



**MBA - AGRICULTURE BUSINESS
 (TWO YEAR FULL TIME)
 CURRICULUM 2008
 SEMESTER I**

Code No.	Course Title	L	T	P	C
YAB101	Organizational Behaviour & Ethos	3	0	0	3
YAB102	Quantitative Methods	4	0	0	4
YAB103	Managerial Economics	3	1	0	4
YAB104	Accounting and Financial analysis	3	1	0	4
YAB105	Managerial communication	3	1	1	5
YAB106	Management Information system	3	0	0	3

Total Hours:23

Total Credits:23

SEMESTER II

Code No	Course Title	L	T	P	C
YAB201	Agri business and Rural Marketing	3	1	0	4
YAB202	Operations Research	4	0	0	4
YAB203	Human Resource Management	3	1	0	4
YAB204	Production Management	3	1	0	4
YAB205	Research Methodology	3	1	0	4
YAB206	Strategic Management	3	0	0	3
YAB207	Environment and Agribusiness Management	3	0	0	3

Total Hours:26

Total Credits:26

SEMESTER III

Code No	Course Title	L	T	P	C
YAB301	Entrepreneurial Development Management	3	1	0	4
YABE**	Electives – I	3	0	0	3
YABE**	Elective-II	3	0	0	3
YABE**	Elective-III	3	0	0	3
YABE**	Elective-IV	3	0	0	3
YABE**	Elective-V	3	0	0	3
YAB307	Summer Internship	0	0	12	6

Total Hours / Week = 25

Credits-25

SEMESTER IV

Sub Code	Subject	L	T	P	C
YAB401	Agri Business project	0	0	0	26

Total Credits:26

**** denotes any two digit number from 51 to 69**

Over all Credits:100

ELECTIVES

Code No	Course Title	L	T	P	C
YABE51	Seed production Technology	3	0	0	3
YABE52	Fertilizer technology & management	3	0	0	3
YABE53	Agro chemicals & Technology Management	3	0	0	3
YABE54	Management of Bio-Tech Industries	3	0	0	3
YABE55	Management of Floriculture & Landscaping	3	0	0	3
YABE56	Technology management & Livestock products	3	0	0	3
YABE57	Feed Business management	3	0	0	3
YABE58	Food Technology & Processing management	3	0	0	3
YABE59	Fruit production & Post harvest Management	3	0	0	3
YABE60	Agricultural Finance/banking	3	0	0	3
YABE61	Agro Industries	3	0	0	3
YABE62	Agro Processing & Agricultural Trade	3	0	0	3
YABE63	Fisheries	3	0	0	3
YABE64	Forest based Industries & Irrigation	3	0	0	3
YABE65	Export – Import markets	3	0	0	3
YABE66	Farm machinery and Equipment	3	0	0	3
YABE67	Micro Finance	3	0	0	3
YABE68	Out put marketing	3	0	0	3
YABE69	Veterinary products	3	0	0	3

UNIT – I ORGANIZATIONAL BEHAVIOUR

9

Nature and Scope of Organizational Behaviour: Concept of Organization, Concept of Behaviour, Concept of Organizational Behaviour. The field of Organizational Behaviour. Individuals, Groups and Systems in Organizations. Manager's job.

PERCEPTION: Perceptual Processes. The Role of object in Perception. The Role of Environment in Perception. The Role of Observer in Perception. Significance of Perception for Managers.

LEARNING: Concept of Learning. Theories of Classical and Operant Conditioning. Learning Curves. Significance of Learning for Managers.

ATTITUDES: Concept of Attitudes .Components of Attitudes. Attitude Formation. Significance of Attitude for Managers.

UNIT – II MOTIVATION

9

Concept of Motivation. Abraham Maslow's Hierarchy of Needs. Frederick Herzberg:Hygiene Factors and Motivation. The Expectancy Model of Motivation. McClelland's Achievement Motives Worker's Job Maturity.

TRANSACTIONAL ANALYSIS: Transaction as Unit of Social Interaction, Three Ego States: Parent, Adult and Child. Four Life Positions.

UNIT – III GROUP IN ORGANIZATIONS

9

Concept of Group. Group Membership. Group Cohesiveness. Norms, Conformity, Deviance. Group Performance. Group Decision Making.

