

Introduction to the MBA Programme

Department of Business Management (**DBM-SPCE**) is part of **Sankalchand Patel College of Engineering** well known as SPCE. SPCE is a leading institute in professional education established since 1999. Under the name of **DBM-SPCE**, we are currently running two years full time MBA programme approved by AICTE, New Delhi and affiliated to the Gujarat Technical University, Ahmedabad.

ABOUT TRUST

With the vision of **“To treat every student as an individual”** the trust strongly believed in – that education is vital for the overall progress of a community...and it is this vision that saw the birth of the “Nootan Sarva Vidhyalaya Kelavani Mandal (NSVKM)”.

In 1952, committed person Shri Sankalchand Patel, sharing the concern to the cause of education and community development, conceived the idea of a trust, which would provide basic education, health care and train manpower. Thus, was born the NSVKM.

With emphasis being laid on education, the Trust established a school at Visnagar. Today, the Trust comprises a Dental and Pharmacy colleges, a 120 bed speciality hospital, Engineering college, MBA institutes, MCA institutes, two polytechnic colleges, B.Sc college, BBA and BCA college, two schools– in all 12 institutions with more than 10000 students, 1000 staff members and 50000 alumni.

SANKALCHAND PATEL COLLEGE OF ENGINEERING (SPCE):

Sankalchand Patel College of Engineering (SPCE), Visnagar, established in 1999, is the state-of-art Engineering College approved by AICTE, New Delhi and affiliated to the Gujarat Technical University, Ahmedabad. SPCE is a very distinguished name in the high quality technical education. MBA, MCA, Electronics & Communication, Computer Engineering, Information Technology, Electrical Engineering, Mechanical Engineering and Civil Engineering are presently running graduate and postgraduate courses at the institute.

College address

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WEBSITE : www.mba.spcevng.ac.in

FACILITIES:

The focus of DBM-SPCE is to provide the best learning environment to the students. To meet with the expectations, the classrooms are designed to be spacious, peaceful and well structured. To facilitate various learning requirements, all the classrooms are equipped with the latest multimedia peripherals.

Library is the most effective knowledge store of the institute. The college has a well-furnished, spacious and rich library with a separate reading room. At present, the library stocks more than 21000 books. In addition to this, the library has also subscribed to over 80 National journals, 4 international journals, 50 technical and non technical magazines, and newsletters to keep the students and faculties up-to-date of the latest developments in their respective fields. Besides these, the institute has also subscribed to 272 international online journals.

Two centrally air-conditioned Computer laboratories of DBM-SPCE extends state-of-the-art facilities to all the users. It provides centralized computing facilities to meet the current and future needs, which fulfill the requirement of all academics functions of the department. The Computer Laboratories are equipped with 60 branded computer machines with latest configurations (HCL-D2, 512 MB RAM), laser printers, a dot matrix printer, multimedia kit, projection system (LCD Projector & Overhead Projector) and the required related legal software including Prowess by Center for Monitoring Indian Economy, costing Rs. 100000 p.a.. Sufficient internet facility (2 MBPS radio link connectivity) is available in the laboratory where the students have 24 x 7 accessibility.

The Institute also offers residential facilities for the students. 3 boys and 2 Girls hostels having capacity of 200 students for boys and girls located in the main campus itself which provides secure, tranquil, pollution and noise free environment for the concentrated academic purpose.

The college also runs transportation facility from Ahmedabad and Gandhinagar.

PRINCIPAL

Dr. L.N.Patel.

B.E. (Mech), M.Tech. (IIT M), Ph.D.(IIT M)

FACULTIES

1. Prof. Bhavesh Patel. (HOD)

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2. Prof. Chirag Rathod.

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3. Mr. Parimal Trivedi.

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4. Ms. Dhara Jha.

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5. Mr. Bhavesh Parmar.

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6. Mr. Chirag Patel.

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7. Mr. Darshan Ranpura.

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ABOUT THE MBA PROGRAMME

The MBA programme of Gujarat Technological University (GTU) will be conducted on a semester basis with four semesters spread over two academic years. The duration of each semester will be around 15 weeks. In each semester there are seven courses/subjects. In the first year all 14 courses are compulsory. In the second year there will be three types of courses, namely, compulsory, electives and sectorial specialisation. The MBA programme will have four electives, namely, Marketing, Finance, Human Resource and Information Systems. A student can choose any one of the four electives. There will be five sectorial specialization areas, namely, Retail, Pharmaceutical and Healthcare, Rural and Cooperatives, Public Systems and Policy, and Banking and Insurance. A candidate has to opt for one of the sectorial areas. In each semester of the second year there will be three compulsory courses, three electives and one sectorial course, thus making a total of six compulsory courses, six elective courses and two sectorial courses in the second year. Once a student opts for a particular elective and sectorial course in semester III, he/she will continue the same in semester IV. The concerned institution conducting the programme can either offer all the electives and sectorial options or the minimum requirement of two. The annual calendar will be declared by the University in the beginning of the academic year, indicating the schedule of the semester (beginning and end) and internal and external examination time slots. No exemption in any subject/course is allowed even if the student had studied similar or the same subject in any other programmes. Each course is divided into five modules. The University examinations will have five questions of 14 marks from each module, with internal options. The evaluation will be governed by the GTU rules/regulations. The details of all the first year courses are listed below:

(students are advised to download the syllabus from the following link:

<http://mba.spcevng.ac.in/nsvkmsmba-Curriculum.htm>)

First Year

Semester-I:

