



**UNIVERSITY OF RAJASTHAN
JAIPUR**

SYLLABUS

Faculty of Management Studies

**Master of Business Administration
(Service Management)**

Semester Scheme

Ist Semester Exam. December 2016

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Semester Scheme
Master of Business Administration (Services Management)
2016-18

Course Category:

CCC: Compulsory Core Course

ECC: Elective Core Course

OEC: Open Elective Course

SC: Supportive Course

SSC: Self Study Core Course

SEM: Seminar

PRJ: Project Work

RP: Research Publication

PRE: Presentation

Contact Hours:

L: Lecture

T: Tutorial

P: Presentation

S: Self Study

Master of Business Administration – Services Management (MGS)

Semester-I

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours			EOSE Duration (Hrs.)	
					Per Week			T	P
					L	T	P		
1	MGS 101	Services Management	CCC	6	4	2	0	3	0
2	MGS 102	Marketing Management	CCC	6	4	2	0	3	0
3	MGS 103	Accounting for Managers	CCC	6	4	2	0	3	0
4		Elective - I	ECC	6	4	2	0	3	0
5		Elective - II	ECC	6	4	2	0	3	0
6		Elective - III	ECC	6	4	2	0	3	0
Total Credits in the Semester				36					

Electives in Semester-I:

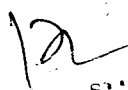
MGS A01- Principles of Management and Organization Behavior

MGS A02 - Human Resource Management

MGS A03 - Productions and Operations Management

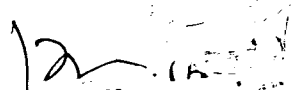
MGS A04 - Business Communication and Personality Development

MGS A05 - IT for Managers



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Program Administration

1. The medium of instruction and examinations shall be English.
2. There will be a component of continuous assessment as per University rules. This will be conducted by the Institute under supervision of the Director. The SGPA for this continuous evaluation will be determined as per University rules and guidelines.
3. No candidate shall be considered to be eligible to pursue End of Semester Examinations unless he/she passes the Continuous Internal Assessment with 25% marks. Continuous Internal Assessment will consist of Written Test (weightage 70% in calculation of Internal Continuous Assessment result) and Presentation / Assignments / Projects / Viva (weightage 30% in calculation of Internal Continuous Assessment result)
4. The rules of passing, readmission and EOSE (end term semester exam) will be as per University rules and guidelines.
5. Courses/papers are inter-changeable from one year to another. The optional are given separately for each semester.
6. The Optional Groups (Electives) for functional area to be introduced will be announced in the beginning of Semester-III. It is not necessary to introduce all the optional groups. Only a few optional groups will be introduced, keeping in view the teaching faculty / students' position.
7. There will be 7 questions out of which the candidate is required to answer 5 questions. Out of 7 questions one will be a case/ problem which will be compulsory. The exercise/ case can be from any part of the syllabus.
8. No candidate shall be considered to have pursued a regular course or study unless he/she is certified by the Director of the Institute to have attended 75%


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- of the total number of lectures, tutorials, seminars and case discussions in each year during the course of study.
9. Promotion from one semester to another will be as per University rules.
 10. The CGPA (of the end term University exam EoSE) will be determined as per University rules and guidelines.
 11. The student will submit the choice of papers as per university guidelines and by the date announced by the institute.
 12. There will be a credit monitoring committee of the Institute whose decisions regarding credits and allied domain will be final and binding.
 13. Credit registration at least once in all compulsory credit courses shall be binding but earning all CCC credits for accumulation of minimum 120 credits.
 14. All students are required to fill in readmission and examination form for each semester complete in all respects by the due date/ late fee date as announced by the Director of the Institute. Incomplete examination forms are likely not to be forwarded to the University.
 15. A student will opt for total 6 specialization papers. 3 out of these will be from one functional area and 3 from another. He / She cannot choose from more than two functional areas.
 16. There should be adequate number of students willing to opt for an elective (if the number is less than 5 then the elective will not be offered).