INTER GROUP AND ORGANIZATIONAL CONFLICT: Concept of Conflict. Sources of Conflict. Changing views of Conflict: Functional and Dysfunctional. Dynamics of Organizational Conflict. Methods of Managing Conflict.

UNIT – IV CREATIVE PROCESSES IN ORGANIZATIONS **9**

Concepts of Creativity. Types of Creativity. Stimulating Creativity in Organizations. The Creative Climate/Culture.

INFLUENCE, POWER AND AUTHORITY: Concept of Influence. Power and Authority, Sources of Power. The Basis of Formal Authority in Organizations.

UNIT – V LEADERSHIP **9**

Concept of Leadership. Trait Approach to Leadership. Behavioural each to Leadership. Situational Factors in Leadership. Path-Goal Theory. Leadership Styles. Successful Vs. Effective Leadership. Leadership Vs. Manager ship. Leadership Vs. Organizational Change.

MANAGEMENT OF JOB STRESS: The Nature of Job Stress. Sources of Job Stress. Consequences of Job Stress. Management Job Stress. Yoga & Stress. Lessons from Indian Scriptures for coping with stress.

INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOUR: Concept of Cross-Cultural Management. Variation in work Behaviour Across Cultures. Cross-cultural Communication Barriers. Managing Cultural Diversit

Total: 45

REFERENCES:

1. Fred Luthans, Organisational Behaviours, Mc Graw Hill Book Co. 1995.
2. Stephen P. Robbins, Organisational Behaviour, Prentice Hall, 1997.
3. Keith Davis, Human Behaviour At work, Mc Graw Hill Book Co. 1991.
4. Gregory Moorehead and R.W. Griffin, Organisational Behaviour Managing People and Organisations, Jaico, 1994.
5. Judith R. Gordon, A Diagnostic Approach to Organisational Behaviour, Allyn & Bacon, 1993.
6. Robbins Stephen P., Timothy A Judge and Seema Sanghi, Pearson Education, New Delhi, 2008

(Common to MBA-HR and MBA -AGRI BUSINESS)**UNIT – I THEORY OF PROBABILITY 9**

Basic Concepts. Simple, Joint, Conditional and Marginal Probabilities. Addition and Multiplication Theorems. Prior and Posterior Probabilities. Mathematical Expectation and Baye's Theorem.

PROBABILITY DISTRIBUTIONS: Binomial, Poisson and Normal Distributions, Characteristics of the Normal Curve, Area Property of the Normal Curve. Use of Area Tables.

UNIT – II PROBABILITY AND DECISION MAKING 15

Decisions under Certainty, Risk and Uncertainty. Decision Criteria. Minimax, Maximin, Maximax and Baye's Criteria. Certainty Vs. Uncertainty.

UNIT – III CONSTRUCTION OF PAY-OFF AND LOSS TABLES 12

EMV, EOL, EPUC and EVPI. Expected Value and Utility. Objective and Subjective Probabilities, Decision trees and their application.

UNIT – IV. PROGRAMMING TECHNIQUES 12

Formulation of Linear Programming Problems. Simplex Method and its simple applications. Duality in Linear Programming. Primal and Dual.

UNIT – V TRANSPORTATION PROBLEM 12

Introduction. Initial Solution. North West Corner Rule. Lowest cost method. Vogels approximation method. Optimality Test. Modified distribution method and steppingstone method.

ASSIGNMENT PROBLEM : Introduction. Hungarian Assignment Algorithm. Maximization and Minimization cases.

TOTAL: 60**REFERENCES:**

1. Sharma – Operations Research: Theory and Applications.P.K. Gupta & D.S. Hira – Operations Research
2. UK Srivastava, Gr Shenoy, SC Sharma – Quantitative Techniques for Managerial Decision Making.
3. N.D Vohra – Quantitative Techniques in Management, Tata MCGraw Hill, second Edition, 2001.
4. Hamdy A.Taha, Introduction to Operations Research, prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
5. Dharani Venkatakrisnan – Operations Research Principles and Problems.

YAB103 MANAGERIAL ECONOMICS 3 1 0 4
(Common to MBA-HR and MBA -AGRI BUSINESS)

UNIT – I MANAGERIAL ECONOMICS 9

Meaning, Nature And Scope – Economic Theory And Managerial Economics – Managerial Economics And Business Decision Making – Role of Managerial Economist.