Sr. No.	Course Code	Course/ Subject Title
1.	CC101	Accounting for Managers (AFM)
2.	CC102	Economics for Managers (EFM)
3.	CC103	Management Information Systems (MIS)
4.	CC104	Managerial Communication (MC)
5.	CC105	Organizational Behaviour (OB)
6.	CC106	Principles of Management (POM)
7.	CC107	Quantitative Analysis (QA)

40 Sessions of 75 Minutes per Course Total 21

Semester-II:

Sr. No.	Course Code	Course/ Subject Title
1.	CC201	Cost and Management Accounting (CMA)
2.	CC202	Environment for Business (EFB)
3.	CC203	Financial Management (FM)
4.	CC204	Human Resource Management (HRM)
5.	CC205	Marketing Management (MM)
6.	CC206	Production and Operations Management (POM)
7.	CC207	Research Methodology and Operations Research(RM&OR)

40 Sessions of 75 Minutes per Course Total 21

Summer Training

The students will have to undergo Summer Training for six to eight weeks after the completion of the Second Semester and submit a "Summer Project Report" by 31st of July. The Report will be evaluated by a panel consisting of one Internal Supervisor and one external referee appointed by GTU which will be graded as "Satisfactory", or "Incomplete/Not Satisfactory". All those students whose Summer Project Reports are graded as "Incomplete/Not Satisfactory", shall have to repeat the Training for a period suggested by the panel and re-submit the same for evaluation to the internal supervisor.

Evaluation Scheme

Sr. No.	Component	Weightage
1	Projects/Assignments / Presentations/ Quizzes / ClassParticipation/	10%
2	Mid-Semester Examination	20%
2	End-Semester Examination	70%

ACADEMIC CALENDAR AS PER GTU

Academic Term	:	17/08/2009 to 05/12/2009
Diwali Vacation	:	20/10/2009 to 23/10/2009
Mid Semester Examination	:	08/10/2009 to 15/10/2009
End Semester Examination	:	21st December 2009 onwards

TIME TABLE

	Mon	Tue	Wed	Thu	Fri	Sat
8:15-9:30	MIS (CRP)	MIS (CRP)	MIS (CRP)	OB (BJP)	OB (BJP)	OB (BJP)
9:30-10:45	EFM (BKP)	EFM (BKP)	EFM (BKP)	AFM (DBJ)	AFM (DBJ)	AFM (DBJ)
11:15-12:30	MC (PRT)	MC (PRT)	MC (PRT)	QA (CBR)	QA (CBR)	QA (CBR)
12:30-1:45	POM (DBR)	POM (DBR)	POM (DBR)			

MIS	Management Information System
OB	Organizational Behaviour
EFM	Economics for Managers
AFM	Accounting for Managers
MC	Managerial Communication
QA	Quantitative Analysis
POM	Principles of Management

LIST OF TEXT BOOKS

Sr. no.	Title	Author	Publication	Edition	Book Type
CC 101: Accounting for Managers					
1	Financial Accounting for Management: An Analytical Perspective	Ambrish Gupta	Pearson Education	3rd, 2009	TEXT-1
2	Accounting for Management	S.K.Bhattacharya, John Dearden	Vikas Publishing House	3rd revised, 2009	TEXT
3	Financial Accounting: Concepts, Methods, and Applications	Carl S Warren, James M Reeve, Jonathan E. Duchac	Cengage Learning	2009	TEXT
CC 102: Economics for Managers					
1	Principles of Economics	N Gregory Mankiw	Thomson South-Western	2nd ,2002 India Reprint	TEXT
2	Microeconomics	Pindyck & Rubinfeld		5th	TEXT
3	Managerial Economics – Concepts and Applications	Christopher R. Thomes, S.Charles Maurice	Tata McGraw Hill	8th	TEXT
CC 103 Management Information Systems					
1	Management Information Systems – Managing Information Technology in the Business Enterprise	O'Brien, J.	Tata McGraw Hill		TEXT
2	Management Information Systems: Managing the Digital Firm	Laudon, Kenneth C. and Laudon, Jane P.	Pearson Education	Latest	TEXT
3	Management Information Systems: For the information age	Stephen Haag, Maeve Cummings, Amy Philips	Tata McGraw Hill	Latest	TEXT
CC 104 Managerial Communication					
1	Effective Business Communication	Murphy	Tata McGraw-Hill	7th	TEXT
2	Professional Communication	Koneru	Tata McGraw-Hill	1st	TEXT
3	Business Communication Strategies	Monipally, M. M.	Tata McGraw-Hill		TEXT
CC 105 Organizational Behaviour					
1	Understanding Organizational	Udai Pareek	Oxford University	2nd Edition	Text

	Behavior		Press		
2	Organizational Behavior	Mcshane and Radha Sharma	McGraw-Hill	Latest Edition	Text
3	Organizational Behavior	Stephan Robbins	Pearson Education	Latest Edition	Text
CC 106 Principles of Management					
1	Management: A Global and Entrepreneurial Perspective	Wehrich Heinz & Koontz Harold	Mc Graw Hill	12th Edition 2008	Text
2	Management	Stoner, Freeman & Gilbert Jr	Prentice Hall of India	6th Edition or later edition	Text
3	Organization Theory – Structure, Design and Applications	Stephen P. Robbins	Prentice Hall of India	3rd or later edition	Text
CC 107 Quantitative Analysis					
1	Business Statistics for Contemporary Decision Making	Ken Black,			Text
2	Statistics for Management	Richard I. Levin & David S. Rubin	Pearson Education		Text

For more details refer the website of the institute www.mba.spcevnng.ac.in