

MBA: Semester-III**Paper MGTM-301: MANAGEMENT INFORMATION SYSTEM****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

Today, the management of information systems is mostly associated with databases, the Internet, and server rooms. However, “information management” has been around since before the invention of these tools. It is as old as commerce itself, as traders, bankers, and merchants have always had reason to track sales and inventory. Creditors must be aware of how much capital has been lent to borrowers and how much money has been deposited at banks. In its most general terms, information systems encompass any interactions between organized data and people.

MIS can be the means by which information is transmitted (such as the Internet), the software that displays the information (such as Microsoft Excel), or the systems that manage the data. In this course, you will learn about the various components of information systems and how to leverage them in business.

Curriculum:**Unit-I: Introduction**

Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS).

Unit-II: Artificial Intelligence (AI)

Artificial Intelligence (AI), Applications of Artificial Intelligence, Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System (ES), Executive Information System (EIS), Cross Functional Information Systems.

Unit-III: Role of MIS

Strategic Advantage with MIS, Competitive Strategy Concept, The Value Chain and Strategic IS, Using IT for Strategic Advantage, Business Process Re-engineering, Creating a Virtual Company, Improving Business Quality, Total Quality Management, Becoming an Agile Company, Building a Knowledge Creating Company.

Unit-IV: Developing MIS Systems

System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance.

Unit-V: Applications

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.

Recommended Book

1. Laudon K C and Laudon J P - Management Information Systems: Managing the Digital Firms (Prentice Hall, 1 Ed.)
2. O'Brien James - Management Information System (Tata Mc Graw Hill, 12 Ed.)
3. Jawedkar W S - Management Information System (Tata Mc Graw Hill, 3 Ed.)

Reference Books

1. Arora Ashok, Bhatia Akshaya – Management Information System (Excel, 1 Ed.)
2. Davis & Olson – Management Information System (TMH, 2 Ed.)
3. Murdick, Ross, Claggett – Information System For Modern Management (PHI, 3 Ed.)
4. Stair & Reynolds – Fundamentals of Information Systems (Thompson, 2 Ed.)

MBA: Semester-III**Paper MGTM-302: LEGAL REGULATORY FRAME WORK FOR BUSINESS****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

'*Ignorantia juris non excusat*' meaning thereby, 'ignorance of law cannot be excused'. So whether a person is aware of law or not, any violation of law even if unintentional, attracts penal action. It is therefore essential for a businessman to understand the fundamental legal aspects which directly affect the business operations. Some of such 'must-understand' legal areas covered in this module include provisions relating to Contracts, Sale of goods and matters associated with the formation and functioning of companies in India.

To provide a fundamental understanding of the various provisions of Indian Contract Act, 1872 Sale of Goods Act, 1930 and Indian Companies Act, 1956 pertaining to Indian business scenario.

Curriculum**Unit I: Indian Contract Act, 1872-I**

Concepts of contracts and agreements: Definition, difference between contract & agreement

Classification of contracts: Classification based on enforceability, Classification based on mode of formation, Classification based on extent of execution.

Proposal & Acceptance: Meaning of proposal, classification, essentials of a valid proposal, Meaning of acceptance, essentials of a valid acceptance

Contractual capacity: Meaning, Minor, Persons of unsound mind, Persons disqualified by law, effects of agreements by persons not possessing contractual capacity.

Unit II: Indian Contract Act, 1872-II

Consideration: Meaning, Essentials of valid consideration

Free consent: Meaning, Coercion, Undue influence, Fraud, Misrepresentation, Mistake

Legality of object & consideration: Circumstances when agreements are deemed to be with unlawful objects & considerations

Void agreements: Meaning, expressly declared void agreements

Unit III: Indian Contract Act, 1872-III

Performance of contract: Meaning, types & effects of performance, Essentials of a valid tender, Persons who can demand performance, Persons who must perform

Discharge of contract: Meaning, Modes of discharge of contract

Breach of contract: Meaning, types of breach of contract, remedies

Quasi contract: Meaning, types of quasi contracts

Contingent contract: Meaning, essentials of valid contingent contract

Unit IV: Sale of Goods Act, 1930

Contract of sale: Meaning, essentials, sale, agreement to sell, differences

Goods: Meaning, types of goods

Conditions & warranties: Meaning and differences, Doctrine of caveat emptor & its exceptions

Passing of property: Rules regarding passing of property in goods from seller to buyer

Delivery: Meaning, types of delivery

Rights of unpaid seller: Rights against the goods, Rights against the buyer

Unit V: Indian Companies Act, 1956

Company: Meaning, features and classification

Formation: Procedure involved in Incorporation of a company

Board of Directors: Meaning, appointment

Constitutional documents: Memorandum of Association, Articles of Association.

Recommended books:

- Tulsian, P C, *Business Law*, Tata McGraw Hill Education Private Limited, New Delhi, 2nd Edition, 2009.
- Garg, Sharad, *Case Laws in Mercantile Law*, Ramesh Book Depot, Jaipur, 2011.
- Kuchhal, M C, *Modern Indian Company Law*, Shree Mahavir Book Depot, New Delhi, 27th Edition, 2012.

