

REVISED SYLABOUS - (EFFECTIVE FOR SESSION 2013-15)

SEMESTER – II

Paper Code	Course	Internal	External	Max. Marks
MBA-201	Marketing Management	30	70	100
MBA-202	Business Legislations	30	70	100
MBA-203	Research Methodology	30	70	100
MBA-204	Operation Research	30	70	100
MBA-205	Financial Management	30	70	100
MBA-206	Productions and Operations Management	30	70	100
MBA-207	Human Resource Management	30	70	100
MBA-208	Computer Viva-voce	50	50	100
JU 001	Human Values and Ethics*	50	50	100
TOTAL				800

*J001, Human Values and Ethics is a qualifying course. Marks of JU001 will not be added and incorporated in mark sheets. Candidates failing to qualify in semester II may appear in semester III or semester IV.

MBA-201 : MARKETING MANAGEMENT

UNIT – I

Introduction, Definition, Importance and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing-Needs, Wants, Demands, Customer, Consumer, Markets and Marketers, Marketing vs. Selling, Consumer Markets and Industrial Markets, Concept of Marketing Management, Marketing-Mix, Functions of Marketing Management, Marketing Organization, Qualities of Marketing Manager.

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

UNIT – II

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

Market Targeting-Introduction, Procedure, Product Positioning-Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy, Consumer Behavior-Introduction, Importance & Process.

UNIT – III

Marketing-Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decision, Product Life cycle-Stages and Strategies for Different Stages of PLC.

UNIT – IV

Pricing Decision, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/Industrial Products, Factors Affecting Channel Distribution, Management of Channels, Current Trends in Wholesaling and Retailing, Retail Distribution System in India.

Promotion: Promotion-Mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relation. A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing:B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.

SUGGESTED READINGS:

- (1) Kotler Philip-Marketing Management, Analysis, Planning Implementations and Control (Pearson Education 12 Edition).
- (2) Stanton William J-Fundamentals of Marketing (Mc Graw Hill).
- (3) Kotler, Philip and Armstrong Graw-Principles of Marketing (Pearson Education, 11th Edition).
- (4) Kotler Philip, Ketler Kevin Lane, Koshy Abraham and Jha Mithileshwar-Marketing Management: A South Asian Perspective (Pearson Education 12th Edition).
- (5) Ramaswamy V.S. and Namakumari S-Marketing Management-Planning, Implimentation and Control (Macmillian, 3rd Edition).
- (6) Etzel M.J., Walker B.J. and Stanton William J-Marketing concept & Cases special Indian Edition (Tata Mc Graw Hill 13th Edition).
- (7) Mc. Carthy and Perreault-Basic Marketing: A Global Marketing Approach (Tata Mc Graw Hill 15th).
- (8) Kurtz and Boone-Principles of Marketing (Thomoson India edition, 2007).

MBA-202 : BUSINESS LEGISLATIONS

UNIT – I

Introduction, Indian Contract Act, 1872-Meaning of Law, Objective 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

Sale of Goods Act, 1930, Partnership Act, 1932, Consumer Protection Act, 1986 Sale of Goods Act, 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 provision-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.

Intellectual Property Rights Acts-Meaning of IPR, The Patent Act, 1970-Introduction, History, Meaning 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 READINGS:

- (1) N.D. Kapoor-Mercantile Law-Sultan and Sons.
- (2) K.C. Garg, R.C. Chawla, Mercantile Law-Kalyani Publishers.
- (3) M.C. Kuchhal, Business Law-Vikas Publishing House Ltd.
- (4) A.K. Mazumdar & G.K. Kapoor, Corporate Law-Taxmann Publishers.
- (5) V.S. Datey, Corporate Law-Taxmann.

MBA-203 : RESEARCH METHODOLOGY

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 of the Researchers.

Process of Research: Steps Involved in Research Process, Research Design: Various Methods of Research Design.

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, Precaution 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

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report, Bibliography and Annexure in the Report: Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

SUGGESTED READINGS:

- (1) Cooper and Schindler-Business Research Methods (Tata Mc Graw Hill, 9th Edition).
- (2) Saunders-Research Methods for Business students (Pearson Education, 2 Edition, 2007).
- (3) Panneer Selvan-Research Methodology (Prentice Hall of India, Edition 2008).
- (4) Gravetter-Research Method for Behavioral Sciences (Cengage Learning).
- (5) Beri G.C.-Marketing Research (Tata Mc Graw Hill, 4th Edition).
- (6) Kothari C.R.-Research Methodology Methods & Techniques (New Age International Publishers, 2nd Edition, 2004).

MBA-204 : OPERATIONS RESEARCH

UNIT – I

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

UNIT – II

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

UNIT – III

Game theory: Concept of game, Two-person zero-sum game, Pure and mixed strategy games, Saddle point, Odds Method, Dominance method and graphical method for solving mixed strategy game.
Sequencing problem: Johnsons algorithm for n jobs and two machines, n jobs and three machines, Two jobs and m-machines problems.

UNIT – IV

Queuing Theory: Characteristics of M/M/I queue model, Application of Poisson and Exponential distribution in 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 which fail suddenly.
Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in project planning and control, Crashing of operations.

SUGGESTED READINGS:

- (1) Vohra-Quantitative Techniques in Management (Tata Mc Graw-Hill, 2nd edition), 2003.
- (2) Kothari- Quantitative Techniques (Vikas 1996, 3rd Edition).
- (3) Taha Hamdy-Operations Research- An introduction (Prentice-Hall, 7th Edition).
- (4) Sharma J.K.-Operations Research (Pearson, 3rd Edition).
- (5) Kapoor V.K.-Operations Research (S. Chand, 4th Edition).

