

MBA-603

LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS

Objectives :

Understanding of the legal framework is important for the efficient decision making relating to man management and industrial relations. The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues.

UNIT-I

Industrial relations:

Trade Union Act 1926, Industrial Employment Disciplinary Action (Standing orders 1946), Industrial Dispute Act 1947.

UNIT-II

Wages and salary:

Payment of wages act 1936, Minimum wages act 1948, The payment of Bonus Act 1965, Equal Remuneration Act 1976.

UNIT-III

Social security:

The employee state insurance act, provident funds and miscellaneous provisions act 1952, payment of gratuity act 1972, contract labour (regulation and abolition) act 1970.

UNIT-IV

Working conditions:

Factory act 1948, The Delhi shops and establishment act 1954.

UNIT-V

Recruitment and training:

The employment exchanges (compulsory notification of vacancy) act 1959, The apprentices act 1961.

Suggested Readings :

- 1 Ghaiye.B.R. : Laws and procedure of departmental enquiry in private and public sector. Lucknow eastern law company 1994.
- 2 Malik. P. L. : Handbook of industrial law, Eastern book 1995.
- 3 Saini Debi S. : Redressal of labour grievances, claims and disputes. New-Delhi, Oxford and IBH, 1994.
- 4 Srivastava S. C. : Industrial Relations and labour law, New-Delhi, Vikas 1994.

MBA-M4
INTERNATIONAL MARKETING MANAGEMENT

Objectives :

Due to ever increasing business dealings the subject of International Marketing has gained utmost importance in recent times. The world these days, indeed has shrunk and foreign markets have particularly become important specially for a developing country like India. The major objective of this course is to provide an exposure to the area of Marketing in the International perspective.

Unit- I

Introduction to International Marketing, Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade,

Unit - II

Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure..

Unit - III

Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.

Unit - IV

Market Entry and overseas distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in International Marketing.

Unit - V

Management of Risks in international marketing, Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

Suggested Readings :

- | | | |
|---------------------------------------|---|--------------------------------------|
| 1. Varshney and Bhattacharya | : | International Marketing management. |
| 2. Philip B. Cateora nad John M. Hess | : | International Marketing. |
| 3. Alexander C. Stanley | : | Handbook of International Marketing. |
| 4. John Fayerwearther | : | International Marketing |
| 5. David Carson | : | International Marketing |
| 6. Philip Kotler | : | Marketing Management |

PAPER CODE :MBA-M5

MBA-M5
Consumer Behaviour

Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Unit-I

Introduction to Consumer Behaviour(CB): Nature and Importance of CB, application of CB in Marketing , Consumer Research process.

Unit-II

Individual Determinants of CB:

- Perception: process, Consumer Imagery, perceived risk
- Learning: principles, theories
- Personality: nature, theories, self concept, psychographic and life style
- Attitude: Structural model of attitude, attitude formation & change
- Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories

Unit-III

Group Determinants of CB:

- Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept.
- Family: functions of family, family decision making, family life cycle(FLC)
- Opinion Leadership and Personal influence
- Diffusion of Innovation: Adoption process., Diffusion process

Unit- IV

Environmental Influences on CB:

- Social class, Life style Profile of Social class, application to CB
- Culture: characteristics, cross cultural understanding

Unit-V

Consumer Decision making Process:

- Problem recognition
- Information Search Process and Evaluation
- Purchasing process
- Post purchase behaviour
- Models of CB- Nicosia, Howard & Sheth, Engel-Kollat Blackwell

.

Suggested Readings :

- | | |
|--|--|
| 1. Loudan, David L and Bitta, A.J. Della | Consumer Behaviour |
| 2. Schiffman LG and Kanuk LL | Consumer Behaviour |
| 3. Nair, Suja R, | Consumer Behaviour in Indian Perspective |
| 4. Bennet and Kasarjian | Consumer Behaviour |
| 5. Mowen, John | Consumer Behaviour |

MBA-F4
Corporate Restructuring

Unit I

Forms of corporate restructuring, early merger movements, mergers types and characteristics framework of analysis of mergers. Role of industry life cycle. Theory of the firm and corporate finance corporate capital structures and dividend policies and regulatory framework of mergers and takeovers in India

Unit II

Principle of valuation –capital budgeting decisions , definition and measurement of cash flows , capital budgeting basis for firm valuation , free cash flow basis for valuation, dividend growth valuation model, increasing the value of the organization

Unit III

Theory of mergers and take over and tender offers –efficiency theories information and signaling agency problems and managerialism , free cash flow , market power , taxes , redistribution
Sell of and diversities, spin of equity curves outs, rational for gains to sell of, motive for divestitures

Unit IV

Methods of payments and leverages , theories of influence of method of payments on abnormal returns , role of the junk bond , post merger financial leverage, joint ventures –joint ventures in business strategy, rational for joint ventures , ESOP and MLPs - types of pension plan and type and uses of ESOPs . Nature and advantage of MLPs . Elements of LBO operation –source of gains and empirical evidence of LBO

Unit V

Theory of multinational enterprises, reason for international M&As basic stock repurchase model. theory behind repurchase , take over refuse –financial diffusive measures , coercive offers and defuse , anti take over , amendments , position fill defies , targeted shares repurchase and stand still agreements etc.