Reference books:

- Aggarawal, Rohini, *Mercantile & Commercial Laws*, Taxmann Publications, New Delhi, 2012.
- Majumdar, A K and Kapoor, G K, *Company Law*, Taxmann Publications, New Delhi, 2012.
- Gogna, P P S, *A Text book of Mercantile Law (Commercial Law)*, S Chand, New Delhi

MBA: Semester-III**Paper MGTM-303: CORPORATE STRATEGY****Duration: 3Hrs.****Marks: 100****Credits: 4****Objectives**

- To introduce Strategy to the students as the heart of general management education.
- It will explore how firms compete in a competitive market and what they need to do to be successful.
- Give students a clear strategic thinking to inform the decisions of every general manager and is the basic competence of management consultants everywhere.
- The Course structure gives an insight into the strategic planning process done by organizations.
- The student is required to learn the basics of how a strategy is formed and finally implemented by organization.

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1:	Understand the various concepts of strategy and their importance in business operations.
CO2:	Learn the various tools, techniques and importance of analysis of environmental factors to design an effective strategy.
CO3:	Learn the wisdom, objectives and importance of strategy at various levels of management.
CO4:	Learn the methods of designing a strategy that produces results.
CO5:	Understand the feedback and learning mechanism to improve the strategy and its relationship with corporate governance.

Curriculum**Unit I:**

Concept of strategy : Defining strategy, Levels at which strategy operates, Strategic Decision Making and Approaches to Strategic Decision making, essence of strategic thinking, replacing planning with strategic thinking, strategic management process, Mission and Purpose, Objectives and Goals, Strategic Business Units.

Unit II:

Environment Analysis and Diagnosis - Concept of Environment and its components, Environment scanning and appraisal, organizational appraisal, Strategic advantage analysis and diagnosis, SWOT analysis.

Unit III:

Grand Strategies –Stability, growth, retrenchment & combination strategies- Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround – divestment and Liquidation strategies. Strategies for competing in globalizing markets.

Process of Strategic Choice – Process of strategic choice – Gap analysis. Industry analysis, competitor analysis - Porter's Five forces Model of competition. SWOT analysis- Synergy and Dysergy, Mckinsey's 7's framework; GE-9 Cell Model, Bostan's Consultancy Model. Distinctive competitiveness; Factors affecting Strategic Choice.

Unit IV:

Inter-relationship between formulation and implementation; Issues in strategy implementation, Resource Allocation, Budgets, Behavioural Issues – Leadership styles – Charismatic, transformational, visionary, team, cross-cultural & ethical leadership, Corporate culture and values power Social Responsibilities – Ethics, Building capable organization.

Functional Issues – Financial, Marketing, Operations and Personnel Plans and policies. Strategy and Structure: Organization structure, Structural Considerations, Structure for strategies, Organizational design and change, Matching structure and strategy.

Unit V:

Strategy Evaluation: Importance, Overview of strategic evaluation, strategic control, techniques of strategic evaluation and control, Operational Control.

Corporate Governance – Introduction & meaning, stakeholders, ownership & management, governing board, governance issues, governance & strategic implementation.

Recommended books:

- Business policy and strategic Management, Azhar Kazmi, Tata McGraw -Hill

Reference books:

- Strategic management and business policy, William F. Glueck, Tata McGraw -Hill
- Strategic Management, Michael Porter, Prentice hall of India
- Cases in Strategic Management, S.B. Budhiraja & Atheya, Excel Books

MBA: Semester-III**Paper MGTM-307: SUMMER INTERNSHIP PROJECT REPORT****Marks: 100****Credits: 4****Objective**

Student has to undergo a practical training of minimum forty five days after second semester. MBA being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learn during the course. During the training programme student is expected to collect vital information through internal and external source so as to reach concrete conclusions on the given subject. Student has to prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization, guide etc.

A viva-voce examination will be conducted before the Semester III examination. A viva-voce committee of minimum two members will be appointed by the university.

Guidelines for the project report

Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide.- Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows-.

CHAPTER NO-I – Introduction to the study.

- 1.1 Introduction
- 1.2 Objectives and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

CHAPTER NO.II – Introduction to the organisation

- 2.1 Introduction to the industry
- 2.2 Brief History of organisation
- 2.3 Subsidiaries, Associates of the company
- 2.4 Departments / Manufacturing process
- 2.5 Important statistical information
- 2.6 Future prospect
- 2.7 Organisation Structure

CHAPTER – III - Theoretical Background

Basic concepts

Necessary theoretical inputs may be added to support the research work.

CHAPTER –IV – Data Analysis and Interpretation

Data should be analyzed with help of various tools studied in the Subject "Application of Research Methods in Management".

CHAPTER-V Findings / Observations

CHAPTER VI- Suggestions / Conclusion

Appendix

Questionnaire / Charts / Data / Diagrams / Tables / etc.

Bibliography

The above guidelines are not the prescription on writing the project report but can be used as milestones while writing the Project Report. The guide has the every discretion to change the chapter scheme as per the requirement

Note

1. There should be proper linkage between objectives, data analysis and interpretation, findings and suggestions.
2. Student should not use logos and name of company on the project report pages. Header and Footer shall consist of university name and institute name respectively. No other information should be included in the Header and Footer.
3. Use of colors in text matter should be avoided.