

***MASTER OF BUSINESS ADMINISTRATION***

***Specialization: Major Minor***

***E Business***

***Rural Management***

***Mass Communication***

***Social Works***

**SYLLABUS**



**2015-2016**

**Faculty of Management Studies**

**M.L. Sukhadia University**

**UDAIPUR (RAJ.)**

## **THE PROGRAMME**

The Master of Business Administration (MBA-E-Business, RM, SW and Mass Com.) is a two year full-time program. The nomenclature parenthesis is to be replaced with major minor specialization. The course structure and program administration are as follows:

## **COURSE OBJECTIVES**

The traditional educational environment is changing rapidly as learners seek the flexibility in making choice of specialization in general and subjects or modules in particular. The educational institutions too have to design the courses which are customized. The present course is designed considering the long debated issue of customized education. Initially, three fastest growing sectors have been chosen to offer specialization and learners are given flexibility of making choice of modules. Each module is designed to cover a theme of a particular specialization.

Mass communication as business opportunity has been given due attention in the recent past in India. The country blooming with tons of mass communication units in the form of TV channels, newspaper agencies and advertising firms is testimony to the fact. Realizing this fact, a specialization in mass communication has been offered. An individual trained in the field has the chance to build a career for himself in the news media industry, publishing industry or the public relations departments of various companies as well as jobs in research institutes.

More than seventy percentage of Indian population live in villages. The development of rural areas has always been prime focus of our government. The central as well as state government has initiated various schemes for development. The popularity of MNAREGA is an example. The participation of management professionals in implementation of these kinds of schemes can enhance the pace of rural development. In the similar manner the manufacturing as well as service organizations have also started searching the markets of their product in rural areas. The popularity of technologically sound products like mobiles, computers, E-choupals etc. is strong evidence. The professionals opting for rural management and social works may be absorbed in government, public, private organizations and NGOs for various activities.

With the advent of technology the walk of business has also changed rapidly. The traditional trading has been replaced by electronic business. E-business improves information flow and utilizes technology to provide business solutions. The increasing shift of traditional to electronic business has created a demand of management professionals trained in this electronic medium of doing business.

Thus the present course will provide trained management professionals for media, rural and e-business organizations.

## **ADMISSION**

**Intake:** 60 seats (Including 9 Business Sponsored seats)

**Eligibility:** Graduation (10+2+3) 50% (For SC/ST/OBC as per University Rules)

**Admission Process:**

The Admission procedure for 51 seats will be as under:

- MAT Scores above 60 percentile or CMAT or Own admission test followed by Group Discussion and Personal Interview.

- Relaxations for SC/ST/OBC candidates will be given in MAT Scores to fill up the required quota seats.
- The Weightage of Group Discussion and Personal Interview will be 20%.
- A combined merit list on the basis of marks obtained by candidates will be prepared out of 80% for MAT Scores/CMAT/own test and 10% for GD and 10% for PI. The students will be admitted from the list.
- Or any admission procedure devised by admission committee.
- The admission for 9 Business Sponsored Seats will be done separately. A merit will be prepared on the basis of educational and professional weightage index consisting of 10% weightage for 10<sup>th</sup> class, 20% weightage for 12<sup>th</sup> class, 30% weightage for graduation, 20% weightage for MAT Score/own test and 20% weightage for supervisory or managerial experience in a limited company (Maximum Upto 5 years ie. 4 marks each year for a index of 100).

**Reservation:** As per M. L. S. University rules (refer to University admission Bulletin)

### **COURSE FEE**

- For Normal Seats: 75000/- Per Annum
- For Business Sponsored Indian National Residents 1,75,000/-
- For Business Sponsored Seats: \$4500 Per Annum

### **OTHER INFORMATIONS:**

- The students may be taken to Indian and International tours on sharing basis.
- As a part of Industry –academia interaction and practical exposure industry visits, camps to local rural areas will be organized.
- Study materials viz study notes, cases, class presentation photocopies will be provided to students free of cost.

