

Integral University
M.B.A.
Scheme of Evaluation 2015-2016
For the students admitted in 2015-16 onwards

YEAR-II

SEMESTER- IV

S. No	Subject Code	Subject	Period (Per Week)			Credit	Evaluation Scheme				
			L	T	P		C	Sessional (CA)			Exam
							CA	TA	Total	ESE	Total
01	BM516	Business Environment	3	0	0	3	15	10	25	75	100
02	BM517	Entrepreneurship Management	3	0	0	3	15	10	25	75	100
03	BM518	Management Information System	3	0	0	3	15	10	25	75	100
04	BM519	Business Law	3	0	0	3	15	10	25	75	100
05	BM520	Strategic Management	3	0	0	3	15	10	25	75	100
06	BM521	Total Quality Management	3	0	0	3	15	10	25	75	100
07	BM522	Dissertation Project & Industrial Tour i) Dissertation Project ii) Industrial Tour	0	0	2	1			15 10	75	100
08	BM523	Grand Viva	-	-	-	-*				100	100
Total			18	0	2	19	90	60	175	625	800

L = Lecture,

P = Practical,

T =Tutorials,

C= Credit,

CT = Class Test,

TA =Teacher Assessment,

ESE=End Semester Examination

Subject Total = Sessional Total (CA) + End Semester Exam (ESE)

**MBA- II YEAR
SEMESTER-IV
BM516
Business Environment
w.e.f. 2015-16**

Total Number of Sessions-35

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 3 0 0 3

OBJECTIVE:

The objective of this course is to provide the learner an overview of the global and Indian economic environment. The aim is to provide knowledge about business scenario to help them understand the environment in which the business operates.

UNIT I:

Introduction Of Business Environment

7

The concept of business environment - its significance and nature, environmental scanning, interaction between internal & external environment. Basic philosophy of capitalism & socialism, Concept of mixed economy.

UNIT-II:

Macro Environmental Analysis

08

Basics of Economic environment, socio-cultural environment, technological Environment.

UNIT-III:

General Overview Of Indian Economy

7

Indian financial markets and their regulating body- SEBI institutional financing bodies and role of RBI in regulating money and economy, Indian planning and sectoral development, national income - concepts & measurement.

UNIT-IV:

Policy Initiative

06

Industrial policy, fiscal & monetary policy, economic reforms since 1991, EXIM policy- EPZ, export houses and trading houses, etc, inflationary trends- impacts and analysis, concept of WPI, CPI.

UNIT-V:

International Environment

07

Global economy: size, growth, inflation, developed, NISS and underdeveloped countries and their growth prospects, international trade: world trade, pattern, composition, significant shifts, volume, trade in services. India's position in world trade international trading blocs: NAFTA, EU, OPEC, G-7, SAARC impact of WTO regime on Indian and world economies

SUGGESTED READINGS:

Francis Cherunalum: Business Environment, 13th Edn. Himalaya Publishing Pvt. Ltd. Gupta, C. B., Business Environment, 5th edn, 2009, S. Chand & Sons Publication

Shukla, M.B. Business Environment, 2012 Edn. Taxman Publication Pvt. Ltd. David P. Baron, Business and its Environment,

**MBA- II YEAR
SEMESTER-IV
BM517
Entrepreneurship Management
w.e.f. 2015-16**

Total Number of Sessions-35

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 3 0 0 3

OBJECTIVE: The objective of the paper is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur.

UNIT-I: ENTREPRENEURSHIP

07

Definition, Nature and importance of entrepreneur, Evolution of Entrepreneurship in India, Qualities of an entrepreneur, Entrepreneurial decision process – change from present lifestyle, desirability of new venture formation, possibility of new venture, Types of startups, Difference between entrepreneur and enterprise, Entrepreneurial process, Definition of micro, small and medium enterprises and social Enterprise, perspectives of social entrepreneurship.

UNIT-II: OPPORTUNITY IDENTIFICATION AND STARTING THE VENTURE

07

Scouting for Ideas - sources and methods of generating ideas, Opportunity search and identification, Criteria to select a product, Product planning and development, Selection of product, location, technology, Procurement of Finance and factors of production

UNIT-III: INSTITUTIONAL SUPPORT AND LEGALITY

07

Support and incentives from: Directorate of industries, District industries center, Agro parks, scientific institutions & software technology parks, IDC, SFC, BANKS, SIDBI, Role of NSIC, SISI, KVIC, Venture capital procurement

UNIT-IV: SPECIAL ISSUES AND PROBLEMS

08

Teething problems in setting units; location, technology, marketing; problems of sickness; modernization; mergers and takeovers; and future potential and need for small units.

