

GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA
Department of Business Administration

No. MBA _____

Date: - _____

To
Controller of Examination,

MST-I

Date Sheet

Date	Time	MBA-I	MBA-II
20/02/17	10:30AM-12:00PM	FM (MBA-15205)	Strategic Mgt. (MBA-15401)
	02:30-4:00PM	HRM (MBA-15203)	Service Marketing (MBA-15906)
21/02/17	10:30AM-12:00PM	HVPE (MBA-15207)	International HRM (MBA-15967)
	02:30-4:00PM	BE (MBA-15201)	Entrepreneurship & Managing Small Medium Business (MBA-15402)
22/02/17	10:30AM-12:00PM	Marketing Mgt. (MBA-15204)	Banking & Insurance (MBA-15927)
	02:30-4:00PM	Research Methodology (MBA-15206)	International Marketing (MBA-15907)
23/02/17	10:30AM-12:00PM	Production & Operation Mgt. (MBA-15202)	International Finance (MBA-15926)
	02:30-4:00PM	----	Org. Development (MBA-15966)

MBA-1st Year

Paper Code	Title of the Paper	Syllabus for MST -I
MBA-15201	Business Environment	<p>Introduction: Definition, components and overview of Business Environment, Complexity and Diversity of Business Environment in the 21st century, Concept of Business Cycle, Need to scan the business environment and Techniques of scanning the business environment.</p> <p>Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.</p> <p>Economic Environment: Concept and Salient features of various economic systems, New Industrial policy, Economic Planning in India: Objectives, Strategies and Evaluation of current five year Plan.</p>
MBA-15202	Production & Operation Management	<p>concept, functions. transformation process model: inputs, process and outputs; classification of operations; responsibilities of operations manager, contribution of henryford, deming, crossby, taguchi. Facility Location – importance, factors in location analysis, location analysis techniques. Process selection- project, job, batch, mass and process types of production systems. operations management in corporate profitability and competitiveness. Facility Layout – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout</p>
MBA-15203	Human Resource Management	<p>Unit-I :- Human Resources Management: Meaning, Scope, Objective, Functions, Roles and Importance. interaction with other functional areas. HRM & HRD a comparative analysis. Human Resource Management practices in India. Human Resource Planning: Meaning & Concept, Process and importance , Methods of Human Resources Planning, Importance of HRIS. Job Analysis, Job Description, Job Specification & Job Evaluation – Meaning, Concepts and Methods.</p> <p>Unit-II Recruitment & Selection: Meaning & Concept, Process & Methods Recruitment & Selections. Induction & Placement Process.</p>
MBA-15204	Marketing Management	<p>Unit -I:- Understanding Marketing and Consumers: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs Selling, Effect Of Liberalization and Globalization, Creating Customer Value. Analyzing Marketing Environment- Micro, Macro Corporate Strategic Planning: defining role marketing strategies, Marketing planning process. Marketing Information System: Concept and Components. Understanding Consumer Behaviour, Factors Influencing Consumer Buying Behaviour, Business Buying Process, Understanding Business Buyer Behaviour. Market segmentation, targeting & positioning .</p>
MBA-15205	Financial Management	Unit-I and Unit-II of the syllabus
MBA-15206	Research Methodology	<p>Unit - I:- An Introduction to Research: Meaning, Definition, Objectives, And Process; Research Problem: Selection of Problem, Understanding Problem, Necessity of Defined Problem; Review Of Literature in Research. Research Design: Meaning, Types–Descriptive, Diagnostic, Exploratory, and Experimental.</p> <p>Unit -II :- Sources of Data: Primary and Secondary; Data Collection Methods; Questionnaire Designing: Construction, Types and Developing A Good Questionnaire. Sampling Design and Techniques, Scaling Techniques, Meaning, Types.</p>
MBA-15207	HVPE	Part – A :- Part-I & Part-II

Paper Code	Title of the Paper	Syllabus for MST -I
MBA-15401	Strategic Management	Definition, nature, scope, and importance of strategy; and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists. Defining strategic intent: Vision, Mission. Unit III Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions. Corporate Restructuring.
MBA-15402	Entrepreneurship & Managing Small Medium Business	Unit I:- Foundations of Entrepreneurship: Concept , Need, Definition& role of Entrepreneurship ,Definition, characteristics& scope of Entrepreneur, Innovation, Invention, Creativity, Opportunities . Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur comparative study , Roles& Responsibilities. Role of entrepreneur in Indian economy, Entrepreneurship as a career, Sustaining Competitiveness - Maintaining competitive advantage, Entrepreneurial culture. Reasons for the failure of entrepreneurial ventures, various case studies successful, failed and turnaround ventures. Unit II:- Women entrepreneurs& Entrepreneurship Development:-Meaning, role, problems& reasons for less women entrepreneurs. Various institutes & Govt schemes to help & uplift women entrepreneurs. Case studies for successful women entrepreneurs.
MBA-15901	Banking & Insurance Operations	Banking system and structure in India,Types of banks,Role of Reserve Bank as regulator of banking system ,Provisions of Banking Regulation Act & Reserve Bank of India Act. The terms banker and customer ,Types of relationship between banker and customer ,Bankers obligations to customers ,Right of lien, set off, appropriation, Provisions of Negotiable Instrument Act, 1881 – Bankers legal duty of disclosure and related matters Customers' accounts with banks , Opening- operation, KYC norms and operation , Types of accounts and customers , Nomination,Settlement of death claims. Banking Technology, Home banking ,ATMs, Internet banking, Mobile banking, Core banking solutions, Debit, Credit, and Smart cards, EFD, RTGS
MBA-15902	International Finance	Unit-I of the syllabus
MBA-15961	Service Marketing	Introduction to Services: Growth of service sector and its role in economy, Unique characteristics of Services, Service classification, Extended Marketing mix for Services, Consumer behaviour in services: customer expectation of service, customer perceptions of service. Services marketing triangle, demand and supply of services and yield management
MBA-15962	International Marketing	Definition, scope, importance and challenges of international marketing, International trade theories, Reasons for going international, economic analysis of multinational trade, International Market Segmentation and Positioning; International Market Entry Strategies: Screening and Selection of Markets; Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.
MBA-15967	International HRM	Unit - I & Unit - II shift in culture.
MBA-15966	Organization Development	Unit-I Introduction to OD; Definitions & its distinguishing characteristics Historical background: various stages, second-generation OD and extent of application, values, assumptions and beliefs in OD., Foundations of OD: Models and theories of planned change, Systems theory, Participation and Empowerment, Teams and Teamwork, Strategies of change, Inter-Disciplinary Nature of OD.

Note: All students must report at the examination venue 15 minutes before the commencement of the examination.

**Head,
Dept. of Business Administration,
Guru Nanak Dev Engg. College
Ludhiana.**