

JIWAJI UNIVERSITY, GWALIOR



SYLLABUS

OF

M.B.A. (BUSINESS ECONOMICS) CBCS

I to IV Semester

2019– 2021

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

Revised Course Structure
Choice Based Credit System (CBCS)
2019-2021

The department has choice based credit system (CBCS) in **MBA (Business Economics)** we offer, in which there are **84** valid credits and **16** virtual credits in the complete span of the course of two years. From these **84** credits, **42** 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 **100** credits, the credit for each subhead is as under:

S. No.	Type of Subject/ Activity	Number of Subjects	Total Credit
1	Core	14	42
2	Electives	10	30
3	Seminar	4	4
4	Assignment	4	4
5	Comprehensive Viva Voce	4/ Semester	16
6	Summer Internship and Project Work	1	4
			100

M.B.A. (Business Economics)

M.B.A. (B.E.) I SEMESTER			
Sub. Code	Subject Name		Credits
101	Principles of Management	Core	3
102	Business Statistics	Core	3
103	Business Legislation	Core	3
104	Accounting for Managers	Core	3
105	Managerial Economics	Core	3
106	Economics of Industries	Core	3
107	Seminar	AE&SD*	1
108	Assignment	AE&SD*	1
	Total Valid Credits		20
109	Comprehensive Viva Voce	Virtual Credit	4
	Total Credits		24
*Ability Enhancement & Skill Development			

M.B.A. (B.E.) II SEMESTER			
Sub. Code	Subject Name		Credits
201	Marketing Management	Core	3
202	Human Resource Management	Core	3
203	Financial Management	Core	3
204	Organisational Behavior	Core	3
205	Project Management	Core	3
206	Indian Economy	Core	3
207	Seminar	AE&SD*	1

208	Assignment	AE&SD*	1
Total Valid Credits			20
209	Comprehensive Viva Voce	Virtual Credit	4
Total Credits			24
*Ability Enhancement & Skill Development			

M.B.A. (B.E.) III SEMESTER			
Sub. Code	Subject Name		Credits
301	Economics of Decision Making	Core	3
302	Services Marketing	Elective Generic	3
303(MM)		Elective Centric	3
304(MM)		Elective Centric	3
305(FM/ PM)		Elective Centric	3
306(FM/PM)		Elective Centric	3
307	Seminar	AE&SD*	1
308	Assignment	AE&SD*	1
Total Valid Credits			20
309	Comprehensive Viva Voce	Virtual Credit	4
Total Credits			24

*Ability Enhancement & Skill Development

ELECTIVE CENTRIC GROUPS**

Marketing Management:

303 (MM)	Consumer Behavior
304 (MM)	Advertising Management

Financial Management:

305 (FM) – A	Working Capital Management
306 (FM) – A	Management of Financial Services

Personnel Management:

305 (PM) – B	Labour Law
306 (PM) – B	Human Resource Development

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

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

Sub. Code	Subject Name		Credits
401	Quality Management	Core	3
402	Computer and Management Information System	Elective Generic	3
403(MM)		Elective Centric	3
404(MM)		Elective Centric	3
405(FM/PM)		Elective Centric	3
406(FM/PM)		Elective Centric	3
407	Seminar	AE&SD*	1
408	Assignment	AE&SD*	1
409	Summer Internship and Project Work	Core	4
Total Valid Credits			24
410	Comprehensive Viva Voce	Virtual Credit	4
Total Credits			28

*Ability Enhancement & Skill Development

ELECTIVE CENTRIC GROUPS**	
Marketing Management:	
403 (MM)	Sales Distribution and Retail Management
404 (MM)	Strategic Marketing Management
Financial Management:	
405 (FM) – A	Business Tax Management
406 (FM) – A	Security Analysis and Portfolio Management
Personnel Management:	
405 (PM) – B	Management of Industrial Relation
406 (PM) – B	Organizational Development and Intervention Strategies
**Note: The Students have to choose two groups. They have to study two papers each of those groups in III Semester and two papers each of same groups in IV Semester.	