MBA-F5
Strategic Financial Management

Objectives: The purpose of the course is to prepare students to understand the advance topic of financial management in strategic management and get expertise to participate in strategic planning & decision making.

UNIT –I

Capital Structure : Theories, Impact of Taxes and Bankruptcy Cost, Agency Cost & the Capital Structure, Financial signaling through capital structure, Decision Strategic Determinants (with Numerical problems)
Divident Policy –Pay out models, Financial signaling through Dividends, Strategic Determinals of Dividend Policy, Earnings Distribution through Share repurchases. (with Numerical problems)

UNIT –II

Decision Support Models : Modelling for Decision Support, Modelling Process, Marakon Model, Alkan Model, Mckinsey Model.
Working Capital Management : Working Capital Leverage, Cash Budget Simulation, Discriminant Analysis, Cash Budget Models.

UNIT –III

Corporate Risk Management : Sources of Risk, Approach to Risk Management, Process of Risk Management, Techniques of Risk Management
Strategic Cost Management : Value chain analysis, Activity based Costing, Life cycle Costing- Product & project.

UNIT –IV

Divisional Performance : Management Control Systems- A Framework, Organisational Segmentation for control & reporting, Measurement of Business Performa, Transfer Pricing Mechanism, Firms in Financial Distress,- Factors leading to Bankruptcy, Reorganisational of Distressed Firms, BIFR & its role.

UNIT –V

Valuation of Firms : Methodologies for the Valuation of Firms, Discontrol Cash Flow Approach, Comparatives Firms Approach, Adjusted Book Value Approach, Misconception about Valuation.

Suggested Readings:

1. Bhalla V. K. - Financial Management & Policy
2. Ravi M. Mohan - Financial Management Taxmann, New Delhi.

MBA-HR4
Organisational Change and Intervention Strategies

Objectives :

The objective of this paper is to prepare students as organisational change facilitators using the knowledge and techniques of behavioural science.

UNIT-I

Nature of organisational change, forces of change, resistance to change, introduction of change, force- field analysis, planned change, change agents, organisational growth and change.

UNIT-II

Concept of organisation development, assumptions of OD, steps in OD, OD interventions, sensitivity training, process consultation, team development, grid organisation development, MBO, survey feedback, OD in India.

UNIT-III

Concept of organisational climate, Characteristics of organisational climate, dimensions of organisational climate, significance of organisational climate, factors influencing organisational climate, role of managers and employees in influencing organisational climate, improving organisational climate.

UNIT-IV

Concept of organisational culture, characteristics of organisational culture, elements of organisational culture, role and significance of organisational culture, types and creation of organisational culture.

UNIT-V

Quality of working life, approaches to improve quality of working life, morale, nature of morale, significance of morale, relationship between morale and productivity, building high morale.

Suggested Readings :

1. R. K. chopra & Vishwajeet Tyagi : Organisations Behaviour. India Publications, Delhi.
2. B. P. Singh & T.N. Chhabra : Organisation Theory and Behaviour, Dhanpat Rai & Co.(Pvt) Limited, Delhi.
3. K. Shridhara Bhat : Management and behavioural processes, Himalaya Publishing house.
4. French W.L. etc. : Organisation Development theory, practice and research, 3rd edition, New Delhi, Universal Book Stall.

MBA-HR5

Managing Interpersonal and Group Processes

Objectives :

The purpose of this course is to get advance understanding regarding, interpersonal and group processes and help the participants to examine and develop process facilitation skills mainly through experience based method of learning.

UNIT-I

Definition of groups, theories of group formation, types of groups in organisation, concept of group dynamics, formation of informal groups, processes and behaviour, group cohesiveness.

UNIT-II

Nature of decision making, decision making by groups, the problem of group think, the problem of polarisation or group shift, techniques of group decision making.

UNIT-III

Definition of team, types of work teams, significance of work teams, building effective teams, categories of teams.

UNIT-IV

Concept and nature of communication, tele-commuting & e-communication, transformational leadership, transactional leadership, motivational techniques.

UNIT-V

Interpersonal relations- factors, transactional analysis, components and types, workforce diversity and human relations.

Suggested Readings :

1. Bannis, W.G. : Essay in interpersonal dynamics, USA Dorrey press,1979.
2. K. Shridhara Bhat : Management and behavioural processes, Himalaya Publishing house.
3. B. P. Singh & T.N. Chhabra : Organisation Theory and Behaviour, Dhanpat Rai & Co.(Pvt) Limited, Delhi.
4. R. K. Chopra & Vishwajeet Tyagi : Organisational Behaviour, Sun India Publications, Delhi.