

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus

For

Executive Master of Business Administration

Semester-II

(Effective from the session: 2022-23)



Faculty of Management,
Shri Rawatpura Sarkar University, Raipur
Executive Master of Business Administration
Semester-II
Examination Scheme
(Effective from the session: 2019-20)

S.N	Course Code	Th /P /r	Subject	Type of Course	Teaching hours per week			TC	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MEM 201	Th	Productions and Operations Management	Core	3	1		4	70	30			100
2	MEM 202	Th	Executive Communication	Core	3	1		4	70	30			100
3	MEM 203	Th	Business Environment and Ethics	Core	3	1		4	70	30			100
4	MEM 204	Th	Management Information Systems	Core	3	1		4	70	30			100
5	MEM 205	Th	Strategic Management	Core	3	1		4	70	30			100
6	MEM 206	Th	International Business	Core	3	1		4	70	30			100
Total Contact hr per week: 24				Total Credit: 24				Grand Total Marks:				600	



Executive Master of Business Administration
Semester-II
2019-20

Course Title	PRODUCTION AND OPERATIONS MANAGEMENT				
Course Code	MEM 201				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	This course presents the basic concept of product design, production.				
Course Objective	<ul style="list-style-type: none"> To introduce the basic concepts of production management and to provide practical insights for operations management. 				
Course Contents	<p>UNIT -I Production and Operations Management – Meaning – Importance-historical contributions-systems view of OM- Functions Of OM- Efficiency and effectiveness- Types Of Production Systems</p> <p>UNIT-II Product design and process selection – Evaluation and selection of appropriate Production and Operations Technology. Product Design and Process selection.</p> <p>UNIT -III Types of layout – analysis and selection of layout – Product and / or Process layout, Cellular, Lean and Agile manufacturing Systems – Computer Integrated Manufacturing Systems – Assembly line Balancing.</p> <p>Production Planning and control – meaning – functions-aggregate planning – master production schedule(MPS) – Material Requirement Planning(MRP) – BOM – Capacity</p> <p>Requirement planning (CRP)- Techniques – Problems in MRP and CRP – an introduction to MRPII and ERP – Business Process Re-engineering – Total Productive Maintenance</p> <p>UNIT -IV Materials Management- Functions – material planning and budgeting – Value Analysis-Purchase functions and procedure – inventory control – types of inventory – safety stock-Order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN</p> <p>UNIT -V Total quality Management concept – Statistical Quality control for Acceptance Sampling and Process Control – Concept of O.C.C. Curve – Concept of Type 1 and Type II error – Quality movement – Quality circles – ISO Quality certifications and types – Quality Assurance – Six Sigma Concept.</p>				
Course outcome	<ul style="list-style-type: none"> The students to learn the importance of the production & operation management.. 				



Executive Master of Business Administration
Semester-II
2019-20

Text Book	1. Production & Operations Management- Everest E Adam & Ebert – PHI- Publication fourth edition
Reference Books	<ol style="list-style-type: none">1. Operations Management(Theory & Problems)- Joseph G Monks- McGraw Hill Intl.2. Production And operations Management – S.N.Chary- TMH Publications3. Production And Operations Management – Pannerselvam,PHI4. Chunawalla And Patil-Production And Operations Management,Himalaya5. Modern Production And operations Management-E.S.Buffa6. Operations Management: Strategy and Analysis Lee j.Krajewski and Larry P.Ritzman,””, Adiisonwalley7. “Production And Operations Management Chase, Aquilano& Jacobs” Tata Mcgraw Hill.



Executive Master of Business Administration
Semester-II
2019-20

Course Title	EXECUTIVE COMMUNICATION				
Course Code	MEM 202				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	This course presents the basic concept of communication, barriers, report reports.				
Course Objective	<ul style="list-style-type: none"> To develop written and oral communication skills in students to groom themes effective management professionals. 				
Course Contents	<p>UNIT -I Communication - Meaning and significance for management - Types of communication - Media-Barriers to communication - Principles of effective communication.</p> <p>UNIT-II Correspondence - Norms for Business letters - Letter for different kinds of situations - Personalized standard letters, enquiries, customers complaints, collection letters - sales promotion letters.</p> <p>UNIT -III Report writing - Structure of reports - long & short reports - formal &informal reports - writing research reports, technical reports - norms for including exhibits & appendices.</p> <p>UNIT -IV Non-verbal communication - personal appearance, posture - body language - use of charts, diagrams & tables - audio visual aids for communication - Dyadic Communication: face to face communication - telephonic conversation.</p> <p>UNIT -V Conducting Meetings: Procedure - preparing Agenda, minutes and resolutions - conducting seminars and conferences: Procedure of Regulating speech -evaluating oral presentation - Group Discussion: Drafting speech.</p>				
Course outcome	<ul style="list-style-type: none"> The students to learn the importance of the communication and business letter and good communication skills. 				
Text Book	1. Mastering Business Communication Woolcott& Unwin -, McmillanBusines Communication Raisher: - Aitbs				
Reference Books	1. Developing Communication Skills Krishna Mohan & Meera Bannerjee, Mcmillan Assignment & Thesis Writing Anderson &Others : 2. Business Communication;Rajendrapal&Korlahalli Business				



