



**MASTER OF COMMERCE
BUSINESS ADMINISTRATION
SYLLABUS - 2013-14**

M.COM. B. Adm. (Previous): - 2013

(Four Papers - All Compulsory)

OPMB1101	Paper I	Strategic Management
OPMB1102	Paper II	Management Thinkers
OPMB1103	Paper III	Business Environment
OPMB1104	Paper IV	Managerial Economics & Management Accountancy

OPMB1101 Paper I Strategic Management

Unit I: Introduction:

Concept of strategy, Meaning and Importance of Strategic Management, Strategic Management Process, Levels of strategy, Approaches to strategic decision-making ; elements of strategy.

Unit II: Environmental Analysis

Organisational Environment - Concept and characteristics; Components of Environment ; Organisational Appraisal - Process and Techniques; Industry Analysis; Michael E Porter's Five Forces Model; SWOT analysis.

Unit III: Strategic Intent Grand Strategies - Turnaround, Disinvestment and Liquidation strategies; Growth strategies - Merger, Takeover and Joint strategies; Integration and Diversification.

Unit IV: Functional Strategies and Strategic Enablers

Marketing; Production; Human Resource and Finance(Elementary knowledge only); IT and strategy; Technology and R&D; Knowledge Management; Strategy and Social Responsibility.

Unit V: Strategy Implementation and Evaluation:

Strategic Implementation - Concept and Process; Strategic Evaluation and Control- Concept, Types of Strategic Control, Techniques of strategic control.

Books Recommended

1. P.SubhaRao : Business Policy and Strategic Management, Himalaya Publishing House, Bombay.

2. Azhar Kazmi; **Business Policy**, Tata Mc Graw Hill, New Delhi.
3. Lomash Sukul; **Business Policy and Strategic Management**; Vikas Publishing House, New Delhi.
4. Glen Boseman and Arvind Pathak ; **Strategic Management Text and cases**; John Viley & Sons; Singapore
5. Gosh P.K.; **Business policy strategic Planning and Management**, Sultan Chand & Sons, Delhi
6. Srivatava R.M.; **Corporate Strategic Management**; Pragati Prakashan; Meerut.

OPMB1102 Paper II -Management Thinkers

Unit I : Early Contributors :

Babbage, Metcalf, Gilbreths, Robert Owen, Gantt.

Unit II : Contributions of :

F.W.Taylor; Henry Fayol. Elton Mayo, Barnard, Follett.

Unit III : Motivational Models of :

A.H.Maslow; Fredrick Herzberg; Douglas McGregor; Victor H Vroom; McClelland.

Unit IV : Leadership and Decision Theorists :

Herbert Simon; J.G. March; Fred Feidler; Robert Tannenbaun; Rensislikert.

Unit V : Modern Thinkers :

Peter F Drucker; Henry Mintzberg; Michael Porter; Garry Hamel; Tom Peters.

Books Recommended

1. Mathur Navin; **Management Gurus - Ideas and Insights**, National Publishing House, Jaipur.
2. Singh R.N. ; **Management Thought and Thinkers**.
3. Sudha G.S. **प्रबन्ध चिन्तन**

OPMB1103 Paper III- Business Environment

Unit-I

Socio -Cultural Environment: Environment of Business: Impact of Socio-Cultural values, Business Ethics & Morality, Social Responsibility of Business, Social Audit, and Various Environmental Movements. Study of Global Business Environment.

Unit-II

Economic Environment: Economic systems, Economic organisations, Corporate Sector, Public Sector, Joint Sector, Unorganised Sector. Economic Infra- structures (Transport, Communication, Water & Power)

Unit-III

Economy & Govt: Economic role of Government- planning in India & its implications for Business Enterprises, Monetary policies, Fiscal policies, Import & Export policy,



Unit-IV

Business & Legal Environment :Main Provisions of Industries (Development & Regulation) Act 1951, Consumer's Protection Act, 1986 Regulation of stock Exchanges and the role and functions of S.E.B.I., M.R.T.P.Act. 1969, Foreign Exchange Maintenance Act, (FEMA, 2000)

Unit-V

Govt. policy for foreign collaborations & N.R.I. Investments, Industrial sickness & Govt. rehabilitation policy. Budgeting , Emerging structure of Indian Economy.

Book Recommended:

1. Francis : Business & Govt.; Himalaya Publishing House, Delhi
2. Bowen, Howard : Social Responsibilities of Business (Harper)
3. Clark J.M. ; Social Control of Business Tata McGraw Hill, Delhi
4. Ozbekbar, Hasan & Gane E. Tebert : Business Government (R.I. Institute of Management Service)

OPMB1101 Paper- IV Managerial Economics & Management Accountancy

Unit-I

Managerial Economics- Concept, Nature and Scope, Role of Managerial Economics, Managerial Decisions and Economics, Micro & Macro Economics Definition, Scope and Objects of Management Accountancy,

Unit-II

Financial Planning, Working Capital, Ratio Analysis. Demand Analysis, Demand Forecasting, Cost Analysis, Cost Output relationship.

Unit-III

Price Decision under different market structure:Pure Competition, Monopoly, Monopolistic competition, price discrimination. Theories of Profits, National Income Analysis, Economic Growth- Stages and Theories.

Unit-IV

Fund Flow Analysis, Cash Flow Analysis, Analysis of Long Term Capital, Capital Structure, Trend Analysis.

Unit-V

Preparation of Cash Budget, Capital Budget, Financial Budget, Long term Budget, Performance Budgeting, Flexible Budgeting, Break Even Analysis, Analysis of variances.

Books Recommended:

1. Spender : Managerial Economics
2. Varshey : Managerial Economics-Sultan Chand & Sons.
3. Boulding : Economic Analysis
4. Hicks : Value and Capital
5. Meade : Economic Analysis & Policy
6. Lewis : Theory of Economic Growth
7. Nurkse : Capital Formation in Under - Developed Countries
8. Leftwich : The price system and Resource Allocation