

Syllabus

MBA PART II

COMPULSORY PAPERS

Paper XIII	-	Business Policy and Strategic Management
Paper XIV	-	Computer Application and Management Information System
Paper XV	-	Business Legislation
Paper XXII	-	Summer Training Programme
Paper XXIII	-	Project Study
Paper XIV	-	Viva – Voce

PAPER XIII

BUSINESS POLICY AND STRATEGIC MANAGEMENT

1. INTRODUCTION

Concept, Characteristics and Dimensions of Strategic Management. Emergence of Strategic Management. Concept in the Corporate World. Forces Necessitating the Adoption of Strategic Management. Concept by Foreign as well as Indian Companies. Corporate Strategy – Concept, Components and Functions. Formulating Corporate Strategy for a Large Enterprise – An Overview.

2. Concept of Corporate Vision. Purpose and Mission. Objectives and Goal. Need for Setting Corporate Objectives. Process of Setting Corporate Objectives. Forces Interacting with Corporate Objectives – External and Internal. Levels of Strategy: Corporate Level, Business Level and Functional Level – An Overview.

3. ENVIRONMENTAL ANALYSIS

Macro-environment. Differential Impact of Environmental Influences. Industries and Sectors- Sources of Competition. Dynamics of Competition. Strategic Groups. Organisational Fields. Markets Opportunities and Threats.

4. STRATEGIC CAPABILITY

Nature and Significance of Corporate Capability. Analysis of Corporate Capability. Concept of Synergy. Analysis of Synergy for Strategy Making.

CORE COMPETENCE

Concept of Core Competence and its Features. Identifying Core Competence of a Firm. Core Competence and Leveraging Significance of Core Competence Concept in Strategy Making.

VALUE CHAIN ANALYSIS

Concept of Value Chain Analysis. Types of Value Activities. Value Chain Analysis and Linkages. Value System. Significance of Value Chain Analysis in Strategy Making

5. STRATEGIC CHOICES

Corporate level strategy – Corporate Portfolio Models. Matrix Analysis. BCG Matrix. GEC Model. Diversification. Mergers. Acquisitions. Corporate Level Competition. Business Level Strategy – Analysing Competition. Competitive Advantage of a Firm.

6. STRATEGY INTO ACTION

Implementation. Evaluation and control of strategy. Strategy and Structure.

REFERENCES

AUTHOR	BOOK
Andrews	Concept of Corporate Strategy
Ansoff, H. Ighor	Implanting Strategic Management
Arthur A. Thompson Jr. and A. J. Strickland	Strategic Management
Barnard Taylor & John R Sparket	Corporate Strategy and Planning
Basil W. Fenning	Corporate Planning
David E. Hussey	Introduction to Corporate Planning
Glueck	Business Policy
Malville C. Branch	Corporate Planning
Mc Carthy and others	Business Policy and Strategy
Newmann	Strategy, Policy and Central Management
Newmann and Legman	Business Policy and Central Management
R. M. Srivastava	Business Policy and Central Management
R. M. Srivastava and Divya Nigam	Corporate Strategic Management
Robert J. Allio & Malcolm W. Pennington	Corporate Planning: Techniques and Applications

Russel and Ackoff	Concept of Corporate Planning
Wright, Pringle and Kroll	Strategic Management
Y. N. Chang and Filemom	Business Policy and Strategy

PAPER XIV

COMPUTER APPLICATION AND MANAGEMENT INFORMATION SYSTEM

COMPUTER APPLICATION

1. INTRODUCTION TO COMPUTER HARDWARE

Computer System as Information Processing System. Computer System Differences – Types of Computer Systems. Hardware Option-CPU, Input Devices, Output Devices, Storage Devices, Communication Devices, Configuration of Hardware Devices and their Applications.

-2 Lectures

2. INTRODUCTION TO PERSONAL COMPUTER

PC and its main components. Hardware configuration. CPU and Clock Speed. RAM and Secondary Storage Devices. Other peripherals used with PC. Factors influencing PC performance. PC as a Virtual Office.

- 3 Lectures

3. INTRODUCTION TO MODERN INFORMATION TECHNOLOGY

Basic idea of Local Area Networks (LAN) and Wide Area Networks (WAN). E-mail. internet technologies. Access Devices. Concept of a World Wide Web and Internet Browsing. Multimedia.

- 3 Lectures

4. INTRODUCTION TO OPERATING SYSTEMS

Software Needs. Operating needs. Application Softwares. Programming Languages. DOS. Windows - Window Explorer, Print Manager, Control Panel, Paint Brush, Calculator, Desktop, My Computer, Settings, Find, Run.

