

E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai
Accredited by NAAC with 'A' Grade | Accredited by NBA (CSE, EEE, MECH, CIVIL, ECE, IT)
NAGAPATTINAM – 611 002



MASTER OF BUSINESS ADMINISTRATION

Full Time Curriculum and Syllabus – R2020

Second Year – Fourth Semester

Course Code	Course Name	L	T	P	C	Maximum Marks		
						CA	ES	Total
Theory Course								
2002BA401	Entrepreneurship Development	3	0	0	3	40	60	100
2003BA017	Financial Derivatives	3	0	0	3	40	60	100
2003BA024	Organisational Theory, Design and Development	3	0	0	3	40	60	100
Laboratory Course								
2004BA402	Project Work	0	0	12	6	100	100	200

L – Lecture | T – Tutorial | P – Practical | CA – Continuous Assessment | ES – End Semester

2002BA401	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

PREREQUISITE:

Basic knowledge in Management Concepts, Human Resource management, Financial management

COURSE OBJECTIVES:

1. To enable the students to take up self-employment by exposing them to entrepreneurial competence and environment.
2. To make the students understand business plan, launching of small business and management of small business.
3. To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE 9 Hours

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT 9 Hours

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III BUSINESS PLAN PREPARATION 9 Hours

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS 9 Hours

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups

UNIT V MANAGEMENT OF SMALL BUSINESS 9 Hours

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR:

Entrepreneurship process, SWOT
Importance of IPR in small business

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1: Demonstrate the characteristics of successful entrepreneur.
- CO2: Apply the central and state government industrial policies in business
- CO3: Develop a business plan after studying the environment.
- CO4: Demonstrate the launching of product in market successfully
- CO5: Use the method of preventing the sickness and rehabilitation of business units

REFERENCES:

1. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi,2018.
2. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8th edition, 2017.
3. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
4. Arya Kumar. Entrepreneurship. Pearson.2012
5. Donald F Kuratko, T.V Rao, Entrepreneurship: A South Asian perspective. Cengage Learning. 2012
6. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
7. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra , 2nd Edition ,2005
8. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.

2003BA017	FINANCIAL DERIVATIVES	L	T	P	C
		3	0	0	3

PREREQUISITES:

1. Accounting for decision making
2. Financial Management

COURSE OBJECTIVES:

1. To understand the basic operational mechanisms in derivatives
2. To learn the basic modules of financial derivatives.
3. To grasp the activities of Securities Market.

UNIT I INTRODUCTION

10 Hours

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives

UNIT II FORWARD AND FUTURES CONTRACT

10 Hours

Forward Contract- Types of forward contracts- Speculations-Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT III OPTIONS

10 Hours

Definition – Exchange Traded Options, OTC Options – Specifications of Options –Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

UNIT IV SWAPS

7 Hours

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary– Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs –Credit Risk.

UNIT V DERIVATIVES IN INDIA

8 Hours

Evolution of Derivatives Market in India – Regulations - framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :

1. Derivatives Market
2. Commodity market – Present Situation

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1: Possess good skills in hedging risks using derivatives
- CO2: Understand about future contract and options
- CO3: Learning in depth about options and swaps
- CO4: Knowing about the evolution of derivative markets
- CO5: Develop in depth knowledge about stock options and index futures in NSE

REFERENCES:

1. John.C.Hull, “Options, Futures and other Derivative Securities”, PHI Learning, 9th Edition, 2012.
2. S.L.Gupta, “Financial Derivatives - Theory, Concepts and Practice”, Prentice Hall Of India, 2011.
3. Sundaram Janakiraman, “Derivatives and Risk Management”, Pearson Education 2011
4. Keith Redhead, “Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs”, PHI Learning, 2011.
5. Stulz, Risk Management and Derivatives, Cengage Learning, 2nd Edition, 2011.
6. Varma, Derivatives and Risk Management, 2nd Edition, 2011.
7. N.R.Parusuraman, Fundamentals of Financial Derivatives, Wiley India Edition 2009
8. David Dubofsky – Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition. 1992.
9. Website of NSE, BSE.
10. Website References <http://www.himpub.com/documents/Chapter723.pdf>

2003BA024	ORGANISATIONAL THEORY, DESIGN AND DEVELOPMENT	L	T	P	C
		3	0	0	3

PREREQUISITE:

Organisational Behavior and Human Resource Management

COURSE OBJECTIVES:

1. To facilitate students to understand the organizational change process.
2. To enable students to understand organization development and Interventions.
3. To help students understand Change Management Strategies.

UNIT I ORGANISATION & ITS ENVIRONMENT 8 Hours

Meaning of Organization – Need for existence - Organizational Effectiveness – Creation of Value – Measuring Organizational Effectiveness – External Resources Approach, Internal Systems Approach and Technical approach - HR implications.

UNIT II ORGANISATIONAL DESIGN 15 Hours

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design - Implications for Managers.

UNIT III ORGANISATIONAL CULTURE 6 Hours

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT IV ORGANISATIONAL CHANGE 6 Hours

Meaning – Forces for Change - Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process -Organization Development – HR functions and Strategic Change Management - Implications for practicing Managers.

UNIT V ORGANISATION EVOLUTION AND SUSTENANCE 10Hours

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications.

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR:

- 1.Fear of Change, Formal Culture
- 2.Unfreezing change, Role of Change agents

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1: Analyze the environmental forces that influence organization.
CO2: Apply the relationship among organizational change, redesign, an organizational effectiveness
CO3: Develop skills for understanding the impact of organizational culture on organizational and inter organizational relationships.
CO4: Apply the various change models during the change process.
CO5: Understand, predict and influence organizational design to innovative business strategies and practices.

REFERENCES:

- 1.Robert A Paton, James McCalman, Change Management, “A guide to effective implementation”, Response Books, 2012.
- 2.Richard L. Daft, “Understanding the theory & Design of Organisation”, Cengage Learning Western, 10th Edition 2012.
- 3.Thomson G. Cummings and Christopher G. Worley, “Organisational development and Change”, Cengage learning, 9th edition 2011.
- 4.Gareth R.Jones, “Organizational Theory, Design & Change”, Pearson Education, 6th Edition 2011.
- 5.Bhupen Srivastava, Organisational Design and Development: Concepts application, Biztantra , 2010.
- 6.Adrian Thorn Hill, Phil Lewis, Mike Millmore and Mark Saunders, “Managing Change -A Human Resource Strategy Approach”, Wiley, 2010.
- 7.Robbins, “Organisation Theory; Structure Design & Applications”, Prentice Hall of India,2009.
- 8.Hodge, Anthoy& Gales, “Organization theory”, 5th Edition, Prentice hall 2003.