JIWAJI UNIVERSITY, GWALIOR

SYLLABUS

OF

M.B.A. (BUSINESS ECONOMICS)

I to IV Semester

2015 - 2017
JIWAJI UNIVERSITY, Gwalior
M.B.A (BUSINESS ECONOMICS)

Revised Course Structure
Choice Based Credit System (CBCS)

2015-2017

The department has choice based credit system (CBCS) in MBA (Business Economics) we offer, in which there are 87 valid credits and 16 virtual credits in the complete span of the course of two years. From these 87 credits, 45 credits should accrue from core subjects, 30 credits from elective subjects, 4 credits from seminar, 4 credits from assignment and 4 credits from project based work. Virtual credits are 16 which the student has to earn through comprehensive viva-voce held after every semester. Hence 4 virtual credits are given to each comprehensive viva-voce. From these 103 credits, the credit for each subhead is as under:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of Subject/Activity</th>
<th>Number of Subjects</th>
<th>Total Credit</th>
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<tbody>
<tr>
<td>1</td>
<td>Core</td>
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<td>2</td>
<td>Electives</td>
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<td>3</td>
<td>Seminar</td>
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<tr>
<td>5</td>
<td>Comprehensive Viva Voce</td>
<td>4/ Semester</td>
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<td>6</td>
<td>Summer Internship and Project Work</td>
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M.B.A. (Business Economics)

M.B.A. (B.E.) I SEMESTER

<table>
<thead>
<tr>
<th>Sub. Code</th>
<th>Subject Name</th>
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<tr>
<td>101</td>
<td>Principle of Management (Core)</td>
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<tr>
<td>102</td>
<td>Business Statistics (Core)</td>
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<td>103</td>
<td>Business Legislation (Core)</td>
<td>3</td>
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<tr>
<td>104</td>
<td>Accounting for Managers (Core)</td>
<td>4</td>
</tr>
<tr>
<td>105</td>
<td>Managerial Economics (Core)</td>
<td>3</td>
</tr>
<tr>
<td>106</td>
<td>Economics of Industries (Core)</td>
<td>3</td>
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<tr>
<td>107</td>
<td>Seminar</td>
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<td>108</td>
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### M.B.A. (B.E.) II SEMESTER

<table>
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<th>Sub. Code</th>
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<tr>
<td>202</td>
<td>Human Resource Management (Core)</td>
<td>3</td>
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<tr>
<td>203</td>
<td>Financial Management (Core)</td>
<td>3</td>
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<tr>
<td>204</td>
<td>Organisation Behavior (Core)</td>
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<td>205</td>
<td>Project Management (Core)</td>
<td>3</td>
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<td>206</td>
<td>Indian Economy (Core)</td>
<td>3</td>
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<tr>
<td>207</td>
<td>Seminar</td>
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### M.B.A. (B.E.) III SEMESTER

<table>
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<th>Sub. Code</th>
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<td>301</td>
<td>Economics of Decision Making (Core)</td>
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<td>302</td>
<td>Elective Generic - Services Marketing</td>
<td>3</td>
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<td>303(MM)</td>
<td>Elective Centric</td>
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<td><strong>Elective Centric Groups</strong></td>
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<td><strong>Marketing Management:</strong></td>
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<tr>
<td>* Consumer Behavior</td>
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<tr>
<td>* Advertising Management</td>
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<tr>
<td><strong>Financial Management:</strong></td>
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<td>* Working Capital Management</td>
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<tr>
<td>* Management of Financial Services</td>
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<td><strong>Personnel Management:</strong></td>
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<tr>
<td>* Labour Law</td>
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<td>* Human Resource Development</td>
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<td>307</td>
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**Note:** The Students have to choose two groups. They have to study two papers each of those groups in III Semester and corresponding two papers each of same groups in IV Semester.
<table>
<thead>
<tr>
<th>Sub. Code</th>
<th>Subject Name</th>
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<tr>
<td>401</td>
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<td>402</td>
<td>Elective Generic - Computer and Management Information System</td>
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<td><strong>Elective Centric Groups</strong></td>
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<td></td>
<td>Marketing Management:</td>
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<td></td>
<td>* Sales Distribution and Retail Management</td>
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<td>* Strategic Marketing Management</td>
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<td>Financial Management:</td>
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<tr>
<td></td>
<td>* Business Tax Management</td>
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<td>* Security Analysis and Portfolio Management</td>
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<td>Personnel Management:</td>
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<tr>
<td></td>
<td>* Management of Industrial Relation</td>
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<td>* Organizational Development and Intervention Strategies</td>
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<td>407</td>
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<td><strong>Total Valid Credits</strong></td>
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</tr>
</tbody>
</table>