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FIRST SEMESTER
SESSION 2019-2020

MBA (BE): 101– PRINCIPLES OF MANAGEMENT

- Unit – I Introduction- Concept of Administration, Management & Organisation, Management Functions & Responsibilities of Manager, Fayol's Principles of Management, Scientific Management, Evolution of Management Thought, The Classical School, The Human Relation School, System Theory, Contingency Theory, Social Responsibilities of Management, Management as a Profession.
- Unit – II Planning- Meaning, Nature, Types, Steps, Principles, Advantages & Limitations.
Definition & Principle of Decision Making & its relationship to other Managerial Functions.
- Unit – III Organising- Meaning, Nature, Significance, Process, Determinants, Different Patterns of Organisation Structure, Span of Management, Delegation of Authority, Centralisation & Decentralisation of Authority, MBO & MBE Concepts
- Unit – IV Direction – Definition, Techniques, Principles, 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

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FIRST SEMESTER
SESSION 2019-2020

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 – III Analysis of Time Series- Components of Time Series, Methods of Measuring Trend- Least Square and Moving Average, Computation of Seasonal Index by Simple Average Method, Ratio to Moving Average Method.
Index Number- Meaning, Importance, Fisher’s Index Number, Family Budget Method.
- 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.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FIRST SEMESTER
SESSION 2019-2020

MBA (BE): 103 – BUSINESS LEGISLATIONS

- Unit – I Meaning of Business legislation, Concept of Agreement and Contract, Essentials of a Valid Contract, Free Consent, Consideration, Breach of Contract, Quasi Contract
- 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
- Unit – V Consumer Protection Act 1986, Foreign Exchange Management Act 1999.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FIRST SEMESTER
SESSION 2019-2020

MBA (BE): 104– ACCOUNTING FOR MANAGERS

- Unit – I Meaning, Nature, Objectives, Process, Branches and Limitation of Accounting, Basic Terms of Accounting, Types of Accounts, Rules for Journal Entries, Preparation of Journal and Ledger, Recording of Transaction in Cash Book (Three Column Cash Book).
- 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 Cost Accounting–Definition, Principles, Objectives, Methods, Advantages and Limitation, Elements of Cost, Preparation of Cost Statement.
Ratio Analysis – Meaning, Significance and Limitations, Classification, Numerical Problems on Activity Ratios, Profitability Ratios, Financial Position Ratios.
- Unit – IV Meaning, Nature, Purpose, Process, Types, Advantages and Limitations of Budget, Preparation of Sales Budget, Cash Budget, Flexible Budget, Production Budget. Cost- Volume- Profit Analysis, Break- Even Analysis.
- Unit – V Meaning of Fund Flow Statement, Uses and Limitations of Fund Flow Statement, Simple Problems of Fund Flow Statement.

NOTE: At least one numerical question from each unit must be asked in Examination.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FIRST SEMESTER
SESSION 2019-2020

MBA (BE): 105– MANAGERIAL ECONOMICS

- Unit – I Managerial Economics- Meaning, Nature, Scope, Fundamental Concept- Incremental Reasoning, Opportunity Cost, Time Perspective, Contribution, Discounting Principle, Risk & Uncertainty, Theories of Firms- Profit Maximisation Theory, Managerial Theories of Firm and Behavioural Theories of Firm.
- Unit – II Demand Analysis & Forecasting Theory of Demand – Autonomous & Derived Demand, Function, Law of Demand and its Exception, Elasticity of Demand- Price, Income & Cross elasticity, Advertisement Elasticity of Sales, Elasticity of Price Expectations
Law of Diminishing Marginal Utility & Equi-Marginal Utility, Indifference Curves, Consumers Equilibrium, Price, Income & Substitution Effects, Demand Forecasting.
- Unit – III Short-Term and Long Term Production Functions, Law of Variable Proportions & Returns to Scale, Law of Substitution in Production- Isoquants, Least-Cost Combinations, Expansion Path, Ridge-lines, Economical Region on Production Cost in Short term and Long Term Different Cost, Concepts and Curves.
- Unit – IV Price & Output Determination Under Different Market Structure-Perfect Competition, Monopoly, Discriminating Monopoly, Monopolistic Completion & Oligopoly – Price Leadership Model, Price Rigidity under Oligopoly.
- Unit – V Meaning of Profit, Theories of Profit, Accounting Profit and Economic Profit, Profit Policy, Break Even Analysis & its Application in Business.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FIRST SEMESTER
SESSION 2019-2020

