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

MBA (BE): 401- COMPUTER AND MANAGEMENT INFORMATION SYSTEM

Unit - I

Unit - II

Unit - III

Unit - IV

Unit - V
- Introduction to Database Management System (DBMS), Database File Creation, Types of Fields, Editing and Saving Structure, Listing (Browse, List, Append), Deleting/Removing, Updating, Sorting, Searching and Viewing Records, Closing Database, Seek, Index, Sort, Time, Date, Mathematical Functions, Printing a Database File and Report

Max. Marks : 100
External : 70
Internal : 30
Min. Pass Marks : 28
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
FOURTH SEMESTER

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

MBA (BE): 402 - QUALITY MANAGEMENT

Unit – I  Quality- Concept, Approaches, Dimensions, Quality of Design, Quality of Conformance, Quality of Performance, Quality Management - Meaning, Importance, Principles, Cost of Quality

Unit – II Quality Guru- Overview of the Contributions of Deming, Juran, Feigenbaum, Ishikawa, Taguchi, Shingo, Walter Shewhart, Crosby, Tom Peter, Kondo, Moller

Unit – III TQM: Meaning, Principles TQM Element, Importance, Steps, Total Quality Tenets, TQM Model, Strategic Planning and Implementation Strategies for TQM

Unit – IV Quality Culture and Philosophies - Kaizen, 5S Six Sigma Model, Just in Time, Total Productive Maintenance, Total Quality Control, Total Waste Elimination, Quality Circle, Zero Defects, QFD Methodology

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

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

MBA (BE): 405 (MM) - SALES, DISTRIBUTION & RETAIL MANAGEMENT

Unit – I Sales Management- Definition, Strategy Formulation Process, Personal Selling - Meaning, Importance, Patterns, Prerequisites and Process, Types of Selling Positions, Changing Role of Sales Personnel

Unit – II Managing the Sales Force- Selection, Recruitment, Training, Compensation, Monitoring and Performance Appraisal

Unit – III Sales Organization- Meaning, Importance, Developing a Sales Organization, Types of Sales Organization Structure Sales Budgeting- Definition, Purpose and Method, Sales Quotas-Meaning, Importance and Settings

Unit – IV Channel of Distribution- Meaning, Distribution level and Types, Flow in Channel System, Channel Selection Retailing - Definition, Importance, Types, Classification of Retailers, Trends in Retailing, Retail Marketing Decision and Positioning Strategies

Unit – V Physical Distribution- Meaning, Role, Marketing Logistic decisions - Order Processing, Warehousing, Inventory Control (Functions & Methods), Transportation

SK SRWLD
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
FOURTH SEMESTER

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

MBA (BE): 406 (MM) – STRATEGIC MARKETING MANAGEMENT

Unit – I  Meaning, Components and Hierarchy of Strategies, An overview,
Historical Perspective, Characteristics & Importance of Strategic
Marketing Management, Strategic Planning Systems

Unit – II Market- Oriented Strategic Planning – Strategic Planning, Scope, levels,
Business Model, Porters Generic Strategies Models, Product-Market
Growth Matrix

Unit – III Designing Competitive Strategies – Competitors Reaction Pattern, Classes
of Competitors, Marketing Strategies for Market Leaders, Market
Challengers, Market Followers, Market Niches Strategies

Unit – IV Brand Management – Meaning, Importance, Functions, Brand Decisions,
Branding, Brand Sponsor Decisions, Brand-Name Decisions, Brand
Strategy Decisions, Brand Repositioning Decisions, Concept of Brand
Personality and Brand Equity

Unit – V Organizational and Service Marketing – Organizational Marketing,
Business Vs. Consumer Market, Influencing Factors, Buying Situations,
Organizational Buying Process
Service Marketing- Meaning, Importance, Product vs. Service, Bank
Marketing, Tourism Marketing, Hotel Marketing, Hospital Marketing

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

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

MBA (BE): 405 (FM) - MANAGEMENT OF FINANCIAL SERVICES

Unit – I Financial Services- Meaning, Features, Objectives, Type and Factor, Regulatory Framework for Financial Services, Management of Risk in Financial Services, Participants in Financial Markets.


