

Semester-III

MB-516	Business Laws	3+0+0=3
MB-517	Business strategy	3+0+0=3
MB-518	Management Information System	3+0+0=3
MB-519	Corporate Ethics	3+0+0=3
MB-500	Summer Training Project	0+0+3=3

- **Major and Minor Electives would be chosen out of the various courses being offered in the four areas of specialization i.e. Marketing, Finance, Human Resources, Information Technology (Major : Four, Minor : One)in SEM III**

SEMESTER-III

(SELECT ANY FOUR MAJOR AND ONE MINOR OUT OF ELECTIVES GIVEN AT THE END)

MB-516: BUSINESS LAWS

Credit: 3+0+0 = 3

Objective : The main aim of this course is to provide the legal framework in which the business entities operate and its impact on business decisions and operations.

The Indian Contract Act, 1872: Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts.

SEBI Act 1992, Consumer protection Act 1986 and Cyber Laws.

The Negotiable Instruments Act, 1881: Nature and Types. Negotiation and Assignment. Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument. Arbitration; The Companies Act, 1956.

Nature and Types of Companies. Formation. Memorandum and Articles of Association. Prospectus Allotment of Shares. Membership. Borrowing Powers. Management and Meetings. Accounts and Audit. Compromise Arrangements and Reconstruction Prevention of Oppression and Mismanagement. Winding Up.

Suggested Readings

- 1 Avtar Singh. Company Law. 11th ed. Lucknow, Eastern, 1996.
- 2 Khergamwala, J S. The Negotiable Instrument Acts. Bombay, N.M. Tripathi, 1980.
- 3 Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
- 4 Shah, S M. Lectures on Company Law. Bombay, N.M. Tripathi, 1990.
- 5 Tuteja, S K. Business Law For Managers. New Delhi, Sultan Chand, 1998.

MB-517: BUSINESS STRATEGY

Credit: 3+0+0 = 3

Objective: The Objective of this course is to develop a holistic perspective of enterprise and to help students in learning the finer aspects of business strategy. Students will be introduced to the principles of strategic dimensions of business so as to enable them to deal with business challenges and the dynamic external environment

Components of Strategic Management – Vision, Company Mission, Formulating a Mission Statement, Company Profile.

Strategic Analysis and Choice, Annual objectives, long-term objectives, Grand Strategy, Functional or Operational Strategies, Policies, Institutionalizing the Strategy, Control and Evaluation.

The Three level of Strategy Planning - Corporate Level, Business level, Functional Level, Marketing Strategic Decisions, and Characteristics of Strategic Decisions, Strategic Decision Making – Modes of Strategic Decision-making – Entrepreneurial Mode, Adaptive Mode, Planning Mode, Strategic Decision - making Process,

Environmental Scanning, Strategy Formulation, Strategy Implementations, Evaluation and Control, Implications for Managers

External environment – Political, Economic, Social and Technological Environment, Industry Level Analysis – Porter’s Industry Analysis: Five Forces Model, game theory, SWOT analysis, Vulnerability Analysis, BCG Growth-Share Matrix, The GE Nine-Cell Planning Grid, Arthur D Little Life Cycle Approach , Profit Impact of Market Strategies, Product Market Matrix of Ansoff

The Value Chain and Buyer Value, Competitive Scope , Value Chain and Industry Structure, Value Chain and Organizational Structure, Intellectual Property as Competitive Advantage, Sustaining a Competitive Advantage

Suggested Readings

1. Ansoff, H Igor. *Implanting Strategic Management* . Englewood Cliffs. New Jersey, Prentice Hall Inc.
2. Christensen, C.R. Etc. *Business Policy : Text and Cases*, 6th Ed, Homewood Illinois, Richard D. Irwin
3. Glueck William F. *Strategic Management and Business Policy*, 3rd Ed, New York McGraw-Hill
4. Hax. A C and Majluf, N.S. , *Strategic management* . Englewood Cliffs. New Jersey, Prentice Hall Inc.
5. Hamel , G and Prahalad, C.K. *Competing for the future*. Boston Harvard Business School Press .
6. Peters, Tom. *Business School in a Box*. New York ,MacMillan.
7. Mintzberg, Ahlstrand and Lampel . *Strategy Safari*, Pearson
8. Michael Porter , *Competitive Advantage of Nation*

MB-518: MANAGEMENT INFORMATION SYSTEM

Credit: 3+0+0 = 3

Objective: The objectives of this course is to study a basic set of relevant tools which would be necessary for decision making and to develop students diagnostic and analytic skills through suitable logical problems; It aims to acquaint them with the application of information system in all functional areas of management.