- 2 Lectures

5. WORD PROCESSING

Meaning and role of Word Processing in creating of documents, Editing, Formatting, Printing Documents, Using Tools such as Spelling Check, Thesaurus, etc. in Word Processor (MS – Word).

- 5 Lectures

6. ELECTRONIC SPREADSHEET

Structure of Spreadsheet and its Application to Accounting, Finance and Marketing function of Business. Creating a Dynamic / Sensitive Worksheet. Concept of Absolute and Relative Cell Reference. Using Built-in Functions. Goal Seeking and Solver Tools. Using Graphics and Formatting of Worksheet. Sharing Data with other Desktop Applications. Strategies of Creating

Error Free Worksheet (MS - Excel). Practical Knowledge in Wings Accounting (Software).
– 10 Lectures

7. COMMUNICATIONS AND NETWORKING - 10 Lectures

8. INTRODUCTION TO DBMS

DBMS Architecture. Data Organisation (Searching, Sorting Files, Records, Indexes). Professional Databases and their Features. Concept of Data Organisation in MS Access.
- 5 Lectures

9. RDBMS

Oracle – Introduction to Oracle Database. Query Language –SQL
- 10 Lectures

10. INTERNET

Concepts and Technologies Client / Server Model of Computing. Distributed Computing. Web Related Concepts: Mark-up Languages, Client-Side Script, Server – Side Script, etc. E-mail, FTP, Chatting, Conferencing, etc.
- 10 Lectures

MANAGEMENT INFORMATION SYSTEM

1. Concept of Management Information System. Role of Management Information System in Managerial Decision Making. System Approach and Management Information System. Sources of Information. Computerized Management Information System and its Advantages. Selecting a Computer. Selection and Training of Computer Personnel.
2. Organisational aspects of computerised data processing. Evaluation and Control of Data Processing. Office Automation System. Decision Support Systems. Executive Support Systems. Expert Systems.
3. System Analysis and Design. System Life Cycle. Data flow Diagram. Data Dictionary. Simon's and Anthony's Models in Information System.

REFERENCES

AUTHOR	BOOK
Agarwal, Kamlesh N. and Agarwal, Deeksha	Business on the Net – Introduction to E-Commerce
Agarwal, Kamlesh N. and Agarwal, Deeksha	Bulls, Bears & the Mouse- An Introduction to Online Stock Market Trading
Agarwal, Kamlesh N. and Agarwal, Prateek Amar	WAPthe Net – An Introduction to Wireless Application Protocol
Bajaj Kamlesh K & Nag Debjani	E-Commerce – The Cutting Edge of

	Business
Burch John & Grudnitski Gary	Information Systems – Theory and Practice
David, Van Over	Foundation of Business Systems
Edwards, Ward	The Essence of Information Systems
Eliason, A. L.	On-Line Business Computer Applications
Estrada, Susan	Connecting to the Internet
Garg and Srinivasan	Work Book on System Analysis and Design
Goyal	Management Information System
John, Moss Jones	Automating Managers-The Implications of Information Technology for Managers
Kanter	Managing with Information
Long,L.	Computers
Minoli, Daniel	Internet and Intranet Engineering
Minoli Daniel & Minoli Emma	Web Commerce Technology Handbook
Summer, M.	Computers Concepts and Uses
Timothi J. O’Leary	Microsoft Office 2000
Yeats	System Analysis and Design

PAPER XV

BUSINESS LEGISLATION

1. Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi Contract.
2. The Sale of Goods Act, 1930. Formation of a Contract. Rights of an Unpaid Seller.
3. The Negotiable Instrument Act, 1881 – Amended Provisions. Negotiation and Assignment. Holder-in-Due Course. Dishonor and Discharge of a Negotiable Instrument.
4. The Indian Companies Act, 1956. Nature and Types of Companies. Memorandum and Articles of Association. Prospectus. Allotment of Shares.
5. Shares and Share Capital. Membership. Borrowing Powers. Management and Meetings. Accounts and Audit. Compromise Arrangements and Reconstruction.

6. Prevention of Oppression and Mismanagement.
7. Consumer Protection Act, 1986 and its Provisions.
8. Cyber Laws.
9. Patent Right. Intellectual Property Right.

REFERENCES

AUTHOR	BOOK
Avtar Singh	Company Law
Khergamwala, J. S.	The Negotiable Instrument Acts
Ramaiya, A.	Guide to the Companies Act
Shah, S. M.	Lectures on Company Law
Tuteja, S. K.	Business Law for Managers

PAPER X

SUMMER TRAINING PROGRAMME

In MBA Part-II, all students will have to undergo summer training of 8-10 weeks with an industrial, business or service organization by taking up a study on various aspects of the organization. The conditions of successfully completing the course shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the Department in organizations as approved by the Director from time to time. Each student will be required to submit a 'Training Report' to the Director for the work undertaken during this period within one month, from the date of the completion of the training, for the purpose of evaluation.