UNIT – II DEMAND ANALYSIS 9

Meaning, Types and Determinants of Demand.-Cost concepts – Cost function and Cost output relationship Economies and diseconomies of scale – Cost control and cost reduction

UNIT – III PRODUCTION FUNCTIONS 9

Pricing and output decisions under Competitive conditions Government control over pricing – Price discrimination Price discount and differentials.

UNIT – IV PROFIT 9

Meaning – Measurement of profit – Profit policies and theories– Profit planning and forecasting – Profit maximization – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT – V NATIONAL INCOME 9

Business cycle – Inflation and deflation – Balance of payment – Their implications in managerial decision.

L:45;T:15; Total: 60

REFERENCES:

1. G.S.Gupta, Managerial Economics, Tata McGraw Hill.
2. Varshney and Maheswari, Managerial Economics, Sultan Chand & Sons.
3. P.L. Mehta, Managerial Economics, Sultan Chand & Sons.
4. Joel Dean, Managerial Economics, Prentice Hall.
5. L.Rangarajan, Principles of Macro Economics, Tata Mc Graw Hill.

UNIT – I FINANCIAL ACCOUNTING 9

Definition, Nature and Scope of Accounting. Accounting Principles. Accounting Concepts - Business Entity, Money Measurement, Going Concern, Cost Periodicity, Matching and Realization, Accounting Conventions - Consistency, Full Disclosure, Conservatism and Materiality.

UNIT – II VALUATION OF ASSETS 9

Valuation of Shares - Need and Methods. Asset Backing and Yield. Valuation of Goodwill - Need and Methods. No. of years Purchase of Average Annual Profit. No. of Years Purchase of Average Annual Super Profit, Capitalization of Super Profit and present Value of expected Super Profit. Valuation of Inventory - Need and Methods. First in First out (FIFO). Last in First out(LIFO). Average cost. Special Identification.

UNIT – III FINANCIAL STATEMENT ANALYSIS 9

Financial Statements - Meaning, Nature and Limitations. Reconstruction of Income Statement and Position Statement. Meaning of Financial Analysis. Significance of Financial Analysis to Different Parties. Vertical Vs. Horizontal Analysis. Internal Vs. External Analysis.

UNIT-IV TECHNIQUES OF FINANCIAL ANALYSIS 9

Accounting Ratios - Meaning, Significance and Limitations. Classification of Accounting Ratio. Computation and interpretation of Liquidity Ratios. Leverage Ratios. Activity/ turnover Ratios and Profitability Ratios. Trend percentages and Common size statement. Funds Flow Statement - Meaning and Need. Preparation and Interpretation of schedule of working capital changes and Funds Flow Statement. Cash Flow Statement - Meaning, Need, Preparation and Interpretation.

UNIT – V PRICE LEVEL CHANGES AND ACCOUNTING 9

Problems created by changing price level. Introduction to approaches to price level adjustments - Current Purchasing Power/Index Number and Current Cost.

L:45; T:15; Total: 60

REFERENCES:

1. M.Y. Khan & P.K. Jain – Management Accounting, Tata McGraw Hill publishing company Ltd., 2004.
2. M.A. Sahaf – Management Accounting (Principles & Pratices): Vikas Publishing House Pvt. Ltd., New Delhi, 2004.
3. R.S.N.Pillai & Bagavathi – Managemnt Accounting S. Chand & Co. Ltd., New Delhi, (2002)
4. R. Narayanaswamy – Financial Accounting – A managerial perspective Prentice Hall India Pvt., Ltd., New Delhi.
5. Bhattacharya S.K. John Dearden Accounting for Management text and cases – Vikas publishing house, New Delhi, 2000.
6. Charles T. Hornegren – Introduction to management accounting Prentice Hall, New Delhi, 2001.

YAB105 MANAGERIAL COMMUNICATION 3 1 1 5
(Common to MBA-HR and MBA -AGRI BUSINESS)

UNIT – I COMMUNICATION IN BUSINESS 12

Systems approach, forms of business communication, management and communication, factors facilitating communication.

UNIT – II COMMUNICATION PROCESS 12

Interpersonal perception, selective attention, feedback, variables, listening barriers to listening, persuasion, attending and conducting interviews, participating in discussions, debates and conferences, presentation skills, paralinguistic features, oral fluency development.

UNIT – III BUSINESS CORRESPONDENCE 12

Business letter. Memos, minutes, agendas, enquiries, orders, sales letters, notice, tenders, letters of application, letter of complaints.