UNIT-V: OTHER ISSUES

06

Preparation of Project report, Managing taxation and accounting, Women Entrepreneurs, SSI registration and obtaining NOC, Labor legislation for SSI

Suggested Readings:

1. Robert Hisrich, Michael Peters and Dean Shepherd: *Entrepreneurship (TMH) The 9th Edition*
2. Gupta, V.B. & N.P. Srinivasan: *Entrepreneurial Development (Sultan Chand & Sons) Edition 2011*
3. Vasant Desai: *Management of a small scale industry (Himalaya publishing house) Edition 2012*

**MBA- II YEAR
SEMESTER-IV
BM518
Management Information System
w.e.f. 2015-16**

Total Number of Sessions-35

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 3 0 0 3

Objective: The objective of the course is to introduce students to Management information system, designing decision support system and appropriate applications of information management, strategic advantages, and effective decision making with data and people in global and complex business organizations.

UNIT I: THE INFORMATION AGE

7

Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.

UNIT II: INFORMATION SYSTEMS IN DECISION MAKING

7

Decision making in business, The decision making process, Concept of gross system design and detailed system design, Information systems in strategic planning, Structured & unstructured problems, Decision support System components, Types of decision support systems, Executive information systems

UNIT III: INFORMATION SYSTEMS FOR STRATEGIC ADVANTAGE

7

Competitive strategy concepts, Strategic roles for information systems, Improving business operations, Promoting business innovation, Locking in customers and suppliers, Creating switching costs, Raising barriers to entry, Building a strategic IT platform, Developing a strategic information base, Information Systems and the value chain

UNIT IV: INFORMATION SYSTEMS IN BUSINESS FUNCTIONS

7

Manufacturing & inventory control, Marketing sales & customer service, Human resources information services, Financial & accounting information system, Customer of data & transaction files, Integration of business functions

UNIT V: INFORMATION TECHNOLOGY IN BUSINESS

07

E-Commerce: The Internet, Intranet and extranets, Business to business trading, Business to consumer trading, E-Governance, Rules for successful online business transactions, M-Commerce. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

Suggested Readings

1. C.S.V Murthy : Management Information Systems, Himalaya Publishing House, New Delhi.
2. Laudon K C & Laudon J P : Management Information Systems: Managing the Digital Firm, Prentice-Hall.
3. O'Brien J : Management Information Systems, Tata McGraw-Hill, Galgotia
4. Oz E : Management Information Systems, Vikas Pub.
5. Jawedkar W S : Management Information Systems, Tata McGraw-Hill,
6. *Mudrick R G : An information system for modern management, Pearson.*

**MBA- II YEAR
SEMESTER-IV
BM519
Business Law
w.e.f. 2015-16**

**Total Number of Sessions-35
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 0 0 3**

OBJECTIVE: The present course aims at familiarizing the students with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, ever changing procedures and practices in the field of law in a comprehensive way.

UNIT-I: 07

The Indian Contract Act 1872:

Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Breach of Contract, Quasi Contracts, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency

UNIT-II: 07

Partnership Act, 1932

Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, , Registration of Firms, Dissolution of firms.

Sale of Good Act, 1930

Definition of a Contract of Sale, Conditions and Warranties, Right of Unpaid Seller against the Goods, Remedies for Breach.

UNIT - III:

The Negotiable Instruments Act 1881 07

Definition and Characteristics & Kinds of Negotiable Instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course

The Information Technology Act, 2000

Definition, Digital Signature, Electronic Governance, Attribution, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates,

UNIT - IV 07

Companies Act, 1956

Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

UNIT - V:

07

Consumer Protection Act, 1956

Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the act,

Awareness of other Business Related Acts:

The Essential Commodities Act 1955, Foreign Exchange Management Act 1999, Securities Exchange Board of India Act,

1992: Objective, Salient Features, Definition of Security, Securities Exchange Board of India- Composition, Powers and Functions.

Suggested Reading:

1. S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (14th Edn. New Age Publication,
2. Shukla, M.C. Mercantile Law (S.Chand:New Delhi)
3. Mamoria, Mamoria and Gankar Dynamics of Industrial Relations in India (Himalaya: New Delhi)
4. Chawla, Garg, and Sareen.: Mercantile Law, 7th Ed. Kalyani

**MBA- II YEAR
SEMESTER-IV
BM520
Strategic Management
w.e.f. 2015-16**

Total Number of Sessions-35

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 3 0 0 3

Objectives:

The objective of the course is to develop amongst students the importance of strategy in organization and knowledge of various strategic tools.

