraw Hill Publication
4. Applegate Lynda M., et. al., Corporate Information Systems Management: Text and Cases, McGraw Hill, New York, 1999.
5. Malcolm Pettu, *Introducing Information System Management*, Baldwin Publications, London, 1990.
6. Mensching James R., & Dennis A.Adams, *Managing an Information System*, Prentice Hall, New Jersey, 1990.
7. Gordon, B.Davis and Margrethe H.Olson; *Management Information Systems: Conceptual Foundations, Structure and Development*, McGraw-Hill, New York, 1985.
8. Narayan, B., *Management Information System*, APH, New Delhi, 1998.

# **Chhattisgarh Swami Vivekanand Technical University, Bhilai**

Semester - IV  
**Subject - Production & Operation Management**  
Total Theory Periods - 40  
Total Marks in End Semester Exam 80  
Minimum number of class tests to be conducted-2

Branch : Management  
Code - 636412 (36)  
Total Tut Periods - 12

## **Course Contents:**

### **UNIT I**

Introduction to production management: Production management, objectives functions, meaning, nature and significant scope. Relationship of production with other functions areas. Types of production intermittent, production, continuous production, and job shop products.

[No. of Pds: 8 ]

### **UNIT II**

Facility design & Location: Considerations for plant Location, Economic analysis, planning the building, layout objectives, fundamental consideration in layout, Types of Layout, Case Study.

[No. of Pds: 8 ]

### **UNIT III**

Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, SQL, Scheduling & sequencing in the context of continuous intermittent system, Case Study.

[No. of Pds: 8 ]

### **UNIT IV**

Materials Management: Value analysis value engineering, waste disposal scrap disposal, classification & codification, standardization, variety Reduction, material Handling objectives, elements, activities & functions, principles of material handling, selection & types of material handling equipment.  
Just in Time: Introduction, 7 wastes, Basic elements and benefit of JIT, Case Study.

[No. of Pds: 8 ]

### **UNIT V**

Work-study: Work Measurement: Time study, established of standard time, Rating of employees, allowances, work sampling, synthetic Data, Predetermined motion Time Analysis.  
Work Simplification: Method study -objective scope, steps, selection of job for method Study Recording techniques, micro motion study , memostudy , cycle & chronocycle graph, Principles of motion economy , therblings.  
Industrial safety & safety management: Reasons for accident & its prevention, Managements responsibility for safety, organization & safety equipments.  
Maintenance management: Need, objectives, function & types of Maintenance, Case Study.

[No. of Pds: 8 ]

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.

### **Suggested Readings:**

1. Adam, E E & Ebert, RJ. Production & Operation Management, New Delhi , PHI.
2. Amrine Harold T. etc. Manufacturing Organization and management. Englewood Cliffs, New Jersey, PHI Inc.
3. Buffa, E.S. Modern Production Management, John Wiley ( New York.)
4. Dabler, Donald. W & Lee Lamar Purchasing & Materials Management, New York, Mc Graw Hill.
5. Mayor R, Production and Operation management,
6. Telsong, Industrial & Production Management,
7. Shah M, Intergrated Materials Management

# *Chhattisgarh Swami Vivekanand Technical University, Bhilai*

Semester - IV  
Subject - Econometrics & Decision models  
Total Theory Periods - 40  
Total Marks in End Semester Exam 80  
Minimum number of class tests to be conducted-2

Branch : Management  
Code - 636413 (36)  
Total Tut Periods - 12

## **Unit – I**

Introduction of Econometrics, Methodology of Econometrics, Objectives and Characteristics, Methodology of Econometrics, Application.

Input-Output Analysis – Introduction, Concepts and Features, Assumptions, National Income Accounting Matrix, Construction of an Input-Output Table, Limitations of Input-Output Analysis, Importance and Applications. Case Study

[ No of Periods : 8 + 2 ]

## **Unit – II**

Simultaneous Equation Model :- Nature, Endogenous and exogenous variables, Simultaneous Equation methods and application.

Identification concept: Meaning, identification problem, application. Case Study

[ No of Periods : 8 + 2 ]

## **Unit – III**

Game Theory – Introduction and concept of Games, two person zero sum game, Maximin and minimax Principles, Pure and mixed strategies, Dominance property, Solutions of Games. Algebraic and linear programming methods, Applications. Case Study

[ No of Periods : 8 + 2 ]

## **Unit – IV**

Regression Analysis : Fundamentals, econometric theory of regression analysis, application.

Markov Chain Analysis – Markov Processes, State transition matrix, steady state conditions, Markov analysis algorithms and application.

[ No of Periods : 8 + 2 ]

## **Unit – V**

Decision analysis: concept, decision criteria, Bayesian decision rule, the Maximum likelihood criteria. Decision Tree: Introduction, Fold back or roll back process, Procedure in decision tree analysis, Advantages of Decision tree approach, Limitations of Decision tree approach, Problems on decision trees. 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. Operation Research by A.M. Natrajan, Pearson Education
2. Operation Research by R. Panneerselvam, Prentice Hall of India
3. C.R. Kothari, Operation Research & Quantitative Techniques, Vikas Publications., New Delhi.