UNIT – IV TECHNICAL REPORTS 12

Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization.

UNIT – V PROJECT REPORTS 12

Project proposal, project reports, appraisal reports.

L:45; T:15; LAB:15; Total :75

REFERENCES:

1. Sharan J.Genrson and Steven M.Gerson – “Technical Writing – Process and Product” – Pearson Education – 2000.
2. Raymond V.Lesikar, John D. Pettit and Mary E.Flatley – Lesikass Basic Communication Tata McGraw Will 8th Edition – 1999.
3. Stevel. E. Pauley, Daniel G.Riordan – Technical Report Writing Today – AITBS Publishing & Distributors, India 5th edition – 2000.
4. Robert L.Shurter, Effective letters in business Thrid Ed. 1983.
5. McGraith – Basic Managerial Skills for all Prentice Hall of India – 6th Edition 2002.
Halliday, M.A.Ky R.Hasan, Cohesion in English, Longman, London 1976.

YAB106 MANAGEMENT INFORMATION SYSTEM 3 0 0 3
(Common to MBA-HR and MBA -AGRI BUSINESS)

UNIT – I INTRODUCTION 9

Information system – establishing the framework – business model – information system architecture – evolution of information systems.

UNIT – II SYSTEM DEVELOPMENT 9

Modern information system – system development life cycle – structured methodologies – designing computer based method, procedures control, designing structured programs.

UNIT – III INFORMATION SYSTEM 9

Functional areas, Finance, marketing, production, personnel – levels, Concepts of DSS, EIS, ES – comparison, concepts and knowledge representation – managing international information system..

UNIT –IMPLEMENTATION AND CONTROL 9

Testing security-coding coding techniques – detection of error – validation – cost benefits analysis – assessing the value and risk information systems.

UNIT – V SYSTEM AUDIT 9

Software engineering qualities – design, production, service, software specification, software metrics, software quality assurance – systems methodology – objectives – Time and Logic, Knowledge and Human dimension – software life cycle models – verification and validation.

Total: 45

REFERENCES:

1. Kenneth C. Laudon and Jane Price Laudon, Management Information systems
Managing the digital firm, Pearson Education Asia.
2. Gordon B. Davis, Management Information system: Conceptual Foundations, Structure and Development, McGraw Hill, 1974.
3. Joyce J. Elam, Case series for Management Information System Silmon and Schuster, Custom Publishing 1996.
4. Steven Alter, Information system – A Management Perspective – Addison – Wesley, 1999.
5. James AN O’ Brein, Management Information Systems, Tata McGraw Hill, New Delhi, 1999.
6. Turban Mc Lean, Wetherbe, Information Technology Management making connection for strategic advantage – John Wiley, 1999.
7. Ralph M. Stair and George W. Reynolds Principles

REFERENCES:

1. Philip Kotler: Marketing Management (Millennium edition), Prentice-Hall of India (P) Ltd., and New Delhi –2001.
2. Zikmund d'Amico, Marketing, South Western, Thomson Learning, 2000.
3. Michael R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2001.
4. Douglas J.Darymple, Marketing Management, John Wiley & Sons, 2000.
5. NAG, Marketing successfully A professional perspective, Macmillan 2001.

UNIT – I LINEAR PROGRAMMING EXTENSIONS 12

Transportation model - initial solution - NW corner rule, least cost method, Vogel's approximation method. Improved solution - Modi method-Degeneracy - Unbalanced problem - Assignment Traveling Salesman problems.

UNIT – II INTEGER LINEAR PROGRAMMING AND GAME THEORY 12

Integer Programming pure Mixed, Cutting plane, Goal Programming (Linear Function Formulation only), Game theory - Pure, Mixed Strategy, Markov Analysis

UNIT – III QUEUING THEORY AND SIMULATION 12

Queuing Theory: Single Channel, Multi channel, Queuing models. Simulation: Scope- Types Discrete approaches-Inventory simulation - Investment simulation - Queuing Simulation

UNIT – IV DYNAMIC PROGRAMMING 12

Decision Theory & Nonlinear Programming Part - Dynamic Programming Concepts and notations and Application of DP in Business problems - Principles of optimality. Non - Linear Programming Functions of more than one variable Maxima and Minima Lagrange Multiplier , Khun-Tucker conditions

UNIT – V NETWORK ANALYSIS 12

PERT & CPM : Project Evaluation and review technique – Critical path model Multi path model. Arrow networks: Time estimates – Earliest expected time-Latest allowable occurrence time and slack Critical path- Probability of meeting scheduled date completion of projects. Calculations on CPM Network- various floats for activities – Critical path – updating project – Operation time cost trade off curve – project time cost trade off curve – Selection of schedules based on cost analysis.

