MBA (BE): 301 - BUSINESS POLICY & STRATEGIC MANAGEMENT


Unit – II  Strategic Management- Meaning, Elements, Phases, Benefits, Approaches, Process, Participants, Decision-Making Issues, Role of the Strategist

Unit – III  Policy Options – Marketing Policy, Marketing Mix Policy, Financial Policy, Investment Policy and Dividend Policy, Personnel Policy, Industrial Relations Policy.

Unit – IV  Strategy Formulation- Environmental Analysis, Organisational Analysis, Industry Analysis and Competition Analysis.

Strategic Evaluation and Control- Concept, Barriers, Role, Stages, Criteria, Types and Techniques.
JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

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

MBA (BE): 302 – ECONOMICS OF DECISION MAKING

Unit – I

Unit – II
Matrix- Addition, Subtraction, Multiplication, Inverse, Solution of Linear Simultaneous Equations with the help of Matrices, Differentiation of Single Variable (Excluding 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 – IV

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.
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<th>Unit</th>
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<td>Importance, Buying Motives &amp; its Types, Buying Roles of Decision-Making,</td>
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<td>Consumer Decision-Making Process, Customer Satisfaction and Sources of</td>
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<td>Dissatisfaction, Consumer Research</td>
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<td>Unit – II</td>
<td>Individual Determinants: Needs, Goals, Types of Motivation, Maslow</td>
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<td>Need Hierarchy Theory, Components &amp; Types of Learning, Learning</td>
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<td>Theories (Classical, Operant, Information Processing Theory and</td>
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<td>Involvement Theory), Concept and Process of Perception, Concept</td>
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<td>&amp; Strategies of Attitude Change, Meaning, Characteristics, Theories of</td>
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<td>Personality (Freudian, Trait Theory), Self Concept</td>
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<td>Social and Cultural Factors, Group Dynamic, Consumer Reference Group-</td>
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<td>Importance, Influencing Factors, Types, Family Life Cycle, Role and</td>
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<td>Unit – IV</td>
<td>Communication with Consumer: Meaning, Two-Step and Multi-Step Flow of</td>
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<td>Communication Theory, Opinion Leadership and its Measurement, Diffusion</td>
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<td>of Innovation, Adoption Process, MIA Model, Adopter Categories, Profile</td>
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<td>Unit – V</td>
<td>Consumer Modeling: Models of Consumer Behaviours: Economic, Learning,</td>
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<td>Socio-logical, Psychoanalytic Model, Howard Sheth Model of Buying</td>
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<td>Behaviour, The Engel-Kollat-Blackwell Model, Howard Sheth Family</td>
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<td>Decision-Making Model</td>
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MBA (BE): 306 (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 Receivables- Meaning, Objectives, Cost of Maintaining Receivables, Objectives of Receivable Management, Principles of Credit & Collection, Policies, Establishing Optimum Credit-Policies, Cost Benefit Analysis, Credit Policy Variable – Credit Standards, Credit terms, Collection efforts, Credit Analysis & Decisions.

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

Unit – V
Sources of Working Capital Finance, Investment Process, Management of Earnings-
Meaning, Importance, Scope and Factors.

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

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

MBA (BE): 306 (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 – II Financial Market Operations – Stock Exchange, Mutual Funds, Broking and its Provision

Credit Rating Agencies - Functions, Process, 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.

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

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

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
JIWAJI UNIVERSITY, Gwalior
M.B.A (BUSINESS ECONOMICS)
THIRD SEMESTER

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

MBA (BE): 306 (PM) - HUMAN RESOURCE DEVELOPMENT

Unit – I

Unit – II
Career Planning- Definition, Objectives, Process, Advantage, Career Development, Career Counseling & Performance Counseling

Unit – III

Unit – IV
Labour Welfare- Meaning, Scope, Significance, Types, Labour Welfare in India, Social Security- Scope, Growth of Social Security in India, Basic Knowledge of Social Security Scheme in India Under-
(i) Workmen’s Compensation Act
(ii) Employees Provident Fund Act
(iii) Maternity Benefit Act
(iv) Employees State Insurance Act

Unit – V