Executive Master of Business Administration
Semester-II
2019-20

	Communication – Lesikar and Flately.				
Course Title	BUSINESS ENVIRONMENT AND ETHICS				
Course Code	MEM 203				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	This course presents the basic concept of Business Environment and ethics.				
Course Objective	<ul style="list-style-type: none"> To equip the students with the knowledge of emerging trends in social, political, ethical and legal aspects affecting business decisions. 				
Course Contents	<p>UNIT -I Business environment - The concept and significance - constituents of business environment - Business and society, Business & ethics - Social responsibility - Environmental pollution and control. Business and culture- Business and Government - Political system and its influence on business - Indian constitution - Directive Principles of State Policy.</p> <p>UNIT-II Managing Ethics- meaning and types – framework of organizational theories and sources – ethics across culture – factors influencing business ethics – ethical decision making – ethical values and stakeholders- ethics and profit. Corporate Governance – structure of Boards- reforms in Boards – compensation issues – ethical leadership.</p> <p>UNIT -III Globalization of the economy – trends and issues, Politics and environment, MNCs and Government relationships- Introduction to GATT and WTO.</p> <p>UNIT -IV Fiscal policy - central finances and new fiscal policy - Direct and indirect Tax structure, VAT, MODVAT - Service Tax problems and reforms -Expenditure Tax - Public debts &deficit financing</p> <p>UNIT -V Legal environment of business – Monopolies – Company Law, Competition Act2002. Foreign Exchange Management Act- Securities and exchange board of India Act - Customs and Central Excise Act - Central and State sales Tax - Consumer protection Act Patents Act.</p>				
Course outcome	<ul style="list-style-type: none"> The students to learn the importance of the communication and business letter and good communication skills. 				



Executive Master of Business Administration
Semester-II
2019-20

Text Book	1. Adhikari.m - Economic environment of Management
Reference Books	1. Francis cherunnilam - Business environment 2. Prutis . economic & managerial environment in India 3. Davis &keith William c .frederik - business and society 4. Amarchand d - Government and business 5. Mankard _ Business Economics 6. A.N Agarwal _ Indian economy 7. Steiner and Steiner – Business Ethics – Mc-Graw Hill 8. Raj Agarwal – Business Environment – Excel Books.



Executive Master of Business Administration
Semester-II
2019-20

Course Title	MANAGEMENT INFORMATION SYSTEM				
Course Code	MEM 204				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	<ul style="list-style-type: none"> This course presents the basic concept of management information system 				
Course Objective	<ul style="list-style-type: none"> To familiarize the students with the fundamental concepts of information system and its role in business decision making 				
Course Contents	<p>UNIT -I Foundation of information systems; a framework for business users - Roles of information systems - System concept - Organisation as a system - components of Information systems - IS Activities - Types of IS.</p> <p>UNIT-II IS for operations and decision making: Marketing IS, Manufacturing IS , Human Resource IS , Accounting IS and Financial IS - Transaction processing systems Information Reporting system - Information for Strategic Advantage .</p> <p>UNIT -III DSS and AI : DSS models and software :The decision making process - Structured ,semi structured and Unstructured problems ; What if analysis , sensitivity analysis , Goal seeking Analysis and Optimizing Analysis . Overview of AI , Neural networks Fuzzy logic Systems ,Genetic Algorithms - Expert systems.</p> <p>UNIT -IV Managing Information Technology : Managing Information Resources and technologies IS architecture and management - Centralized, Decentralized and Distributed - EDI supply chain management-CRM-ERP.</p> <p>UNIT -V Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - social challenges of Information technology.</p>				
Course outcome	<ul style="list-style-type: none"> The course will come up with the knowledge of DSS, marketing, information system 				
Text Book	1. James A O'Brian , Management Information System				