MBA (BE): 106– ECONOMICS OF INDUSTRIES

- Unit - I Industry – Definition, Importance of Industrialization in Economy, Problems of Industrialization, Classification of Industries, Public Sector- Objectives, Progress, Problems, Latest Government Policy regarding Public Sector,
- Unit - II Location of Industries – Meaning and Causes, Weber’s Theory & Sargent Florence Theory of Location
Industrial Combination – Meaning, Types, Forms, Advantages, Disadvantages
- Unit - III Role of Government in Industrial Development, Industrial Policy 1948, 1956, Industrial Policy of 1991- Objectives and Salient Provisions, Liberalisation, Privatisation and Globalisation.
- Unit - IV Industrial Finances – Forms and Sources
Financial Institutions – IFCI, ICICI, IDBI, SIDBI, Micro Finance Institutions.
- Unit - V Small Scale and Cottage Industries in India, Industrial Productivity, Industrial Sickness, Industrial Relations.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – SECOND SEMESTER
SESSION 2019-2020

MBA (BE): 201 – MARKETING MANAGEMENT

- Unit – I Marketing Management – Meaning, Scope, Evolution, Process, Difference between Marketing and Selling, Marketing Mix, Customer Value and Satisfaction, Recent Trends in Marketing, Direct Marketing and its Channels; Online Marketing: Advantages and Disadvantage, Social Marketing, Relationship Marketing, Integrated Marketing.
- Unit – II Market Segmentation –Definition, Levels, Pattern and Bases of Market Segmentation
Marketing Research – Nature, Process and Applications, Scaling Techniques.
- Unit – III Product Management – Meaning, Classification, Product Mix and Product Line, Product Planning and Product Policies- NPD, PLC, Product Differentiation, Product Positioning, Branding, Packaging and Labeling, Product Diversification.
- Unit – IV Pricing- Meaning, Importance, Objectives, Influencing Factors, Pricing Policies and Strategies, Physical Distribution- Concept, Importance.
- Unit – V Promotion Management-Definition, Nature, Element of Communication, Communication Process, Promotion- Meaning, Nature, Objective, Promotion Mix, Factors affecting Promotion Mix, Push Vs Pull Strategy.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – SECOND SEMESTER
SESSION 2019-2020

MBA (BE): 202 – HUMAN RESOURCE MANAGEMENT

- Unit – I Human Resource Management - Meaning, Objectives, Importance, Functions, Organisation Role, Human Resource Polices-Definition, Needs, Scope, Process, Types.
- Unit – II Human Resource Planning - Meaning, Needs, Objectives, Level, Process, Problems, Measures, Recruitment- Definition, Source and Technique, Selection and its Process, Psychological Test- Meaning, Process, Precaution and Type, Training- Meaning, Need, Importance, Principles, Types and Methods.
- Unit – III Job Design - Meaning, Significance, Approaches, Methods ,Job Analysis-Definition, Objectives, Uses, Process and Methods, Interview-Meaning, Types, Process and Limitation , Induction-Meaning, Objectives, Content, Guidelines and Advantages.
- Unit – IV Performance Appraisal- Meaning, Objective, Importance, Process, Problems and Methods, Job Evaluation - Definition, Objectives, Process, Methods, Advantages & Disadvantages, Wage and Salary Administration-Meaning, Objectives, Factors, Principles, Methods and Process.
- 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) CBCS – SECOND SEMESTER
SESSION 2019-2020

MBA (BE): 203 – FINANCIAL MANAGEMENT

Unit – I Financial Management - Meaning, Scope, Importance, Organisation, Objectives, Conflict in Objectives, Financial Manager's Functions and Responsibilities, Sources of Finance - Shares, Debentures, Bonds and Long Term Loans.
Finance Function- Meaning, Objectives, Scope, Importance, Decision.

Unit – II Capital Structure – Meaning, Importance, Factor and Theories of Capital Structure – New Income Approach, Net Operating Income Approach, The Traditional Approach and Modigliani and Miller Approach.
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 Cost of Capital- Meaning, Importance, Components, Problems, Approaches, Measures- Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Cost of Retained Earnings, Numerical Problems of Cost of Capital.
Depreciation Policy- Meaning, Importance, Objectives, Factors.