Total : 60

REFERENCES:

1. Thomas M. Cook & Robert A. Russell, introduction to Management Science Prentice Hall 3rd Edition 7.
2. "Operations Research " by F.Hiller andG.J.Liberman.
3. "Operations Research" by Billey E. Gillet

YAB203 HUMAN RESOURCE MANAGEMENT 3 1 0 4
(Common to MBA-HR and MBA -AGRI BUSINESS)

UNIT- I HUMAN RESOURCE MANAGEMENT 9

Concept, Objectives, Nature and scope of the Human Resource Management. HR Functions, Role of HR Managers, Challenges ahead, HR Policy and Its formulation.

HUMAN RESOURCE PLANNING : Meaning, Objectives and Importance. Process of Human Resource Planning. Problems in HR Planning. Job Analysis. Job description and Job specification.

UNIT- II HUMAN RESOURCE ACQUISITION 9

Meaning of Recruitment . Various sources. Methods of Recruitment. Definition of Selection and Selection Process. Placement, Induction, Socialization.

UNIT-III DEVELOPMENT OF HUMAN RESOURCES 9

Training – Meaning and Importance. Assessment of Training Need. Methods and procedures of training. Management Development Programmes, Purposes and Methods.

UNIT-IV PERFORMANCE APPRAISAL 9

Concept, Objectives and Importance of Performance Appraisal. Methods of Performance Appraisal. Problems of Performance Appraisal. New developments in Performance Appraisal.

EMPLOYEE COMPENSATION: Elements of compensation. Factors affecting compensation. Incentive. Job-Evaluation – Meaning and Importance. Methods of Job Evaluation.

UNIT-V DISCIPLINE AND GRIEVANCE MANAGEMENT 9

Causes of indiscipline. Management of Discipline. Causes of employees' grievance. Grievance procedure. Management of Employees' Grievance.

HUMAN RESOURCE AUDITING: Meaning and Objectives of HR Audit. Need for HR Audit. Methods of HR Audit.

Total : 45

REFERENCES:

1. Arun Monappa, 'Personnel Management', Tata McGraw, Hill, New Delhi, 1996
Subba Rao, P, 'Essential of Human Resource Management and Industrial Relation', Himalaya Publish
2. Gary Dessler, 'Human Resource Management', Pearson Education, 2008, Delhi
3. P. Nick Blanchard, James W. Thaker, 'Effective Training – Systems, Strategies, and Practices, Pearson Education, 2008, Delhi

UNIT-1 NATURE AND SCOPE OF OPERATIONS MANAGEMENT 9

Operations Management and Production Management. Systems Approach and Operations Management. Production Management Vs. Project Management. Characteristic Features of Job, Batch and Flow Production. Automation & Mechanization. Duties and Responsibilities of Operations Manager.

UNIT-II FACTORS GOVERNING THE LOCATION OF A PLANT 9

Different Types of Plant Layout. Process Layout, Product Layout and Fixed Layout. Principles of Materials Handling. Materials handling Equipments and their uses. Productivity: Concept & definitions. Factors contributing to productivity improvement. Techniques for productivity improvement. Value Engineering.

PRODUCTIVITY: Concept & definitions. Factors contributing to productivity improvement. Techniques for productivity improvement. Value Engineering.

UNIT-III WORK STUDY 9

Concept, Definition and Objectives. Definition & objective of Method Study. Procedure for conducting Method Study. Flow Process Chart (Man type & Material type). Two handed process chart. Multiple activity chart. Principles of motion economy. Work sampling – Concepts, Definition and uses. Procedure for conducting work sampling. Time study – Definition. Procedure for conducting time study.

UNIT-IV ARROW DIAGRAMMING AND NETWORK ANALYSIS 9

PERT Model. Determination of critical path. Distribution of Project completion time. CPM Model. Time/Cost Relation. Crashing of a Project. Resource Allocation through Resource leveling and resource smoothing.

