• 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


V : HRD AND THE SUPERVISOR: Line Managers and HRD, Task Analysis, Motivational Aspects of HRD, Developmental Supervision, Counseling and Monitoring,


Suggested Reading:
P.L. 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  :  Modern Retail Management Regal Publication
P.P.  :  

[Signature]
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 Organizations.
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. Maclellan, Nigel : Counseling for Managers
2. Moursund, J. : The process of Counseling & Therapy
3. Narayana Rao S. : Counseling & Guidance
MBAHRD 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