VEER NARMAD SOUTH GUJARAT UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
(Full Time)
(With Effect From July 2002)

Semester – III

Optional Courses

6. Public System Management

OPS 301  Public Enterprise Management
OPS 302  Financial Management in Public Systems
OPS 303  Hotel Management
OPS 304  Tourism Management
OPS 305  Energy Management
Objectives:
The objective of this course is to expose the students to the managerial aspects of public enterprise and to help them to understand the working of these enterprises and to measure and evaluate their performance and efficiency.

Course contents:
Genesis, Rationale and Objectives and Roles of Public Enterprise, Organizational Forms and Working of the Board of Management, Public Enterprise Policy and Reform Measures, Institutional Arrangement for Designing and Implementing Memorandum of Understanding (MoU); Project Management Methodologies in Public Enterprises; Problems with Regard to Choice, Transfer and Management of Technologies in Public Enterprises; Pricing Policy and Price Controls in Developing countries, Marketing Problems of Public Enterprises; The concept of Administered Prices; Institutional Mechanism for Price Fixation Process; Budgetary Techniques and Financial Control System in Public Enterprises; Expenditure control, Zero Base Budgeting and Performance Budgeting; Personnel Administration in India; Training and Development Facilities; Problems of Job Satisfaction, Absenteeism, System of Reward and Punishment; Stress and Executive Behaviour, Problems of Industrial Relations and Trade Unionism in Public Enterprises; Problems of Evaluation of Performance Autonomy vs. Accountability in Public Enterprises; Human Resource Development in Public Enterprises.

Suggested Readings:
The basic objective of this Course is to appraise the students about the Financing and Investment decision-making process in Public Systems organizations.

Course Contents:

Finance functions in Public enterprises; Role of Financial Adviser, Major sources of Finance of Public enterprises; Capital markets for raising funds, Government grants and subsidies, Public deposits; Cost Control, Profit Planning and executions; Capital structure, Investment decisions in Public enterprises; Problems of Pricing; identifying and solving Financial problems of Non-Profit organizations with attention to funds, accounting, budgeting and control; Investment decision-making when market valuation cannot be used as a criterion; Sources of funds for non-profit organizations.

Suggested Readings:


The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.
Objectives:

The basic objective of this Course is to acquaint the students with the working of the hospitality industry.

Course Contents:


Suggested Readings:


The list of cases and specific references including research papers, articles and books will be announced in the class.
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MBA (Full Time)
Semester – III
PUBLIC SYSTEMS GROUP
OPS 304
Tourism Management

Objectives:

The basic objective of this course is to acquaint the students with the tourism.

Course Contents:


Suggested Readings:


List of cases and specific references including research papers, articles and books will be announced in the class.
Energy Management

Objectives:
This course would equip the participants with knowledge and skills needed in managing energy crisis, developing non-conventional sources of energy and using conservation and conversion technologies for organisational use at a macro level. Techno-economic aspects of various operating decisions taken by organizations and policy decisions fixed by the Government are to be reviewed.

Course Contents:
Organization for Energy Management: Goal setting in Energy Management; Energy crisis, energy use patterns and scope for Conservation; Energy Audit, Energy Pricing; Review of and conversion technologies; Incentives for conservation in thermal and electrical Systems in the organization; Non conventional sources of energy; Utilisation of solar energy, Biomass as a source of energy; The option of Nuclear energy, in the developing countries.

Suggested Readings:

List of cases and specific references including research papers, articles and books will be announced in the class.