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Semester I

Syllabus

Services Management

Subject Code: MGS101

Credits: 06

Objectives: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Services Management and various dimensions related with management of Services Industry. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction

Concept | Understanding Service Phenomenon | Difference from Goods | Convergence from Goods | Classification of Services | Role of Service Sector in Indian Economy | Challenges in Service Sector | Growth and Recent Trends in Service Sector | Skill Development for Service Sector | Designing Services |

Technology in Services

Role | IT Enabled Services | Service Enhancement through Technology

Service Environment

Growth, Trends, Contemporary Issues, Milestones and Future of Major Service Sectors (Healthcare, Education, Telecommunication, Transportation, Aviation, Banking and Insurance, Travel and Hospitality, IT, Public Services)

Reference

1. Zeithaml and Bitner, Services Marketing, TMH
2. Lovelock, Wirtz and Chatterjee, Services Marketing, Pearson
3. Ravi Shankar, Services Marketing, Excel Books
4. Jauhari and Dutta, Services, Oxford

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Semester I

Syllabus

Marketing Management

Subject Code: MGS102

Credits: 06

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Marketing and various dimensions related to Exploring, Creating, Delivering and Communicating Customer Value. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction to Marketing

Nature and scope of marketing | Core marketing concepts (Market , Need, Want, Demand, Value, Satisfaction, Consumer & Customer, Goods and Services, Competition, Company Orientation towards Market Place) | Marketing Environment (External and Internal) | Marketing mix of Goods and Services |

Exploring Customer Value

Consumer buying decision process | Basics of Market Research | Levels of marketing planning | Segmentation, Targeting and Positioning

Creating Customer Value

Developing products (Introduction to Products, Product Levels, Product Classification, Product Life Cycle, Product Line and Mix, Packaging and Labeling, Product Quality) | Concept and Role of Brands | Pricing Decisions (Introduction to Price, Pricing Process, Methods) | Delivering and Communicating Customer Value (Value chain Model, Market Channel, Retailing and Wholesaling, Marketing Communications)

Marketing Control

Marketing Evaluation and Control | Sustainability and Ethics in Marketing

Reference

1. Kotler, Keller, Koshy, Jha, Marketing Management- 14th edition, Pearson
2. Etzel, Walker, Stanton, Pandit, Marketing - 14ed, McGraw Hill.
3. Bains, Fill, Page and Sinha, Marketing - Asian Edition, Oxford.
4. Ramaswamy and Namakumari, Marketing Management - 5 edition, McGraw Hill.
5. Saxena Rajan, Marketing Management, McGraw Hill

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Semester I

Syllabus

Accounting for Managers

Subject Code: MGS103

Credits: 06

Objectives: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Accounting and Analyzing Financial Statements and various dimensions related to managing Financial Resources in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction

Introduction to Financial Accounting | Generally Accepted Accounting Principles | A Review of Financial Accounting from Journal Entry to Balance Sheet | IFRS | Regulatory Requirements for Annual Accounts

Published Financial Statement Analysis

Objectives | Sources of Information | Ratio analysis | Cash Flow Statement as per AS 3 | Inferences from Published Financial Statements | Cost Structure Management and Cost Saving Techniques

Cost Accounting

Introduction | Concepts and Classification | Budgetary Control | Marginal Costing and its applications | Activity Based Costing | Life Cycle Costing | Responsibility Accounting | Zero Based Budgeting | Variance Analysis | Price Level Change Accounting | Recent Trends in Cost Structure Management

Reference

1. Khan and Jain, Management Accounting, McGraw Hill.
2. S. Ramanathan, Accounting for Management, Oxford.
3. Hilton, Ramesh, Jayadev, Managerial Accounting, McGraw Hill.
4. Horngren, Cost Accounting, Pearson.
5. Hilton and Platt, Managerial Accounting, McGraw Hill.

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Semester I

Syllabus

Principles of Management and Organization Behavior

Subject Code: MGSA01

Credits: 06

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Management and various dimensions of Group and Individual Behavior in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction to Management

Meaning | Levels | Functions (Planning, Organizing, Staffing, Directing, Controlling) | Importance | Decision Making | Role of Managers | Management Skills | MBO | MBE

Individual Behavior

Personality | Perception | Learning | Stress Management | Emotional Intelligence



Organizational Behavior

Organization Structure and Design | Motivation | Leadership | Teams and Group Dynamics | Power and Politics | Conflict Management | Diversity | Organisational Culture

References

1. Robbins, Judge and Vohra, Organisational Behavior - 15th Edition, Pearson.
2. Fred Luthans, Organisational Behavior - 12th edition, McGraw Hill.
3. Stoner, Freeman, Gilbert, Jr., Management, PIII
4. Robbinson and Coulter, Management, PHI
5. Kootnz and Wehrich, Essentials of Management, TMH

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Semester I

Syllabus

Human Resource Management

Subject Code: MGS A02

Credits: 06

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Human Resource Management and various dimensions related to managing Human Resource in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction to HRM

Meaning | Scope | HRM Environment in India | Diagnostic approach to HRM | HR as strategy | HR competencies and efficiency