OPERATIONS PLANNING & CONTROL: Aggregate production planning. Master production scheduling. Materials requirements planning (MRP). Loading, Sequencing, Routing, Scheduling, Dispatching and Expediting. Line Balancing.

UNIT- V MAINTENANCE MANAGEMENT 9

Maintenance objectives. Concepts, advantages and limitations of Breakdown Maintenance & Preventive Maintenance. Maintenance costs and the problem of their Minimization. Total Productive Maintenance (TPM).

PURCHASING MANAGEMENT: Objectives and Functions of Purchasing. Purchasing cycle. Vendor Rating.

INVENTORY MANAGEMENT: Economic Order Quantity and its Determination. Discount on Purchases. Buffer Stock, Safety Stock and Reserve Stock. Reorder Point. P & Q Inventory Models. Inventory classification systems. ABC & VED Analysis. JIT System of Inventory Management.

STATISTICAL QUALITY CONTROL: Concepts of quality. Objectives of SQC. Chance Causes and Assignable Causes. Process control Charts for Variables & Process Control Charts for Attributes Acceptance sampling for attributes. Operating Characteristic (OC) Curves. ISO 9000 standards, Total Quality Management (TQM).

L:45; T:15; Total:60

REFERENCE:

1. R.Paneer Selvam, Production and Operations Management, Prentice Hall of India, 2002.
2. Sang M Lee and Marc J Schniederjans, Operation Management, All India Publishers and Distributors, First Indian edition 1997.
3. Robert H. Lawson, Strategic operations Management (The new competitive advantage), Vikas Publishing House, First Indian reprint 2003.

UNIT-1 MEANING AND SIGNIFICANCE OF RESEARCH IN MANAGEMENT

9

Different Approaches to Research. Scientific Method of Investigation. Scientific Method and Non-Scientific Methods. Types of Research. Historical Studies. Case Studies, Survey, Statistical Studies, Experimental Studies and Simulation. Problems of Research in Management. Survey of Literature.

FORMULATION OF A RESEARCH PROBLEM

Defining a Research Problem. Techniques involved in defining a problem. Research Designs Exploratory Research, Conclusive Research, Experimental and Laboratory Research, Field Investigations. Features of a good Research Design.

UNIT-II DATA COLLECTION METHODS

9

Primary Vs. Secondary Data. Collection of Primary Data. Observation Method, Collection of Data through questionnaires. Characteristics of a good Questionnaire. Indirect Methods of Data Collection. Selection of Appropriate method of Data Collection. Pitfalls in the use of Secondary data. Sampling Techniques Steps in Sampling. Probability sampling Vs. Non-Probability Sampling. Random Sampling and Stratified Sampling. Judgment Sampling. Size of a Sample. Sampling Errors.

UNIT- III SCALING CONCEPT AND ITS IMPORTANCE IN BUSINESS RESEARCH STUDIES

Important Scaling Techniques. Ratings and Ranking Scale Construction of Thurston and Liker types of Scale and their uses in study of qualitative phenomena in management. Reliability and Validity of Measurements. Processing of Research Data and their Analysis and Interpretation: Editing, Coding, Classification and Tabulation. Application of Computers in processing and analysis of data. Research Report and its Significance: Steps in Report writing. Layout of a Research Report. Types of Research Reports. Citations and Bibliography.

UNIT-IV PROCESSING OF RESEARCH DATA AND THEIR ANALYSIS AND INTERPRETATION:

9

Editing, Coding, Classification and Tabulation. Application of Computers in processing and analysis of data.

UNIT- V RESEARCH REPORT AND ITS SIGNIFICANCE:

9

Steps in Report writing. Layout of a Research Report. Types of Research Reports. Citations and Bibliography.

L:45; T:15; Total:60

REFERENCES:

1. John Adams, Robert Raeside and David I White, Research Methods for Graduate Business and Social Science Student
2. C.R.Kothari- Research Methodology
3. K. N. Krishnaswamy , Appa Iyer Sivakumar & M. Mathirajan, Management Research Methodology: Integration of methods and Techniques, PEARSON EDUCATION, Delhi – India
4. Donald H.McBurney, Research Methods,ThomsonAsia Pvt. Ltd. Singapore, 2002.
5. G.W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.
6. Ranjit Kumar, Research Methodology, Sage Publications, London, New Delhi, 1999.
Raymond-Alain Thie'tart, et.al., Doing Management Research, Sage Publications, London, 1999.

