

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 COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF  
READING

FOR

MASTER OF BUSINESSADMINISTRATION  
(BIOTECHNOLOGY)

MBA (BIOTECHNOLOGY)

(3<sup>RD</sup> AND 4<sup>TH</sup>)

## SYLLABI FOR MASTER O

## THIRD SEMESTER

### MBABT7101: ENTREPRENEURIAL DEVELOPMENT AND NEW ENTERPRISE MANAGEMENT

Objective: The objective of the course is to provide conceptual and theoretical understanding about the development of entrepreneurship and its significance in Indian economy, and to highlight issues in new enterprise management.

#### UNIT I

Entrepreneurship: Concept and definitions, entrepreneurship and economic development, classification and types of entrepreneurs, entrepreneurial competencies, factors affecting entrepreneurial growth: Economic, non-economic factors, traits/qualities of entrepreneurs, intrapreneur, manager v/s entrepreneur, The Role of the Entrepreneur, Entrepreneurs and Myths about entrepreneurs

#### UNIT II

Entrepreneurial Finance: Debt financing: Types of debt, sources of debt financing, creative

References:

1. Desai, V., Small

# MBABT7102: PROJECT PLANNING, ANALYSIS AND MANAGEMENT

Objective: The objective of this course is to promote a sound understanding of the theory and practice of project management. More specifically it introduces students to the purpose, principles, problems and challenges, concepts, techniques, and practice of project management and its various facets; impart skills in project planning, execution and control methods; introduce students to project management software and applications.

## UNIT I

Planning and analysis overview: phases of capital budgeting levels of decision making resource allocation framework key criteria for allocation of resource elementary investment strategies portfolio planning tools strategic position and action evaluation aspects relating to conglomerate diversification interface between strategic planning and capital budgeting generation and screening of project ideas: generation of ideas monitoring

the environment regulatory framework for projects conglomerate appraisal portfolio screening porter model for estimation of profit potential of industries.

## UNIT II

Market and demand analysis: situational analysis and specification of objectives collection of secondary information conduct of market survey characterization of the market demand forecasting market planning technical analysis: study of material inputs and utilities manufacturing process and technology product mix plant capacity, location and site

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, sensitivity analysis, scenario analysis, Monte Carlo simulation, decision tree analysis, selection of project, risk analysis in practice,

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 organization structure and select the right frame for Reengineering.

### UNIT I

Definition of reengineering, time for reengineering, why business process start to fail, explanation of change theory, reengineering mission and scope, reengineering cost, survival and growth strategies, rethinking business processes.

### UNIT II

The new world of work, the enabling role of information technology, perspectives on the

## References

1. Dey, B.R., Business process Engineering & Change Management, Dreamtech Press Edition.
2. Hammer, M. and Champy, J., Reengineering the Corporation A manifesto for business resolution, Nicholas Brealey Publishing Limited, London
3. Jawadekar, W.S., Redesigning the business organization Tata McGraw Hill Publishing Company Limited
- 4.





## 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

Pharma drugs, Dosage forms, Key concepts, types and classes, Delivery systems, General processing, Technological aspects, Quality control, Quality assurance, SOPs, GLP, cGMP, Regulatory affairs.

Suggested readings:

1. Prescott, Harley and Klein Microbiology. Eds: Willey, J.M., Sherwood L.M., & Woolverton C.J.. 8<sup>th</sup> edition. Publishers: McGraw-Hill. ISBN: 978-0-07-1102315
2. Biotechnology. Ed: Satyanarayana, U. Publishers: Books and Allied (P) Ltd. Kolkata. 2005. ISBN: 818713490-9
3. Principles of Gene Manipulation An Introduction to Genetic Engineering. Eds: Old, R.W. and Primrose, S.B. 3<sup>rd</sup> edition. Publishers: Blackwell Scientific Publications. ISBN: 0-632-03712-1.

## MBABT7110: STRATEGIC MANAGEMENT

Objective: The objective of this course on corporate strategy is to develop in the students

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 various typologies for BLS), functional level strategies, strategic alternatives (including models for development of strategic alternative), strategic and technology, strategy and industry lifecycle, evaluation of strategy, implementation of strategy, organisation structure and strategy.

### References

1. Ghosh, P.K., Strategic Planning and Management, Sultan Chand and Sons, New Delhi.
2. Gupta, V., Gollakota, K. and Srinivasan, R., Business Policy and Strategic Management Concepts and Applications, Prentice Hall of India.
3. Hill, Charles W.L. and Jones, Gareth B., Strategic Management, Dreamtech Press India, Indian Adaptation.
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., Competitive Advantage, The Free Press, New York.
8. Thompson, Arther A., Strickland, A. J. and Gamble, John S., Strategic Management Concepts and Cases, Tata McGraw Hill.

FOURTH SEMESTER

MBA BT7202: CUSTOMER RELATIONSHIP MANAGEMENT AND  
SALES MANAGEMENT

Objective:

## UNIT IV

Sales organization: types of sales structure, management of sales territories, sales quotas, sales budget, sales control & cost analysis, organizing & staffing sales force: selection & recruitment of sales forces, sales training, motivation & compensation, strategic role of information in sales management, ethical & legal issues in sales, evaluating of sales force performance

### References

1. Baran, R.J, Galka, R.J, & Strunk , D.P. Customer Relationship Management, Cengage Learning, New Delhi.
2. Churchill, Ford, Walker,

techniques, TQM and management : new management challenges, trends and contribution of TQM.

## UNIT II

## References

1. Arora, K.C., TQM and ISO 14000. K. Kataria & Sons, New Delhi.
2. Hurbert K. Rampersad, Managing Total Quality Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Juran, J.M. & Gryna, Frank M. Quality Planning and Analysis Tata McGraw Hill, New Delhi.
4. Neil Huxtable, Small Business Total Quality Chapman & Hall.

## MBABT7204: SEMINAR ON BIOTECHNOLOGICAL PROCESSES

Objectives: To expose the students to the processes adopted by industry for production of biotech products.

### UNIT -I

Antibiotics, Biotransformations, Vaccines, Therapeutic proteins, Alcoholic beverage, Dairy products (cheese and yoghurt), Mushroom

### UNIT -II

Bioflavors, Vitamins, Citric acid, Enzyme immobilizations, Biosensors, Bioplastics, Transgenic animals (mice, cattle, sheep, pigs), animal cloning, Gene therapy.

### UNIT -III

Transgenic plants: Insect resistance, Microbial resistance, Abiotic resistance, Improvements in crop yield and improved nutrition, Transgenic plants as bioreactors, Biofertilizers.

### UNIT -IV





## UNIT-II

Centrifugation:

### Unit III

Indian value system and values, Indian ethos ~~image~~ management, creating ethical corporate structures, ~~ethical leadership~~ law and ~~ethics~~, work ethics: nature and scope, ~~ethical issues at workplace~~, cross cultural ~~ethics~~, ethical dilemmas.

### Unit IV

Ethics in business disciplines: HRM (downsizing, balance of ~~power~~ compensation.29459(u)-32.9242