UNIT I

Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System and Marketing Research, Strategic Marketing Planning.

UNIT II
Market Segmentation, Segmenting the Market, Benefits / Purpose and Limitations of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation.

UNIT III

UNIT IV

Suggested Readings:
MBA 202: BUSINESS LEGISLATIONS

UNIT I
Introduction, Indian Contract Act, 1872-Meaning of Law, Object of law, Indian contract Act, 1872
Definition of contract, Valid contract, Offer and acceptance, Consideration, Capacity to contract, Free
consent, Legality of object, Discharge of contract, Remedies for breach of contract, Quasi contract.
Contract of Agency-modes of creating an agency, Rights and duties of agent and principal, Termination of
agency.

UNIT II
1930-Essentials of a contract of sale, Conditions and warranties, Rights and duties of buyer, Rights of an
unpaid seller and buyer's beware. Partnership Act, 1932 Concept of partnership and its major
provisions-Partnership deed, Incorporation and dissolution.
Consumer Protection Act, 1986: Definitions, Objectives and commissions and provisions (District
Forum, State commission and national commission.

UNIT III
Negotiable Instrument Act, 1881-Definition, types and characteristics of promissory note, Bills of
exchanges and cheque, Holder and holder in due course, Endorsement, Instruments obtained by
unlawful means, Dishonor and discharge of negotiable instrument, Banker and customer.

UNIT IV
Indian Companies Act, 1956-Definition, Characteristics and kinds of company, Formation of a company,
Memorandum of Association and its contents, Articles of Association and its contents, Prospectus,
registration of prospectus, Statement in lieu of prospectus, Right and liabilities of members of
company.
Company Management – Appointment of directors, Power, Duties and liabilities of a director and
managing director.
of patent, Kinds, Procedure for grant of patent, Right of patentee, Infringement of patent.
The Copyright Act, 1957 – Introduction, History, Meaning of copyright, Registration of copyright, Terms
of copyright, Infringement of copyright

Suggested Reading:
1 N.D.Kapoor-Mercantile Law-Sultan Chand and Sons
3 M.C. Kuchhal, Business Law –Vikas Publishing House Ltd.
5 V.S. Datey ,Corporate Law — Taxmann
UNIT I
Introduction: Concept of Research and its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers


UNIT II
Collection of Data: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member
Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

UNIT III
Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA), Measurement and Central Tendency, Measure of Dispersion and their Advantages.

UNIT IV

Suggested Readings:
MBA 204: OPERATIONS RESEARCH

UNIT I
Operations Research:- Uses, Scope and applications of operations research in managerial decision-making environments.- Decision-making under certainty, Uncertainty and risk situations approach and its applications.

UNIT II
Linear programming: Mathematical formulations of LP Models for product-mix problems, Graph simplex method of solving LP problems, Sensitivity analysis, Duality.
Transportation problem: Various methods of finding initial basic feasible solution and optimal assignment model: Algorithm and its applications.

UNIT III
Game Theory: Concept of game, Two-person zero-sum game, Pure and mixed strategy game
Odds Method, Dominance method and graphical method for solving mixed strategy game.
Sequencing Problem: Johnson's algorithm for n jobs and two machines, n jobs and three machines problems.

UNIT IV
Queuing Theory: Characteristics of M/M/1 queue model, Application of Poisson and Exponent estimating arrival rate and service rate, Applications of queue model for better service to the customers.
Replacement Problem: Replacement of assets that deteriorate with time, Replacement of assets suddenly.
Project Management: Rules for drawing the network diagram, Applications of CPM and PERT project planning and control, Crashing of operations.

SUGGESTED READINGS:
MBA 205: FINANCIAL MANAGEMENT

UNIT I

UNIT II

UNIT III

UNIT IV
Dividend Decision: Forms of dividend, Concept of retained earnings and plough back of profits, Relevance and its Theories of dividend decision: Walter’s Model, Gordon’s Model and Modigliani Miller Model, Factors affecting dividend decision

Overview of Working Capital Decision: Concept, components, factors affecting working capital requirement, W capital management: Management of cash, Inventory and receivables, Introduction to working capital financing.

Special topic in finance: International financial management, Financial planning and forecasting, Green finance, Venture capital finance, Financial engineering

SUGGESTED READINGS:
1) Pandey I M -Financial Management (Vikas, 2004, 9th Ed.)
4) Khan and Jain - Financial Management (Tata McGraw Hill, 3rd Ed.)
6) R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
8) Ravi M. Kishor - Financial Management (Taxmann, 1st Ed.)
9) Damodaran – Corporate Finance – Theory & Practice (Wiley, 1st Ed.)
MBA 206 PRODUCTION & OPERATIONS MANAGEMENT

Unit –I
Operations Management – An overview, Definition of production and operations management, Production cycle, Classification of operations, Responsibilities of operations manager, New product development, Product design, Plant location, Layout planning.

Unit –II
Forecasting as a planning tool, Forecasting types and methods, Exponential smoothening, Measurement of errors, Monitoring and controlling forecasting models, Box-Jenkins method. Productivity and work study, Method study, Work measurement.