UNIT I

7

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

UNIT- II

08

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT -III

06

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development,

UNIT -IV

07

Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Case Study related to the Entire Syllabus.

Suggested Readings:

1. Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall.
2. Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi.
3. *Kark Rajneesh (2008). Competing with the Best: Strategic Management of Indian Companies in a Globalizing, Arena Penguin Books.*

**MBA- II YEAR
SEMESTER-IV
BM521
Total Quality Management
w.e.f. 2015-16**

**Total Number of Sessions-35
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 0 0 3**

OBJECTIVES:

The course has been designed to understand the concept and culture of total quality management, develop skills to use SQC techniques and other quality tools in solving quality-related problems and learn approaches to achieve customer satisfaction at a competitive price.

Unit I: Quality – A fundamental perspective **7**

Quality definitions and dimensions; Reliability and maintenance; Quality costs; Quality and productivity; Quality policies and goals, Strategic QM; TQM and its building blocks; TQM vs. traditional organizations; Benefits and obstacles in TQM.

Unit II: Quality Management Philosophies **7**

Deming philosophy, Juran philosophy, Crosby philosophy, Taguchi philosophy, Kaizen and its management practices

Unit III: Tools for Process Management **7**

Seven tools- flowcharts, check sheets, histograms, Pareto chart, scatter diagram, control chart, cause-and-effect diagram; Continuous improvement techniques; Benchmarking process; Six sigma approach.

Unit IV: Strategic Planning & Sustaining Total Quality **7**

Strategic Quality Management ISO: 9000 – Objectives, Structure, Elements & benefits, Benchmarking & BPR for attaining TQM, Six sigma, Personnel practices in a Quality world, How to make employees customer driven, A world of teams, Performance evaluation, Shift emphasis from people to process performance, Skills process – How to use training to build skills & the concept of skills data base.

Unit V: Managing Customer for TQM **7**

Customer value – defining and relating to means-end relationship, Customer value process measurement & strategizing, Customerising the corporation, Total customer satisfaction

Suggested Readings

1. Bank, J. : The Essence of Total Quality Management, Prentice Hall.
2. Dale, B. G.(ed) : Managing Quality, Philip Allen, Hemel Hempstead
3. Feigenbaum, A.V. : Total Quality Control, McGraw Hill, New York.
4. Nasao Nemoto : Total Quality Control for Management, Englewood Cliffs, N. J. Prentice Hall Inc.
5. Crosby, P. B. : Quality is Free, McGraw Hill, New York.
6. Juran, J.M., (ed) : Quality Control Handbook, McGraw Hill, New York.
7. Kehoe, D.F. : The Fundamentals of Quality Management, Chapman & Hall, London
8. Grant, E. L., & R.S. Leavenworth : Statistical Quality Control, McGraw Hill, New York.
9. J. J. M. & F. Gryana : Quality Planning and Analysis, McGraw Hill, New York. Total Quality management : Bounds, Yorks, Adams, Ranney(McGrawHill Pub.)
10. *TQM for Sales & Marketing Management –James. W. Cortada*

**MBA- II YEAR
SEMESTER-IV
BM522**

Dissertation Project & Industrial Tour

Total Number of Sessions-25

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 0 0 2 1

Objective:

The objective of this subject is to make the students explore their research skills and to acquaint the students with industrial exposure.

Requirement of the project:

The project will be entirely research based on area having managerial implications and has to be submitted in the department. Viva-Voce examination will be conducted by external examiner.

This project had to be compulsorily done under any one-faculty member of the department who will be the guide of the project and will give a certificate of completion to the candidate on successful completion of the report.

Requirement of the Industrial Tour:

The students will be compulsorily required to go for the industrial tour of 7-10 days along with the selected faculty members. The students who fail to attend industrial tour on account of some valid reason of health or finance of the family would be required to go for community Development Programme in which they will work on the socio-economic issues of any urban society/ rural /slum area that would have managerial implication and submit the report for internal evaluation.

Internal evaluation will comprise of 15 marks for Dissertation project and 10 marks for Industrial tour report presentation.

**MBA- II YEAR
SEMESTER-IV
BM523
Grand Viva
w.e.f. 2015-16**

**Total Number of Sessions-00
Max. Marks: 100
External Assessment: 100
Internal Assessment: 00
L T P C - 0 0 0 0**

The Grand Viva-Voce will be evaluated by the External Examiner, covering the whole syllabus of all the semesters including summer training.