JIWAJI UNIVERSITY, GWALIOR  
M.B.A (BUSINESS ECONOMICS)  
THIRD SEMESTER  

Max. Marks : 100  
External : 70  
Internal : 30  
Min. Pass Marks : 28  

MBA (BE): 301 - BUSINESS POLICY & STRATEGIC MANAGEMENT  

Unit – I  

Unit – II  

Unit – III  

Unit – IV  

Unit – V  

(Signed)
MBA (BE): 302 – ECONOMICS OF DECISION MAKING

Unit – I

Unit – II
Matrix, Addition, Subtraction, Multiplication of matrix, Inverse of matrix. Solution of Linear Simultaneous equations with the help of matrices. Limits, Differentiation of single variable (excluding trigonometric functions), Simple problems of maxima and minima for functions of variable.

Unit – III
Linear Programming Problems, Graphic and Simplex methods. Transportation Problems – North West Corner rule, Lowest cost method, Vogel’s approximation methods and MODI methods.

Unit – IV

Unit – V
Inventory Management – Concept terminology, objective and advantages of inventory control. Deterministic models – Economic Lot-size models with uniform and different rates of demand. Stochastic models – single period model with uniform and discontinuous demand. Replacement theory – Problems relating to replacement of equipment that deteriorates with time. (with and without change in money value)

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MBA (BE): 305 (MM) - CONSUMER BEHAVIOUR

Unit - I

Unit - II

Unit - III

Unit - IV

Unit - V
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Max. Marks : 100
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MBA (BE): 306 (MM) - ADVERTISING MANAGEMENT


Media selection and Planning: Concept, Media Planning Process, Types of Media and their merits and limitations (Print, Electronic, Outdoor & Transit, Direct Market).


Unit – V Advertising Effectiveness: concept, important, pre and post test and methods DAGMAR approach: concept suggestion and criticism
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

MBA (BE): 305 (FM) WORKING CAPITAL MANAGEMENT

Unit - I
Working Capital: Concept, Classification, factors, Merits and demerits,
Working Capital Management: Concept, Significance, Needs and objectives,
Approaches to Working Capital Financing, Tools for Analysis of Working Capital, Methods of Working forecast

Unit - II
Cash Management: Concept, objectives, stages and merits, motives for holding cash, facture determining the cash level, Tools for cash planning and control.
Cash budget: Concept, Importance and Methods.

Unit - III
Management of Receivables: Meaning of Receivables, Objectives of Maintaining Receivables, Cost of Maintaining Receivables, Objectives of Receivable Management, Principles of Credit & Collection: Policies, Establishing Optimum Credit-Policies; Cost Benefit Analysis, Credit Policy Variable – Credit Standards, Credit terms, Collection efforts, Credit Analysis & Decisions.

Unit - IV
Inventory Management: Concept, Objectives, Importance, Process and Techniques. Costs associated with Inventory, Analysis of Investment in Inventory. Numerical question of EOQ and level of Inventory.

Unit - V
Sources of Working Capital Finance, Working Capital and Capital Investment Process
Management of Marketable Securities: Concept, Motives, Choice and factors

NOTE: At least one numerical question from I, II, & IV unit will be asked.
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M.B.A (BUSINESS ECONOMICS)
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Max. Marks : 100
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MBA (BE): 306 (FM) - BUSINESS TAX MANAGEMENT

Unit – I Basic Concepts – Assessment year, Previous year, Person Assessee, Income, Casual income Gross Total Income, Total Income, Concept of Residence and types of assessee, Scope of Tax on the basis of residential status, Income exempted from Tax.
Computation of total income on the basis of residential status.

Unit – II Income from Business and Profession – Basic Principle, Specified allowed and disallowed expenses for computation of Taxable Income from Business & Profession, Genera; Deduction U/S 37, Computation of Income from Business and profession. Depreciation Allowance.

Unit – III Set off of Losses and Carry forward of losses. Deduction to be made in computing Total Income of corporate Assessee.
Assessment of firm and computation of Total income and Tax liabilities of firm.

Unit – IV Assessment of Companies, Types of Companies, Deductions from GTI, Duties of Principal Officer, Double Taxation relief, MAT. Computation of Total income and tax liabilities of company.


NOTE: At least one numerical question will be asked from I,II, III and IV unit.

SK Shukla
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

Max. Marks : 100
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MBA (BE): 305 (PM) - LABOUR LAWS

Unit – I  Factories Act, 1948.
Unit – II  Industrial Disputes Act, 1947.

Unit – V (a) Trade Union Act, 1926.
(b) Industrial Employment (Standing Orders) Act, 1946.
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M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

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MBA (BE): 306 (PM) - HUMAN RESOURCE DEVELOPMENT

Unit – I

Unit – II

Unit – III
Training: concept, importance methods, structure training programme effective Development: Concept, impotence, performance Appraisal: concept significance and issues, performance appraisal Vs potential appraisal

Unit – IV
Labour Welfare Labour Welfare-Concept & Scope, Labour Welfare in India, Significance, Types, Social Security: Scope, Growth of Social Security in India, Basic, Knowledge of Social Security Scheme in India under:
(i) Working’s Compensation Act.
(ii) Employees Provident Fund Act.
(iii) Maternity Benefit Act.
(iv) Employees State Insurance Act.

Unit – V
Human Resource Record concept, objective, significance types and principles, Human Resource Research, Concept, nature techniques objectives concept and scope of HR audit.