Executive Master of Business Administration
Semester-II
2019-20

Reference Books	1. Effy Oz , Management Information System Third Edition 3Laudon & Laudon , Management Information System Eight Edition
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Course Title	STRATEGIC MANAGEMENT				
Course Code	MEM 205				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	This course presents the basic concept strategies and corporate.				
Course Objective	<ul style="list-style-type: none"> To help the students to learn the process of strategic decision making, implementation and evaluation of corporate policies 				
Course Contents	<p>UNIT -I</p> <p>Corporate strategic planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchal levels of planning - strategic planning process. Strategic management Practice in India, Family run corporates.</p> <p>UNIT-II</p> <p>Environmental Analysis & Internal Analysis of Firm: General environment scanning, competitive & environmental analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit - core competence -Stakeholders' expectations, Scenario-planning - industry analysis.</p> <p>UNIT -III</p> <p>Strategy formulation: Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification -limit - means and forms. Strategic management for small organisations, non-profit organizations and large multi product and multiple market organisations.</p> <p>UNIT -IV</p> <p>Tools of Strategy Planning and evaluation: Competitive cost dynamics - experience curve -BCG approach - cash flow implication. IA -BS matrix - A.D Little's Life -cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.</p> <p>UNIT -V</p> <p>Strategy implement & Control: Various approach to implementation of strategy - Matching organization structure with strategy - 7Smodel - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools -</p>				



Executive Master of Business Administration
Semester-II
2019-20

	Balanced score card - M.Porter's approach for Globalization - Future of Strategic Management.
Course outcome	<ul style="list-style-type: none">• The students to learn the strategies management
Text Book	1. Pearce & Robinson, Strategic Management, All India Travellers N.D
Reference Books	<ol style="list-style-type: none">1. A.C. Hax And Ns, Strategic Management: An Integrative Perspective, Majifu, Prentice Hall2. Micheal Porter, Competitive Strategies.3. Micheal Porter, Competitive Advantage Of Nations.4. Samul C. Certo And J.Paul Peter, Strategic Management, Second Edition. Concept And Application, Mcgraw Hill.5. Georgy G.Dess And Alex Miller, Strategic Management, Mcgraw Hill.6. Gerry Jhonson & Keven Scholes, Exploring Corporate Strategy: Text And Cases, Ph7. Jaunch .L, Rajive Gupta & William.F.Glueck, Business Policy And Strategic Management, Frank Bros & Co, 20038. Fred R.David, Strategic Management Concept & Cases, Pearson, 2003



Executive Master of Business Administration
Semester-II
2019-20

Course Title	INTERNATIONAL BUSINESS				
Course Code	MEM 206				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	This course presents the basic concept strategies globalization, Culture change.				
Course Objective	<ul style="list-style-type: none"> To familiarize the students with the intricacies of international business interims of investment, monetary systems and strategies. 				
Course Contents	<p>UNIT -I The Globalization of the world economy -The Changing Nature of International Business. Differences in International Business.</p> <p>UNIT-II World business environment — Political Environment -Economic Environment - Legal Environment -The Determinants of Economic Development - States in Transition. Difference in Culture: Introduction - Social Structure - Religion - Language - Education - Culture and the Workplace - Cultural Change -Cross-Cultural Literacy - Culture and competitive Advantage. Risks in international business.</p> <p>UNIT -III The Global Trade and Investment Environment -International trade theory: Introduction - An Overview of Trade Theory - Absolute Advantage - Comparative Advantage - Heckscher - Ohlin Theory - The New Trade Theory - National Competitive Advantages - Porter’s Diamond. The Revised Case for Free Trade - Development of the Multilateral Trading System-WTO & development of World trade - Regional grouping of countries and its impact.</p> <p>UNIT -IV Foreign Direct Investment: Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries. The Global Monetary System -The Foreign Exchange Market: Introduction - The Function of the Foreign Exchange Market.</p> <p>UNIT -V Strategies of International Business - - Strategy and the Firm - Profiting from Global Expansion - Pressure for Cost Reductions and Local Responsiveness -</p>				



Executive Master of Business Administration
Semester-II
2019-20

	Strategic Choice. Mode of Entry and Strategic Alliances: Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work – International Marketing Operations. Exporting, importing and counter trade- introduction - Export and Import Finance-Export assistance.
Course outcome	<ul style="list-style-type: none">• The students will come up with knowledge International Business.
Text Book	1. International Business:Hill.C.W;Competiting In The Global Market Place , Irwin - Mcgraw Hill 1999
Reference Books	1. International Marketing, Philip R.Cateora , ,Irwin Mcgraw Hill,9th Edn , International Business, Shivaramu , , Macmillan India . International Business , Francis Cherunilam , ,Wheeler Publications.International Business, Charles W.L , Hill, Irwin - Mcgraw Hill, 1998