

PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)  
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND

**SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION (BIOTECHNOLOGY )  
FOR THE EXAMINATION OF 2013-2014**

MBABT6208 COMPREHENSIVE VIA VOCE\*\*

|       |            |
|-------|------------|
|       | <u>100</u> |
| TOTAL | 800        |

## FIRST SEMESTER

### MBABT6101: BUSINESS ECONOMICS

Objective: The objective of this course is to equip the students with basic knowledge of the concepts and tools of economic analysis as relevant for business decision making.

#### UNIT I

Nature and scope of business economics, concepts of economics and managerial decision making, demand theory and techniques for demand estimation, demand forecasting.

## MBABT6102: BUSINESSSTATISTICS

Objective: The objective of this paper is to acquaint the students with various statistical tools and techniques used to business decision making

### UNIT -I

Construction of frequency distributions and their analysis in the form of measures of central tendency and variations, types of measures of skewness, kurtosis, meaning and co

4. Gupta S.P. & Gupta M.P. Business Statistics Sultan Chand & Sons, Delhi.
5. Levin & Rubin, Statistics for Management Prentice Hall of India, New Delhi.

## MBABT6103: MANAGEMENT ACCOUNTING

Objective: The objective of this course is to acquaint the students about the role, concepts, techniques and methodology relevant to accounting function and to impart knowledge regarding the use of cost accounting information in managerial decision making.

### UNIT I

Conceptual basis of accounting, nature and purpose of accounting, basic accounting concepts and conventions underlying preparation of financial statements, forms of business organization, accounting records, balance sheet equation, completing accounting cycle, preparation of profit and loss account and balance sheet as per Schedule Companies Act 1956.

### UNIT II

Revenue recognition and measurement (AS-1), fixed assets (AS-10), inventory valuation (AS-2), depreciation accounting (AS-6), intangible assets accounting (AS-26), financial statement analysis: ratio analysis, common size statements, comparative analysis, trend analysis, cash flow analysis, accounting for price level changes, human resource accounting, social and environmental accounting.

### UNIT III

Cost accounting objectives, cost accounting and management accounting, understanding and classifying costs, overhead allocation, preparation of cost sheet, introduction to methods of costing, techniques of costing: marginal costing and its managerial implications, budgetary control, standard costing and variance analysis.

### UNIT IV

Contemporary issues in management accounting, value chain analysis, activity based costing, activity based budgeting, target and life cycle costing, quality costing.

## References

- 1.

politics: concept, consequences, reasons and management of political behaviour, work stress: causes, organizational and extra organizational stressor, individual and group stress, effect of stress, stress coping strategies

#### UNIT IV

Conflict and intergroup behavior: sources of conflict, types of conflict, functional and dysfunctional aspects of conflict, approaches to conflict management, organizational culture: functions of OC, creating and sustaining OC, development and implications of OC, organizational effectiveness: concept and approaches to OE, factors in OE, effectiveness through adaptive coping cycle, organizational health development, emotional intelligence.

#### References

1. Luthans F., Organisational Behavior, McGraw Hill Inc.
2. Newstrom, J.W. and Davis, K. Organizational Behavior Human Behavior at work The McGraw Hill Companies, Inc.
3. Pareek, U. Understanding Organizational Behavior, Oxford University Press, Delhi.
4. Robbins, S.P., Judge, T. and Sanghi, C. Organizational Behavior



## UNIT II

Product planning and pricing, product concept, types of products, major product decisions, brand management, product life cycle, new product development process, pricing decisions, determinants of price, pricing process, policies and strategies.

## UNIT III

Promotion and distribution decisions, communication process, promotion tools: advertising, personal selling, publicity and sales promotion, distribution channel decisions

## MBABT6106: WORKSHOP ON BUSINESS COMPUTING

## UNIT I

An introduction to business communication, elements of the communication models, types of communication, barriers to communication, principles of written communication, Business letters: their basic qualities, mechanics of letter writing, and specific types of letters, internal communication through memos, minutes and notices.