**Note:** The Students have to choose two groups. They have to study two papers each of those groups in III Semester and corresponding two papers each of same groups in IV Semester.

Signature: S.K.
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
FIRST SEMESTER

MBA (BE): 101- PRINCIPLE OF MANAGEMENT


Definition & Principle of Decision Making & its relationship to other Managerial Functions


Unit – IV  Direction – Definition, Techniques, Principle, Motivation- Meaning, Types, Significance, Motivation Theories-X,Y & Z Theory, Maslow Need Hierarchy Theory, Herzberg Theory

Unit – V  Communication- Meaning, Types, Importance, Principles, Barriers & Measures to Remove Barriers, Controlling- Concept, Nature, Process, Techniques, Area of Control
MBA (BE): 102- BUSINESS STATISTICS

Unit – I  Concept & Role of Statistics in Business, Data- Primary and Secondary, Classification and Tabulation of Data, Measure of Central Value- Mean, Median, Mode, Standard Deviation, Coefficient of Variation

Unit – II  Linear Correlation- Definition, Importance and Types, Methods of Determining Correlation- Karl Pearson, Concurrent, Spearman’s Ranking Method, Regression Analysis- Meaning, Importance, Regression Coefficient and Equations


Unit – IV  Probability- Definition, Applications, Addition Theorem, Multiplication Theorem and Baye’s Theorem, Theoretical Distributions- Binomial Distribution, Poisson Distribution and Normal Distribution

Unit – V  Sampling and its Methods, Test of Hypothesis- Sample relating to Attributes, Large Sample relating to Variables, t- test, F- test, Chi-Square-test.

Note- At least one numerical question from each unit must be asked Examination.
MBA (BE): 103 – BUSINESS LEGISLATIONS


Unit – II  Contract of Bailment and Pledge, Rights and Duties of Bailor & Bailee and Pledgor and Pledgee

Law of Sale of Goods Act, Conditions and Warranties, Rights of unpaid Seller

Unit – III  Negotiable Instruments Act 1881- Definition, Characteristics and Kinds of Negotiable Instruments, Endorsement & their Kinds, Crossing & their Types, Holder and Holder in Due Course, Protection to Banker, Dishonor of Negotiable Instruments.

Unit – IV  Company Act 1956- Meaning, Characteristics and Types of Company, Promoter- Definition, Function, Legal Position, Duties and Liabilities, Memorandum of Association- Meaning and Clauses, Articles of Association - Definition, Content and Limitation, Prospectus - Meaning & Content, Misstatement in Prospectus and Remedies, Procedure of Incorporation of Company, Share Capital- Definition, Classification, Alteration and Reduction, Share and its Types, Debentures and its Types, Director- Meaning, Qualification, Disqualification, Legal Position, Appointment, Removal, Powers, Duties, Rights and Liabilities, Managerial Remuneration

JIWAJI UNIVERSITY, Gwalior
M.B.A (Business Economics)
First Semester

MBA (BE): 104 ACCOUNTING FOR MANAGERS

Unit – I

Unit – II
Preparation of Trial Balance, Final Accounts- Trading Account, Profit & Loss Account and Balance Sheet, Adjustments relating to Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Unearned Income, Provision for Bad Debts, Provision for Discount, Interest on Capital, Interest on Drawing and Depreciation

Unit – III


Unit – IV

Unit – V

NOTE: At least one numerical question from each unit must be asked in Examination.
MBA (BE): 105  MANAGERIAL ECONOMICS


Law of Diminishing Marginal Utility & Equi-Marginal Utility, Indifference Curves, Consumers Equilibrium, Price, Income & Substitution Effects, Demand Forecasting