Unit-III
Production planning techniques, Routing decisions, Line of balance, Scheduling types & principles, Master production schedule, Inventory management – Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED,FSN analysis.

Unit-IV
Basic concepts of quality, Dimensions of quality, Juran’s quality trilogy, Deming’s 14 principles, PDCA cycle, Quality circles, Quality improvement and cost reduction-7QC tools and 7 new QC tools, ISO 9000-2000 clauses, Coverage QS 9000 clauses, Coverage. Six Sigma, Total Productive Maintenance (TPM).

SUGGESTED READINGS
3. Hill T - Operations Management (Palgrave, 2000)
6. Morton - Production and Operations Management (Vikas)
7. Haleem A - Production and Operations Management (Galgotia books, 2004)
UNIT-I
Meaning of Human Resource Management, Evolution of HRM, Functions of HRM, Scope and
Significance of HRM. Challenges before HRM in Present Changing environment

UNIT-II
HR Planning, Job Analysis, Recruitment, Methods and Techniques of Selection. Induction Internal Mobility
and Separation of Employees Transfer, Promotion, Demotion and Separation of employees

UNIT-III
HRD Concept, Objectives & Importance, Training – concept, Training process, Methods, Performance
Appraisal – Concept, Process, Appraisal Techniques

Managing employee relations - Industrial Relations, Trade Unions, Dispute and their Resolution, Collective
Bargaining, Employee Welfare a Brief Introduction, Employee Grievances and their Redressal, Worker’s
Participation in Management.

UNIT-IV
Other contemporary issues in HRM - Employee Compensation - Concept, Factors Affecting Employee
Compensation, Components of Employee Pay, HR Audit, Human Resource Information System.
Strategic HRM – Overview of SHRM, Integrating HR Strategy with HR, Corporate & functional
Strategy.

SUGGESTED READINGS:

1. Main Texts Gary Dessler - A framework for Human Resource Management,
   Pearson Education, Ltd.
Jiwaji University, Gwalior
A Foundation Course
in
Human Values & Ethics

Syllabus for the Value Education course to be introduced in JU
Course Code: JU-001
For MBA (full time ), BBA, MBA(PM), MBA(General), MBA(Part time)

Content for Lectures:

Module 1: Course Introduction – Need, Basic Guidelines Content and process for Value Education

1. Understanding the need . basic guidelines, content and process for Value Education
2. Self-Exploration – what is it ?, its content and process: Natural Acceptance’ and Experiential Validation – as the mechanism for self- exploration
3. Continuous Happiness and Prosperity – A look at basic Human Aspirations
4. Right understanding , Relationship and Physical facilities – the basic requirement for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly – a critical appraisal of the current scenario
6. Method to fulfill the above human aspirations : understanding and living in harmony at various levels

Module 2: understanding Harmony in the human Being – Harmony in Myself

7. Understanding human being as a co-existence of the sentient 1 and the material body
8. Understanding the needs of self (‘1’) and ‘Body’ – Sukh and stuvihadha
9. Understanding the body as an instrument of ‘1’ (1 being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of ‘1’ and harmony in ‘1’
11. Understanding the harmony of I with the Body : Sanyam and Swasthya: correct appraisal of Physical needs. Meaning of Prosperity in detail
12. Programs to ensure Sanyam and swasthya
   – practice to Exercises and Case Studies will be taken up in practice sessions.


13. Understanding harmony in the family – the basic unit of human interaction
14. Understanding values in human–human relationship: meaning of Nyaya and program for
   its fulfillment to ensure Udbhay –tripiti; Trust (Vishwas) and Respect (Samman ) as the
   foundational values of relationship
15. Understanding the meaning Vishwas ; Difference between intention and competence
16. Understanding the meaning of Samman. Difference between respect and differentiation :
   the other salient values in relationship
17. Understanding the harmony in the society (society being and extension of family ):
   Samadhan, Samriddhi Abhay, Sah –astivya as comprehensive Human Goals
   Universal order ( Sarvabhauam Vyayawastha )- from family to world family !
Practice Exercises and Case Studies will be taken up in practice sessions.

Module 4: Understanding Harmony in the Nature and Existence – Whole existence as Co-existence
19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four order of nature – recyclability and self-regulation in nature
21 Understanding Existence as co-existence (Sah-astitva) of mutually interacting units in all pervasive space
22 Holistic perception of harmony at all levels of existence
   - Practice Exercises and Case Studies will be taken up in practice sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on professional Ethics

23. Natural acceptance of Human Values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
   a) Ability to utilize the professional competence for augmenting universal human order.
   b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems.
   c) Ability to identify and develop appropriate technologies and management patterns for above production system.
27. Case studies of typical holistic technologies, management models and production systems.
28. Strategy for transition from the present state to Universal Human Order:
   a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
   b) At the level of society: as mutually enriching institutions and organizations

Extracts from Bhagwadgita, Guru Grantha Sahib, Quran and Bible

Text Books and Reference Material

a. The text books:


b. Teacher ‘s Manual :

C. Reference Books