Information, Management and Decision Making - Models of Decision Making - Classical, Administrative and Herbert Simon's Models - Attributes of information and its relevance to Decision Making - Types of information, Data Warehousing and Data Mining

Management Information Systems - Need, Purpose and Objectives- Contemporary Approaches to MIS - Information as a strategic resource -Use of information for competitive advantage - MIS as an instrument for the organizational change – Transaction processing systems – Functional information systems

Decision Support Systems - Group Decision Support Systems – Executive Information Systems - Executive Support Systems - Expert Systems and Knowledge Based Expert Systems - Artificial Intelligence

Information System Development :Systems Development Life Cycle - Alternative System Building Approaches - Prototyping – Rapid Development Tools - CASE Tools - Object Oriented Systems

Management Issues in MIS - Information Security and Control -Quality Assurance - Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products - Managing Global Information Systems

Suggested Readings:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia
2. Management Information Systems, WS Jawadekar, Tata McGraw Hill
3. Management Information Systems, Davis and Olson, Tata McGraw Hill
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

MB-519: CORPORATE ETHICS

Credit: 3+0+0= 3

Objective: The aim of this course is to familiarize the students with Indian ethos and values . This course also aims to sensitize the students with the importance of ethics and values in business.

I. Model of Management in the Indian Socio-Political Environment; Work Ethos; Indian Heritage in Production and Consumption; Indian Insight into TQM; Problems Relating to Stress in Corporate

II. Management - Indian Perspective; Teaching Ethics; Trans-cultural Human Values in Management Education; Relevance of Values in Management.

III. Need for Values in Global Change - Indian Perspective; Values for Managers; Holistic Approach for Managers in Decision Making; Secular Versus Spiritual Values in Management.

IV. Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Suggested Readings

1. Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House Delhi 1998
2. -----: Management Effectiveness and Quality of Work-life -Indian Insights, Tata McGraw Hill Publishing Company, New Delhi.1987
3. ----- : Management by Values, Oxford University Press,1991
4. Drucker, P : Managing in Turbulent Times, Pan Books London 1983
5. Kumar, S and N.K. Uberoi : Managing Secularism in the New Millennium, Excel Books 2000
6. Griffiths, B. The Marriage of East and West, Coiling, London 1985
7. Gandhi, M.K.: The Story of My Experiment with Truth, Navjivan Publishing House, Ahmedabad, 1972 The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Appendix I Note on Training and Dissertation

A NOTE ON SUMMER TRAINING

An academia – industry interface is quintessential for success of any business management programme. The fine nuances of business can be better understood in real life situations. With the ever-changing business environment and growing complexity, it becomes imperative for the two to come closer. Sir Padampat Singhanian University offers Summer Training Programme (STP), which is a credit course, to be undertaken typically in the summer break, following second semester. A student is eligible to undergo training in the summer break for 8 weeks, preferably in a corporate institution or an organization of repute. It commences in the month of May.

Department and the Training and Placement (T&P) cell will provide adequate assistance to the students for their training. If a student is interested in making his/ her own arrangement for the practical training, he / she will need to have the training organization approved and route the application through the Head. The organization chosen must be of repute. All such applications must be completed before the end of second semester. The HOD of the department will appoint a supervisor for each student. The supervisor is expected to keep contact with the assigned students through e-mail or telephone. Supervisor, if required may visit the organization. The supervisor will scrutinize the training report and the training certificate. Evaluation of the practical training shall be carried out within the next semester, if the training is satisfactory. In case the training is considered to be unsatisfactory or any student is unable to attend the practical training due to certain genuine reason, the student has to undergo fresh practical training in subsequent summer vacations only if prior permission is sought from the Vice Chancellor. Practical training and submission of summer training report is a mandatory requirement for MBA degree. In case of any absence or repeat of training the clause number 3.08 of the academic regulation 2008 shall not be applicable.