Unit – III Assets Financing Services- Lease Financing, Hire Purchase Financing, Debt Securitization, Housing Finance, Meaning of Credit Rating, Credit Rating Agencies - Functions, Types and Symbols by CRISIL, ICRA & CARE

Unit – IV Factoring- Concept, Mechanism, Functions and Types, Forfaiting- Meaning, Features, Merits and Demerits, Factoring v/s Forfaiting Bills of Exchange- Types of Bills, Discounting of Bills, Purchasing of Bills

Unit – V Credit Cards– Meaning, Functioning, Merits and Demerits, Insurance Services – Meaning and Kinds, LIC Policies, GIC UTI – Objective, Working Resources & Functions
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
FOURTH SEMESTER

MBA (BE): 406 (FM)- SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Unit – I

Unit – II
Risk- Meaning, Components- Interest Rate Risk, Market Risk, Inflation Risk, Management Risk, Factor Liquidity Risk
Security Return - Concept, Approaches, Valuation of Stock and Bonds

Unit – III

Unit – IV
Portfolio Construction and Selection - Approaches in Portfolio Construction, Markowitz Model, Sharp Optimal Portfolio Selection model, Capital Assets Pricing Theory
Portfolio Performance - Sharpe Performance Index, Treynor Performance Index and Jensen Performance Index

Unit – V
JiWAIJ University, Gwalior
M.B.A (Business Economics)
Fourth Semester

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

MBA (BE): 406 (PM) - ORGANISATION DEVELOPMENT AND INTERVENTION STRATEGIES

Unit - I

Unit - II
Organization Diagnosis, Organizational Analysis, Purpose of Organizational Analysis
Models of OD - Larry Greener's Model, H.J. Leavitts model, Lewin model
Moral – Definition, Factor Influencing Moral, Impact of Moral on Productivity, Moral building

Unit - III
Meaning of Change and Change Agent, Role of Change Agent, Forces for Change, Managing Planned Change, Resistance to Change, Overcoming Resistance to Change
Stress Management- Meaning, Potential Sources of Stress, Consequences of Stress, Coping strategies for Stress

Unit - IV
Intervention- Meaning, Structuring, Factors affecting Choice of Intervention, Classification/Types of Intervention Activities
Team intervention- Meaning, Characteristics of an Effective Team, Techniques and Exercises of Team Building, Inter-group and Third Party Intervention

Unit - V
Comprehensive Intervention- Meaning, Wesbord's Future Search Conference Model, Backhard's Confrontation Meeting, Survey Feedback, Schein's Cultural Analysis
Structural Intervention and its Techniques- Socio-technical System, T-Groups, Behaviour Modeling, Life and Career Planning
MBA (BE): 405 (PM) - MANAGEMENT OF INDUSTRIAL RELATION

Unit – I
Industrial Relation – Meaning, Scope and Importance, Components of Industrial Relation System, Prerequisite of Good Industrial Relation Programme, Meaning of Human Relation, Industrial Relation V/s. Human Relation

Unit – II
Trade Unionism – Meaning, Features, Functions, Evolution of Trade Union, Structure of Trade Union in India, Inter Union Rivalry, Rights of Recognized Unions, National Commission of Labour’s Views, Code of Conduct of Trade Union, Concept of Workers Education
Industrial Conflict – Meaning, Classification, Impact and Causes, Meaning and Types of Strikes, Right to Strikes, Lockout

Unit – III
Industrial Psychology - Definition, Characteristics, Objectives and Application, Meaning of Fatigue, Adverse effect of Fatigue, Measures to Avoid Fatigue, Meaning of Monotony, Causes, Effects, Measures to remove Monotony, Fatigue Vs. Monotony
Labour Economics- Meaning, Importance, Demand and Supply of Labour, Growth of Industrial Labour in India

Unit – IV

Unit – V
Worker’s Participation in Management - Meaning, Objectives, Importance and Forms, Merits and Demerits of WPM, WPM in India, Evaluation of WPM, Profit sharing - Meaning, Characteristics, Advantages & Disadvantages, Co-Partnership- Meaning, Advantages & Disadvantages, Profit Sharing Vs Co-Partnership, Industrial Democracy - Meaning, Scope, Significance and Prerequisites