Unit – V Capital Budgeting – Meaning, Need and Importance, Planning of Capital Expenditure, Evaluation of Proposals, Method of Evaluation – Payback Period Method, Post Pay Back Period Method, Post Pay-Back Profitability Method, Average Rate of Return Method, Net Present Value Method, Internal Rate of Return Method.

NOTE: At least one numerical question in unit III, IV & V Must be asked in Examination.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – SECOND SEMESTER
SESSION 2019-2020

MBA (BE): 204 – ORGANISATIONAL BEHAVIOUR

- Unit –I Concept, Nature and Scope of Organisational Behaviour, Organisational Goals, Organisation Theory and Organisational Behaviour, Models of Organisational Behaviour, Influence of Socio-Cultural Factors on organization.
- 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 –III Motivational Theories & its Applications - Vroom's Expectancy Theory, Cognitive Evaluation Theory, Goal Setting Theory and Equity Theory, Learning and its Theories: Classical, Cognitive and Social learning.
- Unit – IV Behaviour Dynamics - Interpersonal Behaviour, Transaction Analysis, Johari Window, Job Satisfaction, Leadership Theories and Leadership styles in Indian Organisations, Conflict Management.
- 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.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – SECOND SEMESTER
SESSION 2019-2020

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,
- Unit – III Social Cost Benefit Analysis- Meaning, Rationale, UNIDO Approach, L-M Approach, Social Cost Benefit Analysis by Financial Institution, Analysis of Project Risk- Types and Measures of Project Risk, Analytical Derivation, Sensitivity Analysis, Scenario Analysis, Monte Carlo Simulation, Risk Analysis in Practice.
- Unit – IV Project Formulation- Marketing, Technical, Financial Aspects of project Formulation, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, CPM Model.
Project Review- Initial Review, Performance Evaluation, Administrative Aspects of Capital Budgeting, Evaluating the Capital Budgeting System of Organisation and Economic Life of Projects.
- Unit – V International Business Project- Types, Legal Provision, Quality Control, International Project Appraisal- Methodology, Exchange Rate Risk and Cost of Capital, Export Credit Guarantee Corporation- Objectives and Progress.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – SECOND SEMESTER
SESSION 2019-2020

MBA (BE): 206 – INDIAN ECONOMY

- Unit- I Basic economic indicators, Sectors of Indian Economy – Primary, Secondary and Tertiary, Demographic Trends and Population policy, National Income. GDP, NNP, GVA etc.
- Unit - II Economic Development – Definition and Indicators, NITI Aayog, Strategy of Economic Development of India, Make In India, Startup India Skill India.
- Unit- III Indian Money market, Money supply, Methods of Note Issue, Monetary Policy.
Business Cycle – Definition, Phases, Evil Effects of Business Cycle and Remedial Measures.
- Unit- IV Meaning and Types of Taxes, Salient features of Indian Tax System, Budget – Preparation, Union State Financial Relations, Fiscal Policy, GST
- Unit - V Problems of Indian Economy – Unemployment, Poverty, Black Economy, Price Rise, Regional Imbalances.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – THIRD SEMESTER
SESSION 2020-2021

MBA (BE): 301 – ECONOMICS OF DECISION MAKING

- Unit – I Meaning, Scope and Significance of Decision Making, Steps in Decision Making Analysis, Types of Decision Making– Decision under Certainty, Risk, Uncertainty, Numerical of Expected Monetary Value and Expected Opportunity Loss.
- 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 – IV Assignment Problems– Hungarian Method. Game Theory–Two Persons Zero Sum Games, Maximax and Minimax Principles, Saddle Point, Dominance Property, Methods- Pure and Mixed Strategy Games.
- 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) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Generic