Objectives

The objectives of summer training program are as follows:

- 1 To provide an opportunity to the student to understand the practical aspects of business and management in real life settings
- 2 To put theory into practice
- 3 To sensitize students to gain a deeper understanding of the work, culture, deadlines, work pressure etc. of an organization
- 4 To prepare the students to choose the field of their interest
- 5 To take up projects of significance which will mutually benefit the Industry and the student

Orientation Programme

To prepare the students for summer training programme, orientation programme is of prime importance. Before the commencement of summer training programme, orientation programme will be arranged. The details of the orientation programme along with the schedule, facilitators and timelines will be communicated by the HOD before end of II Semester.

Attendance aspects

100% attendance is compulsory at the company during training period, which represents that student is serious in fulfilling his/ her commitments. As the student has to assist in day to day operations of company, his/ her attendance in the company is a sign of dedication and commitment. In case of emergency, leave can be granted after taking permission from supervisor.

At the end of summer training programme, corporate supervisor has to issue certificate specifying the progress, achievement and attendance, without which the project evaluation will not take place.

Guidelines for evaluation of practical training, dissertation and project work:

For the evaluation of summer training, there will be an internal board of three examiners with the Head of the Department as Chairman, the supervisor and a teacher to be nominated by HOD. The marks will be awarded on the basis of work report, viva voce, etc during the next semester.

Table A

Components	Total (%)
Supervisor assessment	30
Project report	35
Presentation and viva voce	35
Total	100

Guidelines for the preparation of summer training report

Topic chosen for the summer training report should be contemporary and should be of value to the company. It should be handwritten in English and should be submitted as per the calendar. Project report is a written presentation of the work done by the student. It must be however noted that if the work is found with plagiarism, it is not only considered unethical but immoral, hence proper referencing and originality of the work must be maintained. In this connection, for all purposes rules framed by the Academic council dt. 31st May 2008 will be applicable.

Cover page is given as per Appendix II and Contents are given as per Appendix III. Such rules notified on February 23, 2009 are available with the School Of Management for general perusal

Appendix II
Sample Title Page

Report on Summer Training submitted in partial fulfillment

Of the requirement for MBA program

By

Student Name

Student Enrollment Number

Training performed at

Name of the industry/ R&D organization

From to.....

School Of Management
Sir Padampat Singhanian University
Appendix III: Sample Table of Contents

Inner Cover	i
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Name of the industry / corporate institution where training was Undertakeniii
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Chapters

1. Introduction
2. Conceptual aspect of the topic under study/ about company/ industry whichever is applicable.
3. Review of literature, Research Design, detailed methodology
4. Empirical Analysis
5. Findings
6. Conclusions

Acknowledgements

References

Appendices

DISSERTATION- MB 550/ IV SEMESTER

At end of Third Semester an empirical research topic shall be allotted to a student by teacher supervisor and HOD. Teacher supervisor shall essentially be teaching major elective. The objective is to enhance skills of students in his/her specialized field of study. Students will submit Dissertation before end of the fourth semester. Teacher supervisor will guide students to prepare questionnaire, data analysis and preparation of dissertation.

Students will make a PPT presentation during Viva Voce examination. Head, Supervisor and a teacher teaching major elective nominated by the Head shall conduct the Viva Voce examination and marks will be awarded out of 100.

Examination Scheme

Grade points in 10.00 Scale is the point expressed in decimal by converting the per cent aggregate marks obtained by a student in the course and calculate up to 3rd decimal.

System of grades, grading disadvantage, makeup/repeat examination and all other matters including discipline shall be governed by Regulations on Academic Matters under Section 27 of SPSU, Udaipur Act 2008 for all MBA students.

Marks and Duration

1. There will be three Quizzes of 10 marks each, and average of Marks Time(hr)

Two shall be taken(Best two 10 +10/2)	10	@
2. Assignments, Seminars and Projects	15	
3. Mid Term Examination	25	1.5
4. End Term Exam	50	3.0
5. Summer Training Project	100	
6. Dissertation	100	

@ Discretionary

Note 1. Assignments & Seminar will be as per direction of the Teacher concerned, however Project may be allotted by the HOD. Project Report and Paper for Seminar will not be returned to students and shall remain with HOD after evaluation is complete.

2. Topic of Seminar will be allotted by teacher after Mid Term Examination in Consultation with HOD and seminar will be held after notification by HOD on a date suggested by the teacher concerned.

3. Wherever there is a provision for a Case Study, in final term examination One question as case study will be compulsory.

4. Dissertation will be hand written, however, graphs and tables may be typed
Dissertation will not be returned to students .

5. Title page and table of contents will be prepared as per university rules and sample given above.