**For all other rules and regulations please refer to university admission bulletin.**

## **COURSE STRUCTURE**

The programme has been organized in two years-First Year and Second Year, each year comprising two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:

### **FIRST YEAR**

#### **Semester-I**

MS-101	Management Process and Organizational Behaviour
MS-102	Quantitative Methods
MS-103	Managerial Economics
MS-104	Environment and Management
MS-105	Business Communication
MS-106	Indian Ethos and Values
MS-107	Accounting For Managers
MS-108	Computers and MIS

#### **Semester-II**

MS-201	Business Legislation
MS-202	Business Policy and Strategic Analysis
MS-203	Human Resource Management
MS-204	Financial Management
MS-205	Marketing Management
MS-206	Production and Operation Management
MS-207	Research Methodology
MS-208	International Environment and Management

### **FINAL YEAR**

#### **Semester-III**

MS-301	Entrepreneurship Development
MS-302	Summer Training Project Report
MS-303	Module Major: Paper-1
MS-304	Module Major: Paper-2
MS-305	Module Major: Paper-1
MS-306	Module Major: Paper-2
MS-307	Module Minor: Paper-1
MS-308	Module Minor: Paper-2

#### **Semester-IV**

MS-401	Module Major: Paper-1
MS-402	Module Major: Paper-2
MS-403	Module Minor: Paper-1
MS-404	Module Minor: Paper-2
MS-405	Major Research Project

## **Summer Training**

At the end of second semester, all students will have to undergo summer training of probably 6 weeks with an organization by taking up a project study. The conditions of successfully completing the programme 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 Department / Faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within five weeks of the commencement of the third semester for the purpose of evaluation in the fourth semester.

## **PROGRAMME ADMINISTRATION (*SUGGESTED GUIDELINES*)**

### **Evaluation**

- (i) Each paper will carry 100 marks of which minimum of 20% of marks should be for internal assessment and remaining percentage of marks is for written examination. The duration of written examination for each paper shall be three hours.
- (ii) The internal assessment marks shall be based on factors such as: Participation in seminars, case discussions and group work activities
  - \* Class tests, quizzes, individual and group oral presentations
  - \* Submission of written assignments, term papers and viva-voce
  - \* Class-room participation and attendance

There will be one mid term class test which will carry 10 marks. If any candidate does not appear in any of the mid term tests on medical or other valid grounds, he may appear in the defaulter test by depositing a fee of Rs. 150/- per course.

The course for the mid term test will be first two units but the defaulter test coverage will be entire course. Home Assignment, individual, group presentation and attendance will carry 10 marks.
- (iii) The scheme of evaluation of project studies shall be as follows:
  - (a) For Paper MS-302, a project report based on the summer training will have to be submitted within five weeks from the commencement of third semester. The written part of the project studies shall account for 70% of marks and remaining 30% shall be on the basis of industry evaluation or internal assessment. A continuous tracking of student on summer training through faculty visits; telephonic feedbacks etc. and written part shall be the basis of internal evaluation of project report.
  - (b) Paper MS-405, final Major Research project study shall commence in the beginning of fourth semester and the report should be submitted towards the end of fourth semester. This research project will carry 200 marks weight. The candidate has to approach specialization related industry and in joint supervision of Industry representative and Faculty members of FMS, the Project is to be completed. The project may even be in form of research project in relevant field. The candidate has to be in touch of industry/ field visit for a minimum period of 10 weeks for completing the project and has to attach a certificate of originality of work. The written part and the viva-voce to be conducted by a duly constituted examination board for the specialization oriented project studies shall account for 70% of marks and the remaining

30% of marks of internal evaluation are to be awarded by respective industry representative and faculty members. The internal evaluation by faculty for written portion shall account for 20% of total marks while in 10% against participation and attendance at industry or field work.

### **Promotion and Span Period**

- (i) The span period of the programme is four years from the date of registration in the programme.
- (ii) The minimum marks for passing the examination for each semester shall be 40% in each paper and 50% in aggregate for all the courses of the semester.
- (iii) To be eligible for promotion to the second year of the programme, a student must clear successfully at least 12 papers out of the 16 papers offered during first year of the programme.
- (iv) The degree shall be awarded to successful students on the basis of the combined results of first year and second year examinations as follows:
  - Securing 60% and above : Ist Division -
  - All other : IInd Division
- (v) A student to be eligible for award of degree has to clear all the papers offered during two-year programme within the span period.