## UNIT II

Principles of oral communication, speeches: speech of introduction, of thanks, occasional speeches, theme speeches, mastering the art of giving interviews in the following: selection or

## UNIT I

Concept of business environment: its significance and nature, interaction matrix of different,

5. Puri, V.K. and Misra, S.K. Indian economy, Himalaya Publishing House

## MBA BT6202: HUMAN RESOURCE MANAGEMENT

Objective: The course is designed to give an understanding of the various aspects of the management of human resources, their interaction in the execution of managerial functions

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2. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
3. Paneerselvam, R., Operations Research, Prentice Hall of India, New Delhi
4. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
5. Taha, H.A., Operations Research: An Introduction, Prentice Hall of India, New Delhi.
6. Vohra, N.D., Quantitative Techniques in Management, Tata McGraw Hill Publishing Company Ltd.

## MBA BT6204: FINANCIAL MANAGEMENT

Objective: To provide an understanding of the function, the roles, the goals and the processes of corporate financial management, covering the sourcing of finances and their issues in investment and operations

### UNIT I

Introduction: concept of finance, scope and objectives of finance, profit maximization vs. wealth maximization, functions of financial manager in modern age, financial decision areas, time value of money, risk and return analysis, CAPM, shareholders value creation, traditional and modern measures of financial performance, ROI, earning price ratio, SBA, EBA and MBA.

### UNIT II

Financing decision: longterm sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long finance; concept and approaches of capital structure decision: NNOI, traditional and Modigliani miller approach, cost of capital cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.

### UNIT III

Leverage analysis financial, operating and combined leverage along with implications  
EBIT

## UNIT IV





### UNIT III

Sampling including determination of sample size, data collection and preparation, data entry hypothesis testing including one sample tests and two independent sample tests, report writing.

### UNIT IV

Techniques of multivariate analysis, analysis of variance (one way only), discriminate analysis (direct method only), factor analysis, cluster analysis, multidimensional scaling, conjoint analysis.

#### References:

1. Cooper, D.R. and Schindler, P., Business Research Methods, McGraw Hill Publishing Co.
2. Malhotra, N. and Dash, S, Marketing Research: An Applied Orientation, Pearson Education.
3. Sekaran, U, Research Methods for Business: A Skill Building Approach, Wiley and Sons, Inc.
4. Rao, S, Handbook for Writers and Editors, Ahmadabad Academic Book Centre.
5. Zikmund, W.G., Business Research Methods, Cengage Learning

### THIRD SEMESTER

## UNIT II

Elements for a programme, entrepreneurial training and development programmes, entrepreneurship orientation and awareness programme, evaluation of various EDP programmes, women entrepreneurs, steps taken by govt, to promote EDR, institutional entrepreneurial environment in India.

## UNIT III

Definition of MSME (micro, small and medium enterprises), rationale, objective, scope, role of MSME in economic development of India, significant provisions of MSME act, 2006, mechanics of selling of new enterprise: size and location, optimum units: its meaning and



benefit cost ratio, internal rate of returns urgency, payback period, and accounting rate of returns) investment appraisal in practice.

### UNIT III

Types and measure of risk: simple estimation of, risk

4. Little, I.M.D. and Mirrlees J.A., Project Appraisal and Planning for Developing Countries Oxford and IBH Publishing Co.
5. Nevitt, P.K. and Fabozzi, FJ, Project Financing Euromoney Books.

### MBABT7103: BUSINESS PROCESS REENGINEERING

Objective: The objective of this course is to develop the abilities of the students to design and to evaluate management and its existing structure and select the right frame for Reengineering.

#### UNIT I



MRP, MRPII, ERP, DRP), material handling; Packaging; inventory management under conditions of certainty and uncertainty.

#### UNIT IV

International forwarding; material requirements planning; economic order quantity (EOQ),

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## UNIT-II

Plant cell structure, Plant tissue culture, Media, Protoplast culture, Somatic hybridization, Production of haploid plants, Somaclonal variations, Micro propagation, Germplasm, Conservation, Cryopreservation.

## UNIT-III

Primary culture and cell lines (fundamentals, facilities, general considerations, media, biology and characterization, scale up, viability, cytotoxicity), Stem cell cultures, Cell transformation, Cell cloning, Organ and Histotypic cultures, Tissue engineering.

## UNIT-IV



## FOURTH SEMESTER

### MBABT7201: STRATEGIC MANAGEMENT

Objective: The objective of this course on corporate strategy is to develop in the students ability to analyse the strategic situation facing the organization, to assess strategic options available to the organization and to implement the strategic choices made by it. Extensive use of a variety of case studies will help in meeting the objectives of this course.