## **Reference Books:**

1. Taha, "Operation Research", Pearson Education
2. "S.C. Srivastava Foundations of Social Research and Econometric Techniques", Himalaya Publications
3. N.D. Vora, "Quantitative Techniques", Tata Mcgraw Hill Publications.

# *Chhattisgarh Swami Vivekanand Technical University, Bilai*

Semester - IV

Subject - Strategic management

Total Theory Periods - 40

Total Marks in End Semester Exam 80

Minimum number of class tests to be conducted-2

Branch : Management

Code - 636414 (36)

Total Tut Periods - 12

## **UNIT-I:**

Definition, nature, scope, and importance of strategy; and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists. Case study

[ No of Periods : 8 + 2 ]

## **UNIT-II:**

Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.

Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological).

Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).

Internal Appraisal - The internal environment, organizational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).Case study

[ No of Periods : 8 + 2 ]

## **UNIT-III:**

Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions. Corporate Restructuring.

Business level strategies—Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.

Strategic Analysis and choice—Corporate level analysis (BCG, GE Ninecell, Hofer's product market evolution and Shell Directional policy Matrix).

Industry level analysis; Porters's five forces model. Qualitative factors in strategic choice. Case study

[ No of Periods : 8 + 2 ]

## **UNIT-IV:**

Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.Case study

[ No of Periods : 8 + 2 ]

## **UNIT-V:**

Strategic control and operational Control. Organisational systems andTechniques of strategic evaluation. 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. Pankaj Ghemawat: Strategy & The Business Landscape, Pearson Education Asia
2. T. Wheelen and K. Rangarajan, "Concepts in Strategic Management and Business Policy", Pearson Education
3. Johnson & Scholes : Exploring Corporate Strategy 4th Prentice Hall India

**Reference Books:**

1. F.R. David, "Strategic Management", Pearson Education
2. Kazmi Business Policy & Strategic Management 2nd Tata McGraw Hill
3. Budhiraja S D, Athreya M B , Cases In Strategic management , Tata McGraw Hill
4. Srinivasan, Strategic management, PHI

# **Chhattisgarh Swami Vivekanand Technical University, Bhilai**

Semester -IV

**Subject - Business Legislation**

Total Theory Periods - 40

Total Marks in End Semester Exam: 80

Minimum number of class tests to be conducted-2

Branch : Management

Code - 636415 (36)

Total Tut Periods - 12

## **Course Contents**

### **UNIT I**

Contracts Act- Basic principles of contract- indemnities and guarantees agency -quasi contracts. Sale of goods act-conditions, warranties .

[No. of Pds: 8 ]

### **UNIT II**

Company law- Introduction, Memorandum of association, prospectus, issue of capital. Establishment of SEBI; Functions and power of board, Registration of stock brokers, finance, accounts, overhead and power of contract government.

[No. of Pds: 8 ]

### **UNIT III**

Law relating to consumer protection:

Consumer and consumer dispute- consumer protection courts - consumer dispute redressal agencies Patent law - Application for patents, procedure for grants of patents, working of patents, compulsory licenses and revocation, renewal of lapsed patents.

[No. of Pds: 8 ]

### **UNIT IV**

Industrial Law- Overview of factories act, payment of wages act, payment of bonus act minimum wages act, workmen's compensation act, Industrial dispute Act, Trade Union Act,

[No. of Pds: 8 ]

### **UNIT V**

Law of information technology:

Digital signature, electronic governance, electronic records and cyber laws.

[No. of Pds: 8 ]

### **SUGGESTIONS READINGS:**

1. Kapoor, N.D.; Mercantile Law, Sultan Chand and Sons, New Delhi, 1992.
2. Madan; Principles of Law, Progressive Corporation, New Delhi, 1989.
3. Shukla, M.C.; Manual of Mercantile Law, Sultan Chand, New Delhi, 1986.
4. Gulshan, S. S. and G. K. Kapoor; Business Laws, New Age International, New Delhi, 1998.
5. S.K.Tuteja: Business Law for Managers, Sultan Chand New Delhi
6. K.R.Bulchandani, Business Law for management , Himalaya Publishing House, New Delhi.

## **CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI**

Semester: IV

Subject Name: Seminar Report and Viva

Total Practical periods: 40

Total Marks in End Semester Exam : 60

Branch: Management - COMPULSORY

Subject Code: 636421 (36)

Total Tutorial periods: Nil

Minimum number of class tests to be conducted: 01

The Student will present seminar in the allied and function areas of management. The purpose of this assignment is to integrate the management theory and concepts/ new tools with recent real world examples and stimulate class discussions and active participation. However a new subject and or tools may be discussed with active participation of students in the guidance of Teachers. The Ta marks will be awarded on the basis of attendance, presentation, test and internal viva. The ESE component will include evaluation of seminar report by the panel of External and Internal Examiner followed by viva voce.