1. OBJECTIVE

The objective of the summer training programme is to impart training to the management students in business units. During the period of training a student undergoes rigorous training in acquiring skills for managing business in the light of the theoretical concepts, tools and techniques, which they acquire in the classroom teaching.

2. TYPE OF TRAINING

The training may be imparted under the supervision of the Department in organisations as approved by the Director or as suggested by the organisation and approved by the Director.

3. TRAINING REPORT

Students are required to keep in mind the following points while preparing the 'Training Report' after undergoing the 8-10 weeks training:

- a) Submission of the manuscript of the training report prepared by the candidate to the Supervisor for his comments and approval.
- b) Before binding the 'Training Report' the students should ensure that it contains the following:
 - Ø Photocopy of the 'Letter of Introduction' issued by the Director.
 - Ø 'Work Certificate' of the organization in which they have worked for full 8-10 weeks.
 - Ø Supervisor's certificate as follows:

Certified that Mr. / Ms. _____ Class Roll No. _____
Session: _____ prepared the training report entitled _____
_____ under my general supervision in fulfillment of the
requirements of the MBA Course of the Patna University.

Signature of the Supervisor

- Ø If any training report is received without the above documents, the Examiners will not examine it.

4. LENGTH OF THE TRAINING REPORT

The length of the training report may be about fifty-five double spaced type pages (A4 size), excluding appendices and exhibits. However, ten per cent variation on either side is permissible.

5. SUBMISSION

Two typed copies of the training report are to be submitted to the Director, MBA Course within one month from the date of the completion of the training. The candidate will retain the third copy for the purpose of the 'Training Viva Examination'.

PAPER XI

PROJECT STUDY

GUIDELINES FOR PROJECT REPORT

Students of the MBA Programme are required to offer 'Project Report' as one of the papers. It is offered at MBA Part-II stage. They are required to prepare a report on the topic of the Project incorporating the details of their working and main findings and suggestions.

Since right from the selection of the topic for project work through preparation of synopsis and finally writing project report involve compliance with certain procedures, it is advisable for a MBA student offering project report to keep the following guidelines in their mind.

1. OBJECTIVE

The objective of the project study is to help the student develop ability to apply multi-disciplinary concepts, tools and techniques to solve organisational problems.

2. TYPE OF PROJECT

The project may be offered in Finance, Marketing, Human Resource and general areas of Management.

3. SUPERVISOR

The project work is done under the supervision of any one of the Members of the Faculty of the Programme.

4. DESIGN

The project report as a paper involves two aspects:

- a) Selection of title and preparation of synopsis in consultation with the Supervisor, and
- b) Writing project report.

5. SYNOPSIS

A synopsis for the 'Project' should include the following:

- a) Title of the Project Study,
- b) Rationale Behind the Study,
- c) Objectives Behind the Study,
- d) Methodology of the study, and
- e) Proposed Chapters.

The synopsis normally is prepared in two to three foolscap pages in consultation with the Supervisor. It should be recommended by the Supervisor and thereafter submitted to the Director, MBA Programme for its approval. For the convenience of the students, a list of the possible topics for the project study may be procured from the Office of the MBA Programme.

6. PROJECT REPORT

Students are required to keep in mind the following points while preparing the project report:

- a) Submission of the manuscript of the project report prepared by the candidate to the Supervisor for his comments and approval.
- b) Before binding the project report the students should ensure that it contains the following:
 - Ø Photocopy of the 'Letter of Introduction' issued by the Director.
 - Ø Supervisor's certificate as follows:

Certified that Mr. / Ms. _____ Class Roll No. _____
Session: _____ prepared the project report entitled _____
_____ under my general supervision in fulfillment of the
requirements of the MBA Course of the Patna University.

Signature of the Supervisor

- Ø If any project report is received without the above documents, the Examiners will not examine it.

7. LENGTH OF THE PROJECT REPORT

The length of the project report may be about seventy five double spaced type pages (A4 size) excluding appendices and exhibits. However, ten percent variation on either side is permissible.

8. SUBMISSION

Two typed copies of the project report are to be submitted to the Director, MBA Programme. The candidate will retain the third copy for the purpose of the 'Project Viva Examination'.

PAPER XII

VIVA-VOCE

General Viva-Voce, Paper XII, carrying 100 marks shall be conducted by a duly constituted Examination Board. The General Viva-Voce shall encompass the entire course of study.