Unit – V  Meaning of Profit, Theories of Profit, Accounting Profit and Economic Profit, Profit Policy, Break Even Analysis & its Application in Business
MBA (BE): 106  ECONOMICS OF INDUSTRIES

Unit – I  Industry – Definition, Importance of Industrialisation in Economy, Classification of Industries, Public Sector- Objectives, Progress, Problems, Latest Government Policy regarding Public Sector, Social Responsibility of Business

Unit – II  Location of Industries – Meaning and Causes, Weber’s Theory & Sargent Florence Theory of Location
Industrial Combination – Meaning, Types, Forms, Advantages, Disadvantages


Unit – IV  Industrial Finances – Forms and Sources
Financial Institutions – IFCI, ICICI, IDBI, SIDBI, SFC, SIDC

Unit – V  Small Scale and Cottage Industries in India, Industrial Productivity, Industrial Sickness, Industrial Relations.
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
SECOND SEMESTER

MBA (BE): 201 - MARKETING MANAGEMENT


Unit – II  Market Segmentation – Definition, Levels, Pattern and Bases of Market Segmentation


Unit – IV  Pricing- Meaning, Importance, Objectives, Influencing Factors, Pricing Policies and Strategies, Physical Distribution- Concept, Importance

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

MBA (BE): 202 - HUMAN RESOURCE MANAGEMENT


Unit – V Trade union - Concept, Objectives, Functions, Structures, Benefits, Problems, Measures, Rights and Liabilities, Collective Bargaining- Meaning, Objectives, Importance, Conditions, Collective Bargaining in India
Jiwaji University, Gwalior
M.B.A (Business Economics)
Second Semester

MBA (BE): 203 - Financial Management

Unit - I

Unit - II
Over Capitalisation- Meaning, Causes, Demerits, Remedies, Under Capitalisation - Meaning, Causes, Merits, Demerits, Remedies, Over Capitalisation vs. Under Capitalisation

Unit - III
Leverages – Definition and Types – Financial, Operating and Composite Leverages, Numerical Problems of Leverages
Dividend Policy - Meaning, Objectives, Factor, Types and Models-Walter, Gordon, M.M. Hypothesis,

Unit - IV
Depreciation Policy- Meaning, Importance, Objectives, Factors,

Unit - V

NOTE: At least one numerical question in unit III, IV & V Must be asked in Examination.
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
SECOND SEMESTER

MBA (BE): 204 - ORGANISATIONAL BEHAVIOUR


Unit –II  Concept of Individual Behaviour and Individual Differences, Models of Individual Behaviour, Factor affecting Individual Behavior, Personality - Meaning, Theories and its Determinant. Perception and Perceptual process


Unit –IV Behaviour Dynamics - Interpersonal Behaviour, Transaction Analysis, Johari Window, Job Satisfaction, Leadership Theories and Leadership styles in Indian Organisations

Unit –V Concept of Group Dynamics and Types of Group, Group Development Stages, Theories of Group Formation. Concept of Group Behaviour, Group Decision Making, Inter Group Behaviour, Teams and its Importance in Organisation
MBA (BE): 205 - PROJECT MANAGEMENT

Unit – I  Project Management- Meaning of Project Management, Project Control, Project Life Cycle, Pre-Requisites for Successful Project Implementation and its Stages, Role and Responsibilities of Project Manager.

Unit – II  Project Planning- Resource Allocation Framework, Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Scouting for Project ideas, Preliminary Screening, Project Rating Index,


MBA (BE): 206 - INDIAN ECONOMY


Unit – II Economic Development – Definition and Indicators, NITI Ayog, Strategy of Economic Development of India, 12th Five Year Plan.

Unit – III Indian Money market, Money supply, Methods of Note Issue, Monetary Policy.

Unit – IV Meaning and Types of Taxes, Salient features of Indian Tax System, Budget – Preparation, Union State Financial Relations, Fiscal Policy.

Unit – V Problems of Indian Economy – Unemployment, Poverty, Black Economy, Price Rise, Regional Imbalances.