End semester paper: The paper will be of four hours and will carry 50 marks. Section A will be of 20 marks consisting of five questions. 2 questions will be from each unit. The students are required to answer two questions selected from each unit. Section B will be of 30 marks consisting of a compulsory case.

#### UNIT I

Introduction to corporate strategy, an overview of formulation and implementation of strategy (including various models of strategy formation and implementation), mission, including various approaches to business model, environmental analysis (including various tools of analysis), corporate resources and core competencies, personal goals and aspirations of top management, social responsibility and corporate governance, corporate strategy (including diversification and vertical integration), execution of corporate strategy (Including strategic alliance and acquisitions).

#### UNIT II

Business level strategies, including

4. Hitt, Michael and Hoskisson, Robert S., Strategic Management: Competitiveness and Globalization, South Western Thomson.
5. Hunger J. David, Wheelen, Thomas L and Wheelen T. Essentials of Strategic Management, Prentice Hall of India.
6. Pitts, Robert A., Strategic Management: Building and Sustaining Competitive Advantage, South Western Thomson.
7. Porter, M. E.,

in customer privacy, CRM measurement, analysis of CRM strategies and approaches practised by successful business houses in India and abroad, emerging trends in CRM

### UNIT III

Introduction to sales management: nature, scope & its evolution, relations

## UNIT I

Introduction to TQM: history, aims, objectives, benefits, gurus and their principles, TQM. reasons for use of TQM, proven examples and benefits, methods to assist in the implementation of TQM, introduction to tools and t

## UNIT IV

Total employee involvement: awareness of quality, recognition and rewards, empowerment and selfdevelopment, education and training, cost of quality: cost of poor quality, categories of quality cost, analysis of quality costs, benefits of costs of quality control, supporting technologies: overview of supplier quality assurance system, TQM implementations & barriers to implementation, ISO 9000 series of standards: concept, relevance, benefits,

Suggested readings:

1. Biotechnology. Ed: Satyanarayana, U. Publishers: Books and Allied (P) Ltd. Kolkata. 2005. ISBN: 81-8713490-9
2. Molecular Biotechnology: Principles and Application of recombinant DNA. Eds: Glick, B.R., Pasternak, J.J. 3<sup>rd</sup> edition. ASM Press, Washington D. C. 2003. ISBN: 1 555812244.
3. Principles of Gene Manipulation/An Introduction to Genetic Engineering. Eds: Old, R.W. and Primrose, S.B. 6<sup>th</sup> edition. Publishers: Blackwell Science Ltd: ISBN: 0-632-03712-1.

## MBABT7207: SEMINAR ON INTELLECTUAL PROPERTY RIGHTS AND BIOTECHNOLOGY

Objective: The focus of this paper is to sensitise the participants on the intellectual properties its various kinds of infringements and the legal remedies available for its protection. Emphasis is on the case laws for better understanding and assimilation of salient provisions concerning intellectual property protection.

### UNIT I

Intellectual Property: definition and scope, nature and scope of intellectual property law, its role in Economic and Industrial Development, general features of Paris Convention, 1967; Trade and Merchandise Marks Act, 1958; Trade Marks Act, 1999; definition of trade mark, registration of trade mark, infringement of trade mark and suits for infringement.

### UNIT II

Patents Act, 1970; Copyrights Act, 1957; nature, rights conferred by copyrights; infringement and remedies for infringement, World Trade Organisation, consultative machinery at WTO, salient provisions regarding TRIPS and TRIMS, good manufacturing practices.

References:

1. Narayanan, P. Laws of Trade Marks, Eastern Law House, Calcutta.
2. Narayanan, P. Copyrights and Industrial Design, Eastern Law House, Calcutta.
3. Paul, Meenu. Intellectual Property Laws, Allahabad Law Agency.



## MBABT7208: WORKSHOP ON INSTRUMENTATION IN BIOTECHNOLOGY

Objectives: To expose the students to the instruments used in the field of Biotechnology

### UNIT -I

Bioreactors: Introduction to a bioreactor design, Control panels of a bioreactor, Types of bioreactors, Operation of bio-reactors  
Microscopy: Light microscope, Florescent microscope, Phase contrast microscope, AFM, TEM, and SEM.

Spectrophotometry (UV/Visible spectrophotometer), Mass spectrometry