MBA-205 : FINANCIAL MANAGEMENT

UNIT – I

Introduction:

Concept of Finance, Scope and objectives of Finance, Profit maximization vs. Wealth maximization, Functions of finance manager in modern age, Financial management process, Finance function: Investment financing & dividend, Time value of Money, Risk and Return Analysis.

UNIT – II

Investment Decision:

Appraisal of project, Concept, Process & techniques of capital budgeting and its applications, Risk and uncertainty in capital Budgeting, Leverage Analysis-Financial, Operating and combined leverage.

UNIT – III

Financing Decision:

Long-term sources of finance, Potentiality of equity shares, Preference shares, Debentures and bonds as sources of long-term finance, Concept and approaches of capital structure decision: Cost of capital, Meaning & significance cost of equity, Preference shares, Debentures and retained earnings, Weighted average cost of capital and implications.

UNIT – IV

Dividend Decision:

Forms of dividend, Concept of retained earnings and plough back of profits, Relevance and irrelevance 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, Working 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 Edition).
- (2) Van Horne- Financial Management and Policy (Pearson Education, 2003, 12th Edition).
- (3) Knott G- Financial Management (Palgrave, 2004).
- (4) Khan & Jain- Financial Management (Tata Mc Graw Hill, 3rd Edition).
- (5) Prasanna Chand- Fundamentals of Financial Management (TMH, 2004).
- (6) R.P. Rustagi- Financial (Galgotia, 2000, 2nd revised Edition).
- (7) Lawrence J. Gitman- Principles of Managerial Finance (Pearson Education, 2004).
- (8) Ravi M. Kishor- Financial Management (Taxman, 1st Edition).
- (9) Damodaran- Corporate Finance- Theory & Practice (Wiley, 1st Edition).

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 Decision, 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:

- (1) Adam Jr. Everell E.R.J.-Production and Operations Management (Prentice-Hall, 2000, 5th Edition).
- (2) Chary-Production and Operations Management (Tata Mc Graw-Hill, 1997, 9th Edition).
- (3) Hill T-Operations Management (Palgrave, 2000).
- (4) Johnston Retal- Cases in Operations Management (Pitman, 1993).
- (5) Mc Gregor D-Operations Management (Mc Graw-Hill, 1960).
- (6) Morton-Production and Operations Management (Vikas).
- (7) Haleem A- Production and Operations Management (Galgotia book, 2004).
- (8) Bedi Kanishka - Production & Operations Management (Oxford University Press, 2nd Edition).

MBA-207 : HUMAN RESOURCE MANAGEMENT

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 Text Gary Dessler-A framework for Human Resource Management, Pearson Education Ltd.
- (2) K. Aswathappa, Human Resource and Personnel Management, Tata Mc-Graw Publishing.
- (3) V.S.P. Rao, Human Resource Management, Excel Books.
- (4) Edwin B. Flippo, Personnel Management, Mc Graw Hill.

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 contents 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 aspiration 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 I and the material body.
- (8) Understanding the needs of self ('I') and 'Body' - Sukh and Suvidha.
- (9) Understanding the body as an instrument of 'I' (I being the doer, seen and enjoyer).
- (10) Understanding the characteristics and activities of 'I' and harmony in 'I'.
- (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.

Module 3: **Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship.**

- (13) Understanding Harmony in the family-the basic unit of human inter union.
- (14) Understanding values in human-human relationship meaning of these and program for its fulfillment to ensure Ubhay-tripti: Trust (Vishwas) are Respect (Samman) as the foundational value 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 Samridhi. Abhay, Sah-astitva as comprehensive Human Goals.

- (18) Visualizing a universal harmonious order in society-Undivided Society (Akhand Samaj). Universal order (Sarvabhaum Vyawastha)-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-astiva) of mutually interacting units in all Pervasive space.
(22) Holistic perception of harmony at all levels of existence
- Practice Exercise 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) Basic 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 systems.
(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, Quota and Billte.

Text Books and reference material:

(a) The text books

R.R. Guru, Sangal, G.P. Bagaria 2009, A Foundation Course in Human Values and Professional Ethics Excel Books Private Limited, New Delhi.

(b) Teacher a Manual:

R.R. Guru, Sangal, G.P. Bagaria 2009, Teacher's Manual: A Foundation course in Human Values and Professional Ethics, Excel Books Private Limited, New Delhi.

(c) Reference Books:

- (1) Ivan Illich, 1974, Energy & Equity. The Trinity Press. Worcester and Harper Collins. USA.
- (2) E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered. Blond & Briggs Britain.
- (1) Sussan George, 1976, How the Other Half Dies. Penguin Press. Reprinted 1986, 1991.
- (2) Donella H. Meadows Dennis L. Meadows Jorgen Randers, William W. Behrens III, 1972, Limits to Growth-Club of Rome's Report, Universe Books.
- (3) A Nasgmi, 1993, Jeevan Vidya ek parichay. Divya Path Sansthan, Amarkantak.
- (4) P.L. Dhar, R.R. Gaur, 1990, Science and Humanism, Commonwealth Publishers.
- (5) A.N. Tripathy, 2003, Human Values, New Age International Publishers.
- (6) Subhas Palekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) Krishi Tantra Shodh Amravati.
- (7) E.G. Seebauer & Robert L. Beny, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press.
- (8) M. Govindrajran, S. Natrajan & V.S. Senthil Kumar, Engineering Ethics (Including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
- (9) B.P. Banerjee, 2005, Foundation of Ethics and Management, Excel Books.
- (10) B.L. Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co. Lucknow. Reprinted 2008.