*The Institute/Universities may evolve their own Grading System for evaluation.*

### **Re-examination**

A candidate who has secured minimum marks to pass in each paper but has not secured the minimum marks required to pass in aggregate for the semester concerned may take re-examination in not more than two papers to obtain the aggregate percentage required to pass the semester.

A regular student will be allowed to re-appear in any paper in any semester. However, the total number of attempts for a paper shall not exceed four during the span period of the programme. As regards the ex-students, they will be allowed to re-appear in papers only in the semester examination when held, subject to total number of attempts for a paper not exceeding four during the span period of the programme.

### **Selection of Optional Papers :**

Four modules to be opted by the candidate will have to be opted from one optional area which will be called as major elective and two modules to be opted by the candidate will have to be opted from another optional area which will be called as minor elective.

Out of four modules of major electives, the candidate will opt two modules in III semester and one module in IV semester.

From the minor elective area, out of two optional modules one will be opted in III semester and one in IV semester.

The optional area to be introduced in a session will be notified by the Coordinator/Course Director in the beginning of the session. It is not necessary to introduce all the optional area is every session.

For every major elective group the minimum number of students must be not less than 25.

**Attendance**

No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the Head/Dean of the Department/Faculty to have attended the three-fourths of the total number of classroom sessions conducted in each semester during his/her course of study. Any student not complying with this requirement will not be allowed to appear in the semester examination. However, the Head/Dean may condone the required percentage of attendance by not more than 10 per cent during a semester.

A student not allowed to appear in the preceding semester examination due to shortage of attendance, may appear in the papers of the proceeding semester along with the papers of current semester after making up the attendance shortfall. Remedial classes, however, will not be arranged by the Department/ Faculty for the purpose.

# *Semester - I*

## **MS-101 to MS-108**

### **MS-101: Management Process And Organizational Behaviour**

#### **Objectives**

The objective of this paper is to familiarize the student with basic management concepts and behavioural processes in the organization.

#### **Course Contents**

- I. Management: Nature, meaning and significance of management, managerial functions skills and roles in organization, Evolution of management thought, comparative management schools of thoughts. Planning: The nature and purpose of planning, objectives, strategies, policies and planning premises, decision making.
- II. Understanding and Managing organizational system - Organizational design and structure, Organizational Dynamics, Organizational Conflict, Work stress. Organizational Climate and Culture; Power and Politics; Organizational Change Effectiveness and Development; Organizational Learning; Creativity and Innovation
- III. Understanding and Managing Individual behaviour - Personality, Perceptions, Values, Attitudes, Learning, Work Motivation, Individual decision making and problem solving.
- IV. Understanding and managing group processes - Interpersonal and group dynamics, applications of emotional intelligence in organizations, group decision making, Leadership and Influence process,
- V. MBO, Staffing and Directing. Controlling: control techniques, Intergroup Behaviour and Collaboration; Management of Gender Issues; Cross- Cultural Dynamics.

#### **Suggested Readings**

1. *Koontz, H and Wehrich, H. Management. 10th ed., New York, McGraw Hill, 1995.*
2. *Luthans, F. Organizational Behaviour. 7th ed., New York, McGraw Hill, 1995.*
3. *Robbins, S P. Management. 5th ed., New Jersey, Englewood Cliffs, Prentice Hall Inc., 1996.*
4. *Robbins, S P. Organizational Behaviour. 7th ed., New Delhi, Prentice Hall of India, 1996.*
5. *Singh, Dalip Emotional Intelligence at Work, Response Books, Sage Publications, Delhi, 2001*
6. *Staw, B M. Psychological Dimensions of Organizational Behaviour. 2nd Ed., Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.*
7. *Stoner, J. etc. Management. 6th ed., New Delhi, Prentice Hall of India, 1996.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.