- Quality Management Practice in Indian Organisation
- Quality Custom's & ISO 9000
- ISO - 9000 : A Management overview
- Quality Policy
- Quality Assurance
- Problem solving with "7" Tools
- Documenting the Quality System
- Quality Audit
- Implementing ISO - 9000
- ISO 8402 Quality Management & Quality Assurance
MANPOWER POLICY AND PLANNING


Suggested Reading:
P. C. Mallik: Labour Laws
N. D. Kapoor: Labour Laws
MBA - HRD IV Sem.
406(b): Fundamentals of Retail Management
(Optional Paper)

Unit : I  Meaning, Concept & Characteristic of Retail, Main Drivers of Retailing in India, Development of Retail Industry, factors in Retailing.

Unit : II Theories of Retail Development – Environmental Theory, Theory, Conflict Theory, Phases of Growth of Retail Market.

Unit : III Retail Locations, Level of Location Decision & Its Determining Factors, Image Mix, and Retail Space & Layout Management.

Unit : IV Retail Pricing, Pricing Flexibility, Determining Pricing Strategy & Politics, Multiple Unit Pricings, Human Resource Issues & Concern in Retailing.

Unit : V Retail Economics, Measure of Performance – Income Statement, Balance Sheet, Strategic Profit Model, Ethics in Retailing, Role of Market in Retail.

Suggested Readings

Nair Suja R. : Retail Management – Himalaya Publishing House
Jain J.N. & Singh P.P. : Modern Retail Management Regal Publication
MANAGING CHANGE IN ORGANISATION

UNIT I
- Organization change & overview, The process of organizational change, Key Role in organizational change, culture & change, Managing resistance to change, effective implementation to change

UNIT II
- DIAGNOSIS & INTERVENTION: Organizational Diagnosis Issues & concepts, Diagnosis Methodology: Features, Diagnosis Methods Qualitative & quantitative, Intervention in Organizational Change

UNIT III
- MODELS OF ORGANIZATIONAL CHANGE: Some models of organizational change Organisational change &process Consultation, Work Redesign Model

UNIT IV
- Consulting Approaches & Skills, Managers as Agent Of change, Internal Change Agent, External Change Agent Styles

UNIT V
- Group as a process of learning Developing &change, Group Cohesiveness, Influence process, Human & Cultural Variables in Global Organisations
MBA - HRD IV Sem.
406(a): Counseling Skills For Managers
(Optional Paper)

Unit : I
Introduction: Meaning, Functions and Types of Counseling, Factors Contributing to the emergence of counseling, Economic Changes and challenges, Important Periods in the development of counseling.

Unit : II
Counseling and Related Fields, Approaches to Counseling, Counseling Process.

Unit : III
Counseling Interview and Group Counseling.

Unit : IV
Counseling in the educational setting, Special Areas in counseling, Handling situation of strikes, Disputes through counseling.

Unit : V
Modern trends in counseling, Professional preparation and training for counseling, Evaluation.

Suggested Readings
1. Macleman, Nigel : Counseling for Managers
2. Moursund, J. : The process of Counseling & Therapy
3. Narayana Rao S. : Counseling & Guidance
MBAHRI 405
Industrial Psychology

Unit I: Industrial Psychology: Backdrop of Industrial Psychology in India, Concept, Nature and scope of industrial Psychology.

Unit II Fatigue, Monotony, Boredom, Working environment, Organisational culture and Organisational effectiveness.

Unit III Human Engineering, Industrial accidents, the use of Psychology tests in selection and placement.


Unit V Employee counseling – Meaning, Need, goals, Types, Methods. Process counseling: Meaning, Need, Goals, Types, Methods, Process.

Suggested Reading:

Ghorpade: Industrial Psychology
MBA - HRD IV Sem.

406(c): Marketing Services
(Optional Paper)

Unit : I
Concept and Features of Marketing Services, Significance of Marketing Services, Marketing Information System, Emerging Key Service.

Unit : II
Concept and Marketing Mix, Product Mix, Promotion Mix, Price Mix, Place Mix, Total Quality Management – Dimensions of Total Quality Management.

Unit : III
Tourism Marketing - Concept, Uses of Tourism Services, Marketing Mix for Tourism, Marketing Management of road Transportation.

Unit : IV
Consultancy Market – Concept and Rational, Market Segmentation for Consultancy Organization, Consultancy Marketing in India Perspective.

Unit : V
Courier Marketing – A Conceptual Framework, Rational Behind Courier Marketing, Automobile Service marketing – Concept and Rational, Day Care Marketing.

Suggested Readings

Jha S.M. : Service Marketing, Himalaya Publications Limited
Hudman Hawkins : Tourism in Contemporary Society, Prentice Hall