UNIT – I INTRODUCTION 9

The Strategic Management process, Mission and Goals; Corporate Governance and social responsibility.

UNIT – II COMPETITIVE ADVANTAGE 9

External Environment, Porter's Five Forces Model, Strategic Groups Competitive changes during Industry Evolution, Globalisation and Industry Structure, National Context and Competitive advantage Resources, Capabilities and competencies, Low cost and differentiation Generic Building Blocks of Competitive Advantage, Distinctive Competencies, Resources and capabilities Durability of competitive Advantage, Avoiding failures and sustaining competitive advantage.

UNIT - III STRATEGIES 9

Building competitive advantage through functional level strategies, Business level strategy, Strategy in the Global Environment, Vertical Integration, Diversification and Strategic Alliances, Building and Restructuring the corporation.

UNIT – IV IMPLEMENTATION 9

Designing organisational structure, Designing Strategic Control Systems, Matching structure and control to strategy, Implementing Strategic change; Politics, Power and Conflict.

UNIT – V OTHER STRATEGIC ISSUES 9

Managing Technology and Innovation, Entrepreneurial ventures And small business, Not for Profit organisations.

Total : 45

REFERENCES:

1. Charles W.L.Hill & Gareth R.Jones – Strategic Management Theory, An Integrated approach – Houghton Mifflin Company, Princeton New Jersey, All India Publisher and Distributors, Chennai, 1998.
2. Thomas L.Wheelen, J.David Hunger – Strategic Management, Addison Wesley Longman Singapore Pvt. Ltd., 6th Edition, 2000.

UNIT – I INTRODUCTION 9

Concept and characteristics of business environment. An overview of various dimensions of business environment. Relevance of business environment to business.

ECONOMIC ENVIRONMENT OF INDIA: Pattern of, trends in and development strategies of economic development in India since independence. Role of agriculture in Indian economy. Industrial growth in India. Broad features of India's industrial policy. Small-scale industries in India – their role in Indian economy and government policy. Role of public and private sectors in the economic development of India.

UNIT – II 9

Economic policies of the government: Pricing Monetary and fiscal policies in India – their broad features and trends. Participative, regulatory and promotional roles of governments of India.

SOCIAL AND CULTURAL ENVIRONMENT IN INDIA: Salient features of Indian society – class and caste structure of Indian society. Secularism in Indian society. Rural urban differences. Joint family system. Business participation in social and cultural affairs.

UNIT – III POLITICAL AND LEGAL ENVIRONMENT IN INDIA 9

Political institutions in India – Legislature, Executive and Judiciary – A brief review of their functions. Indian constitution – fundamental rights and directive principles and their influences on Indian business. Centre-state relationships.

LAW OF CONTRACT: Nature and elements of a contract. Offer and acceptance. Consideration, capacity to contract. Free contract.

UNIT – IV LAWS RELATING TO SALE OF GOODS 9

Nature of contract of sale. Condition and warranties. The doctrines of Caveat Emptor. Transfer of ownership.

COMPANY LAW: Formation of a company. Memorandum and articles of association. Nature and contents. Relevant provisions of MRTP Act, FEMA, SEBI.

UNIT – V ENVIRONMENT MANAGEMENT SYSTEM 9

EMS Standard. ISO 14000. Environmental auditing. Clearance/permissions for establishing an industry.

TECHNOLOGICAL ENVIRONMENT IN INDIA: Trends in Technological Environment in India. In House R&D in Indian Industries. Technological collaboration and government policy.

ECOLOGICAL ENVIRONMENT and sustainable development, current environmental issues and their impact on natural resources and human life, Economics and quantitative valuation environmental, pollution and wild life and associated socio-cultural aspect with special reference to developing countries. Eco planning concepts, environmental adding in pollution sources measurement and their control, industrial effluent treatment, case studies involving agricultural by products and industrials waste utilization.

Total:45

REFERENCES:

1. Misra & Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2003
2. Feransis Cherunilam, Business environment, Himalaya Publishing House, New Delhi, 2003
3. Feransis Cherunilam, International Business Environment, Himalaya publishing House, New Delhi, 2003
4. N.D.Kapoor, Elements of Mercantile Law – Sultan Chand and Company, New Delhi – 1998