Human Resource Procurement

Job Analysis (Job description and Job specification) | Recruitment | Selection | Induction

Performance Appraisal and Reward Management

Meaning | Objective | Process | Methods | Internal Mobility (Promotion, Transfer and Demotion) | Discipline | Employee Grievances Handling | Employee Exit

Employee Compensation

Meaning | Financial and Non-Financial Components

Human Resource Accounting

Meaning | Importance | Methods

Reference

1. Dessler and Varkkey, Human Resource Management - 14th edition, Pearson.
2. Haldar and Sarkar, Human Resource Management, Oxford
3. CB Gupta, Human Resource Management, Sultan Chand.
4. Udai Pareek and TV Rao, Human Resource Management, Oxford
5. K Aswathappa, Human Resource Management, TMH
6. Monappa et al, Human Resource Management, McGraw Hill


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Semester I

Syllabus

Productions and Operations Management

Subject Code: MGS A03

Credits: 06

Objective: The course has been designed keeping in mind the specific need of managers to understand and appreciate the concept of Production and Operations Management and various dimensions of Production, Business Processes, Logistics and Operational issues in the organization. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction to POM

Importance | Types of Production Systems | Product and Service Design Factors | Productivity (System, Personnel, Capital) | Integrated Productions Management | Location Decision | Plant Layout Decision | Production Planning | Operations Strategy

Business Processes

Business Process Modeling | Inventory Management | Lean Manufacturing | JIT | Supply Chain Management | Operations Scheduling

Network Techniques

Project Planning and Control | Project monitoring through Network Techniques | PERT-CPM | Concept of Time Estimates | Project Costs

Quality Management

Techniques and Tools | Total Quality Management Systems (TQMS) | Types of International Standards on Quality Systems | ISO standards | Total Quality and Safety

Reference

1. Bufo and Sarin, Modern Production and Operation Management, Wiley
2. Russell and Taylor III, Operation Management - 4th edition, Pearson
3. Adam Jr. and Ebert, Production and Operation Management, Pearson
4. Anil Kumar and N Suresh, Production and Operation Management, New Age
5. Rendex et al., Production and Operation Management, Pearson

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Semester I

Syllabus

Business Communication and Personality Development

Subject Code: MGS A04

Credits: 06

Objectives: The course has been designed keeping in mind the specific need of managers to understand and appreciate the implication of effective communication in management and various dimensions related to Verbal and Non Verbal Business Communication. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Introduction to Business Communication

Meaning | Process | Types of Communication | Channels of Communication | Barriers to Communication | Making Communication Effective

Business Writing and Correspondence

Agenda | Minutes | Notes | Report Writing | Making effective presentations | Business Letters | Writing business emails | Telephone etiquettes | Managing Business Meetings | Communicating on Social Media

Personality Development

Role of Verbal and Non Verbal Communication | Behavioral Aspects of Communication | Effective Body Language | Preparing for Group Discussions and Interviews | Public Speaking | Formal Dressing Sense | Dining etiquettes

Reference

1. Lesikar, Flatley, Rentz, Pande, Business Communication - 11 edition, McGraw Hill
2. Kaul, Business Communication, PHI
3. Sinha, Business Communication, Galgotia
4. Biswajit Das and Ipsita Spathy, Business Communication and Personality Development, Excel Books

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Semester I

Syllabus

IT for Managers

Subject Code: MGS A05

Credits: 06

Objectives: The course has been designed keeping in mind the specific need of managers to understand and appreciate the implication of Information Technology in management and various dimensions related to application of IT for managerial decision making. It also aims to equip students with knowledge, skill and competencies to manage efficiently and effectively.

Computer Hardware and Software

CPU | Logic Gates | Computer Memory | Computer Hierarchy | Input Technologies | Output Technologies | Operating Systems | Application Software | Utility Software | Contemporary Apps for Managers

Data Base Management System

Traditional File Environment | Database Management Systems Concepts | Data Models | MS-Excel | SQL

Telecommunication and Networks

Types of Telecommunication Networks | Telecommunications Media | Network Topologies | Network Architectures | Internet, Intranet and Extranets | Features of an Effective Website and App | Payment Gateways

Functional and Enterprise Systems

Management Information Systems | Transaction Processing Information Systems | Accounting and Finance Systems | Marketing and Sales Systems | Production and Operation Management Systems | Human Resources Management Systems

Reference

1. Lucas, Information Technology for Management, TMH
2. Behl, Information Technology for Management, TMH
3. Jawadekar, Management Information System, McGraw Hill.

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