MBA (BE): 302 – SERVICES MARKETING

- Unit – I Introduction – Characteristics of Services, Goods vs. Services, Role of Services in Economy, Features of Services Marketing, Strategies of Services Marketing, Emerging Areas of Service Marketing in India and Abroad, SERVQUAL Model.
- Unit – II Tourism Services Marketing, Users and their behaviour, Market Segment and Marketing Mix, Recent Trends in Tourism Marketing, Hotel Services Marketing, Management Information System for Hotels and Marketing Mix.
- Unit – III Mass Communication Services Marketing – Concept and Marketing Mix, Information Technology Services Marketing- Concept and Marketing Mix, Personal Care Services Marketing and its Trends.
- Unit – IV Hospital Services Marketing – Concept, Importance, Users and their behaviour, Factors Affecting Hospital Services Marketing and Marketing Mix, Education Services Marketing- Concept and Marketing Mix.
- Unit – V Online Services Marketing, Courier Services Marketing, Consultancy Services Marketing, Election Services Marketing, Religious Services Marketing.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Centric

MBA (BE): 303 (MM) – CONSUMER BEHAVIOUR

- Unit – I Introduction– Concept of Customer, Consumer and Consumer Behaviour, Importance, Buying Motives & its Types, Buying Roles of Decision-Making, Consumer Decision-Making Process, Customer Satisfaction and Sources of Dissatisfaction, Consumer Research.
- Unit – II Individual Determinants- Needs, Goals, Types of Motivation, Maslow Need Hierarchy Theory, Components & Types of Learning, Learning Theories (Classical, Operant, Information Processing Theory and Involvement Theory), Concept and Process of Perception, Concept & Strategies of Attitude Change. Meaning, Characteristics, Theories of Personality (Freudian, Trait Theory), Self Concept.
- Unit – III Social and Cultural Factors, Group Dynamic, Consumer Reference Group-Importance, Influencing Factors, Types, Family Life Cycle, Role and Status, Social Class.
- Unit – IV Communication with Consumer– Meaning, Two– Step and Multi Step Flow of Communication Theory, Opinion Leadership and its Measurement, Diffusion of Innovation, Adoption Process, MIA Model, Adopter Categories, Profile of Consumer Innovator.
- Unit – V Consumer Modeling– Models of Consumer Behaviours- Economic, Learning, Socio-logical, Psychoanalytic Model, Howard Sheth Model of Buying Behaviour, The Engel-Kollat-Blackwell Model, Howard Sheth Family Decision-Making Model.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Centric

MBA (BE): 304 (MM) – ADVERTISING MANAGEMENT

- Unit – I Advertising– Meaning, Objective, Scope, Functions, Types, Legal & Ethical Issues, New Trends, Advertising Vs. Publicity, Advertising Vs. Propaganda, Advertising Vs. Sales Promotion.
- Unit – II Advertising Communication System – Marketing Communication & its Process, Model of Advertising Communication- AIDA Model, Hierarchy of Effect Model, Krugman’s Effect of Involvement Theory.
- 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.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Centric

MBA (BE): 305 (FM) – A : WORKING CAPITAL MANAGEMENT

- Unit – I Working Capital- Meaning, Classification, Factors, Merits, Demerits, Tools, Working Capital Management- Definition, Significance, Objectives, Approaches to Working Capital Financing, Sources of Working Capital Finance, Working Capital Forecasting Methods.
Numerical Problems of Calculation of Working Capital by Operating Cycle Method, Current Assets & Liabilities Method, Balance Sheet Method and Profit & Loss Method.
- Unit – II Cash Management- Meaning, Needs, Objectives, Stages, Merits, Motives for Holding Cash, Factor Determining the Cash Level, Tools for Cash Planning and Control.
Cash Flow Statement - Meaning, Uses and Limitation, Simple Numerical Problems of Cash Flow Statement.
- Unit – III Cash Budget- Meaning, Importance, Methods, Numerical Problems of Cash Budget – Receipt and Payment Method, Adjusted Profit & Loss Method, Balance Sheet Method.
Management of Earnings-Meaning, Importance, Scope.
Retention of Earnings- Meaning, Factors, Merits, Demerits.
- Unit – IV Management of Receivables- Meaning, Objectives, Determinants, Importance, Credit Policy- Meaning, Factors, Process, Optimum Credit Policy, Credit Standards- Meaning & Factors, Credit Analysis- Meaning & Steps, Credit Term- Meaning & Components, Collection Policy- Meaning & Aspects.
- Unit – V Inventory Management- Meaning, Objectives, Importance, Techniques, 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) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Centric

