

Department of Business Management

Sankalchand Patel College of Engineering



Information Handout For The First Year Students

dbm | spce

Department of Business Management
Sankalchand Patel College of Engineering

Sankalchand Patel Sahkar Vidyadham,
Visnagar-384 315, (Gujarat)

Phone: (02765) 232008, 227342

Fax: (02765) 224982

E-mail: dbmspce@gmail.com

www.mba.spcevng.ac.in

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

Sankalchand Patel Sahakar Vidyadham,
Gandhinagar-Ambaji link road,
Visnagar – 384 315

Dist.: Mehsana, North Gujarat.

PHONE NO. : (02765) 232008

FAX NO. : (02765)224982

E-MAIL : dbmspce@gmail.com

WEBSITE : www.mba.spcevng.ac.in

FACILITIES:

The focus of DBM-SPCE is to provide the best learning environment to the students. As our campus is out of city and in natural environment, hence we are free from the Sound and Air pollution. We are having natural healthy atmosphere with cool wind blows. Recently we have installed the **“Water filtration Plant”** which purifies the water completely and take care of the student’s health. Many water coolers are also provided, to fulfill the water supply demand. During every academic year **“Tree Plantation Work”** carried out which is helpful to develop the greenery in the campus area. To meet with the expectations of students, DBM-SPCE offers following state of the art facilities.

Class Room

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 like multimedia kit, projection system (LCD Projector & Overhead Projector) and speakers.

Seminar Hall

The institute offers centrally air conditioned well-equipped seminar hall to seat 300 students for regular weekly seminars.

Library

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 23000 books. In addition to this, the library has also subscribed to over 101 National journals, 272 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 10 international online journals.

Computing Facility

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). Sufficient internet facility (2 MBPS radio link connectivity) is available in the laboratory.

Student Housing

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.

Sports

A dedicated sports complex in the vicinity of the campus caters to the most exciting hobby of students – i.e. sports. The college campus has facilities for indoor and outdoor games like athletics, chess, badminton, table tennis, cricket, volleyball and football. SPCE football teams have won several state level championships.

Transportation

The college also provides transportation facility from Ahmedabad and Gandhinagar.

Career Counseling

Our support doesn't stop once classes are over. Helping out the students get ready for the job market is equally important. A Training & Placement cell has been established to help students get the right job. Career counseling, job fairs, mock interviews and resume writing seminars are an integral part of skill development programs.

Canteen and Mess

Canteen facility is available at the college campus. It provides non-oily & healthy food and refreshments at subsidized rates to the students. Mess offers healthy lunch and dinner at hostels.

FACULTIES

S.N.	Name of Faculty	Qualification	Experience	Subject (First Sem.)
1	Prof. Bhavesh Patel Head of Department	B.Sc.(Chem.) MBA (Finance)	10 Years	Economics for Managers
2	Prof. Chirag Rathod	B.E.(Mech) MBA (Marketing)	8 Years	Quantitative Analysis
3	Prof. Parimal Trivedi	B.Sc.(Chem.) MBA (Marketing)	8 Years	Managerial Communication
4	Prof. Darshan Ranpura	BBA , M.Com.(Cost Accounting) MBA (Finance)	3 Years	Principle of Management
5	Prof. Chirag Patel	B.Sc.(Chem.) MBA (Marketing)	5 Years	Management Information System
6.	Prof. Bhavesh Parmar	BBA MBA (Marketing) M.Phil, UGC-NET	5 Years	Organization Behavior
7.	Prof. Divya Gohil	BBA MBA (Finance)	2 Years	Accounting for Managers

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 specialisation 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.spcevnng.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

Summer placement (summer internship programme, i.e., now popularly known as SIP), is an integral part of the academic curriculum of MBA. 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" after the successful completion of it. SIP aims at widening the student's perspective by providing an exposure to real life organisational and environmental situations. This will enable the students to explore an industry/organisation, build a relationship with a prospective employer, or simply hone their skills in a familiar field. SIP also provides invaluable knowledge and networking experience to the students. The Report will be considered of 6 credits and evaluated out of 100 marks. The total marks for the SIP project will awarded for the aspects like, Introduction, Literature Review, Details about the study, Methods/methodology adopted for the study, Analysis and conclusions, Contribution and learning from the project, Acknowledgements, Presentation of the report, Presentation of the report to the examiners and Overall impression. The university will arrange for evaluation of the SIP reports submitted by the students. For the purpose, the university will nominate one faculty from outside the institute and one faculty member from the institute who will be the examiners. The student/s is/are expected to make a 15 minute presentation before the examiners regarding the SIP project work undertaken, which will be followed by questions by the examiners.

Evaluation Scheme

Sr. No.	Component	Weightage
1	Case Analysis / Presentations	20%
	Assignments	10%
	Quizzes	10%
	Attendance / Class Participation	10%
2	Mid-Semester Examination	30%
2	End-Semester Examination	70%

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 Behavior	Udai Pareek	Oxford University Press	2nd Edition	Text
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.spcevng.ac.in