S.S
MBA (BE): 301 - ECONOMICS OF DECISION MAKING


Unit - II  Matrix- Addition, Subtraction, Multiplication, Inverse, Solution of Linear Simultaneous Equations with the help of Matrices, Differentiation of Single Variable (Without 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 Method, MODI Method


Unit - V  Replacement Theory- Problems relating to Replacement of Equipment that Deteriorates with Time (with and without change in money value) Queuing Theory- Meaning, Benefits, Limitation and Single-Channel Queuing Model.

NOTE: At least one numerical question from each unit must be asked in Examination.
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

MBA (BE): 302 – SERVICES MARKETING

Unit – I introduction – Role of Services in Economy, Concept of Services Marketing, Features of Services Marketing, Strategies of Services Marketing, Emerging Areas of Service Marketing in India and Abroad.


[Signature]
MBA (BE): 304 (MM) - ADVERTISING MANAGEMENT


Unit – III Advertising Budget- Definition, Methods- Percentage of Sales Method, Objectives and Task Method, Competitive Parity Method, Affordability Method Media Planning- Meaning, Process, Types of Media and their Merits and Limitations (Print, Electronic, Outdoor & Transit, Direct Market)

Unit – IV Advertising Layout- Definition, Principles and Stages, Advertising Appeals- Meaning, Objectives, Kinds, Creativity and Creative Design Process, Advertisement Copy- Meaning, Qualities, Classification, Components

Unit – V Advertising Effectiveness- Definition, Importance, Pre and Post Test Methods, DAGMAR Approach - Meaning, Suggestion and Criticism
MBA (BE): 305 (FM) - WORKING CAPITAL MANAGEMENT

Unit – I

Unit – II

Unit – III
Management of Earnings- Meaning, Importance, Scope, Retention of Earnings-
Meaning, Factors, Merits, Demerits.

Unit – IV

Unit – V
Inventory Management- Meaning, Objectives, Importance, Techniques, Costs Associated with Inventory, Numerical Question of EOQ and Level of Inventory

NOTE: At least one numerical question from I, II, III & V unit will be asked.
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

MBA (BE): 305 (PM) - LABOUR LAWS

Unit – I  Factories Act, 1948
Unit – II  Industrial Disputes Act, 1947
Unit – III Employees State Insurance Act, 1948
Unit – IV Employees Provident Fund (and Miscellaneous Provisions) Act, 1952
Unit – V (a)  Trade Union Act, 1926
(b)  Industrial Employment (Standing Orders) Act, 1946
MBA (BE): 306 (PM) - HUMAN RESOURCE DEVELOPMENT


(i) Workmen’s Compensation Act (ii) Employees Provident Fund Act (iii) Maternity Benefit Act (iv) Employees State Insurance Act

MBA (BE): 401- 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 Peters, Kondo, Moiler

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

MBA (BE): 402 - COMPUTER AND MANAGEMENT INFORMATION SYSTEM


Unit – II  Development of MIS - Contents of MIS Planning, Determining the Information Requirements, Development and Implementation of MIS, Proto Type Approach, Life Cycle Approach


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

MBA (BE): 403 (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
JIWAJI UNIVERSITY, Gwalior
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

MBA (BE): 405 (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, General, Deduction U/S 37, Computation of Income from Business and Profession.

Unit – III Set off Losses and Carry forward Losses, Deduction to be made in computing Total Income of Corporate Assessee, Assessment of Firm and Computation of Total Income and Tax Liabilities of Firms.

Unit – IV  Assessment of Companies, Types of Companies, Deductions from Gross Total Income, 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.
MBA (BE): 406 (FM) - SECURITY ANALYSIS & PORTFOLIO MANAGEMENT


Unit – II Risk– Meaning and Components- Interest Rate Risk, Market Risk, Inflation Risk, Business Risk, Financial Risk, Valuation of Stock and Bonds


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

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 Fatigues, Adverse effect of Fatigue, Measures to Avoid Fatigue, Meaning of Monotony, Causes, Effects, Measures to remove Monotony, Fatigues Vs. Monotony

Labour Economics- Meaning, Importance, Demand and Supply of Labour, Growth of Industrial Labour in India


Mediations & Conciliation, Essential of Success of Conciliation, Conciliation and Collective Bargaining, Conciliation and Arbitration

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

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


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