MBA (BE): 306(FM) – A : MANAGEMENT OF FINANCIAL SERVICES

- Unit – I Financial Services- Meaning, Features, Scope, Needs, Type, Organisation, Challenges and Factor, Regulatory Framework for Financial Services, Innovative Financial Instruments, Present Scenario of Financial Service Sector.
- Unit – II Mutual Funds- Concept, Importance, Types, Schemes, Risk, Facilities, Factors and Regulation, Broking and its Provisions, Wholesale Debt Market Segment, Capital Market Segment, Derivatives Trading.
- Unit – III Assets Financing Services- Lease Financing, Hire Purchase Financing, Housing Finance, Debt Securitization and Venture Capital Financing.
Credit Rating Agencies - Functions, Process, Types, Regulatory Framework, Merits, Demerits and Symbols by CRISIL, ICRA & CARE
- Unit – IV Factoring- Concept, Mechanism, Functions, Merits and Types, Forfaiting- Meaning, Features, Merits and Demerits, Factoring v/s Forfaiting. Bills of Exchange, Types of Bills, Discounting of Bills,
- Unit – V Credit Cards– Meaning, Functioning, Types, Merits and Demerits. Insurance Services – Meaning, Nature, Functions, Limitations, Principles and Kinds, Types of LIC Policies, UTI – Objective, Working Resources & Functions.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Centric

MBA (BE): 305 (PM) – B : LABOUR LAWS

- Unit – I Factories Act, 1948, Maternity Benefit Act., Child Labour (Prohibition & Regulation)
- 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) CBCS – THIRD SEMESTER
SESSION 2020-2021

Elective Centric

MBA (BE): 306 (PM) – B : HUMAN RESOURCE DEVELOPMENT

- Unit – I Human Resource Development- Definition, Objective, Principles, Significance, Difference between Human Resource Management and Human Resource Development, Executive Development- Definition, Importance, Objectives, Process and Methods.
- Unit – II Career Planning- Definition, Objectives, Process, Advantage, Limitation and Measures, Career Development, Career Counseling & Performance Counseling, Employee Counseling- Meaning, Need, Functions, Forms, Objective and Process.
- Unit – III Empowerment- Meaning, Elements, Approaches, Importance, Barriers, Factors, Absenteeism-Meaning, Causes, Effect, Control, Absenteeism in India, Stress- Meaning, Causes and Coping, Burnout- Meaning, Causes and Coping.
- Unit – IV Labour Welfare- Meaning, Significance, Types, Agencies, Statutory Provisions, Labour Welfare in India, Social Security- Meaning, Scope, Growth of Social Security in India, Basic Knowledge of Social Security Scheme in India Under- Industrial Democracy, International Trends in HRD.
- Unit – V Human Resource Record- Meaning, Objective, Significance, Types and Principles, Human Resource Research- Definition, Nature, Techniques, Objectives, Human Resource Audit- Meaning, Scope, Objectives, Significance, Reports.

JIWAJI UNIVERSITY, GWALIOR
M.B.A (BUSINESS ECONOMICS) CBCS – FOURTH SEMESTER
SESSION 2020-2021

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 Peter, Kondo, Moller
- 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
- Unit – V Quality Management System and Standard - Quality System and its Activities, Quality Standards, Introduction of ISO 9001:2000 System, ISO 14001:2004, EFQM Excellence Model, Malcolm Baldrige Model.

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Elective Generic

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

- Unit – I Meaning of MIS, Systems Approach, MIS Organization within Company Structure, Basic Information System- Financial Information System, Production Information System, Marketing Information System, Personnel Information System, Decision Making and MIS
- 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 – III Introduction to Modern Digital Computer, Block Diagram of a Computer-Central Processing Unit, Computer Peripherals- Input and Output Devices, Introduction and Use of Memory, Introduction to Computer Instruction and Program, Differences Between High and Low-Level Programming Language, Motivation of High Level Language, Number Systems, Flow-Chart, Introduction to Computer Software
- Unit – IV Historical Perspective of Operating Systems, Introduction to MS-DOS Operating Systems, Concepts of Batch Processing, Multi-Programming, Time-Sharing, Real-Time and Multiprocessor Systems, Operating System Services, File Management, File Types, Device Directory, Introduction to Windows, Control- Panel, Desktop, Taskbar, Icon and Shortcut, Introduction to Internet and Intranet- LAN, MAN, WAN and Various Types of Topologies used in Networking, E-Mail
- 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

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Elective Centric

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.

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Elective Centric

MBA (BE): 404 (MM) –STRATEGIC MARKETING MANAGEMENT

- Unit – I Meaning, Components and Hierarchy of Strategies, An overview, Historical Perspective, Characteristics & Importance of Strategic Marketing Management, Strategic Planning Systems.
- Unit – II Market-Oriented Strategic Planning – Strategic Planning, Scope, levels, Business Strategy, Business Portfolio Evaluation Models-BCG, GE Business Model, Porters Generic Strategies Models, Product-Market Growth Matrix.
- Unit – III Designing Competitive Strategies – Competitors Reaction Pattern, Classes of Competitors, Marketing Strategies for Market Leaders, Market Challengers, Market Followers, Market Niches Strategies.
- Unit – IV Brand Management – : Concept, Importance, Functions, Process, Strategic and Differential Perspective, Branding Decisions and Extension, Brand Image and Personality, Brand Equity and Methods, Brand Positioning, Brand Repositioning, Case Analysis.
- Unit – V Organizational and Service Marketing – Organizational Marketing, Business vs. Consumer Market, Influencing Factors, Buying Situations, Participants in Business Buying Process, Organizational Buying Process, Global Marketing Decisions and Strategies, Global Marketing Programs.

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Elective Centric

MBA (BE): 405 (FM) – A : BUSINESS TAX MANAGEMENT

Unit – I Basic Concepts – Assessment year, Previous year, Person, Assesse, Income, Gross Total Income, Total Income, Concept of Residence and Types of Resident, 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 – 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 All Assesses, Assessment of Firm and Computation of Total Income and Tax Liabilities of Firms.

Unit – IV Assessment of Companies, Types of Companies, Duties of Principal Officer, Double Taxation Relief, MAT, Computation of Total Income and Tax Liabilities of Company

Unit – V Assessment Procedure, Types of Assessment, Various Income Tax Authorities and their power, Provisions for Appeal and Revision.

NOTE: At least one numerical question will be asked from I, II, III and IV unit.

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Elective Centric

MBA (BE): 406 (FM) – A : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

- Unit – I Meaning of Investment, Objectives of Investment Decisions, Factor, Investment vs. Speculation, Investment vs. Gambling, Investment Process, Investment Categories, Primary Market- Meaning, Functions, Organisation, Recent Trends, Book Building.
- Unit – II Risk– Meaning and Components- Interest Rate Risk, Market Risk, Inflation Risk, Business Risk, Financial Risk, Valuation of Stock and Bonds
- Unit – III Economic Analysis& Factors, Industry Analysis- Factor, Types & Life Cycle, Company Analysis& Factors, Technical Analysis- Meaning, Assumptions, Reasons & Tools , Efficient Market Theory
- Unit – IV Portfolio Construction and Selection - Approaches in Portfolio Construction, Sharp Optimal Portfolio Selection Model, Capital Assets Pricing Theory.
Portfolio Performance - Sharpe Performance Index, Treynor Performance Index and Jensen Performance Index.
- Unit – V Secondary Market – Organization, Members and Functioning, Primary vs. Secondary Market, Security and Exchange Board of India- Objectives, Organization, Role, Limitations and Operations, Listing Securities- Meaning, Requirements, Procedure, Merits and Demerits.

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Elective Centric

MBA (BE): 405 (PM) – B : 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.
- Unit – IV Collective Bargaining - Significance, Principle, Content & Coverage of Agreement Forms, Process of Negotiations, Collective Bargaining in India
Prerequisites of Collective Bargaining, Levels of Agreement.
- 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.

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Elective Centric

**MBA (BE): 406 (PM) – B : ORGANISATION DEVELOPMENT AND INTERVENTION
STRATEGIES**

- Unit – I Organization Development- Meaning, Characteristics, Process, Benefits, Limitations, Issues and Ethics.
- 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.