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EIILM UNIVERSITY

MBA

SYLLABUS

SEMESTER III

Compulsory Papers

- 1. Management Information System**
- 2. Strategic Management**
- 3. Industry Internship**

**SYLLABUS
MBA
COMPULSORY PAPER
SEMESTER – III**

MANAGEMENT INFORMATION SYSTEM

Sub. Code: MBA – 301

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: Information System in Business

Introduction to Information System; System Concepts; System & Sub System; System Feed back; Types of Information System; Applications; System Development Life Cycle (SDLC).

Unit 2: Managing Data Resources

Introduction; Organizing Data in a Traditional File Environment; Data Base Management System; Data Base Environment; the Range of Data Base Applications; Integration of Information; Role of Enterprise Resource Planning (ERP); Customer Relationship Management; Work Group Integration; Integration of Different Systems; Information System Organizations & Business Processes.

Unit 3: Management of Information Systems, Technology, and Strategy

The Technology: Computer and Computer Processing; Role of Information Technology in Organization; Information System and Strategy; Strategic Analysis.

BLOCK - II

Unit 4: End User Computing (EUC)

Introduction; End User Computing Tools; End User Systems Tools; The Information Center; Office Automation; Office Information System (OIS); Aspect of OIS; Applications of Office Automation.

Unit 5: Electronic Communication System

Electronic Conference; Electronic Meeting Systems; Electronic Discussions; Electronic Publishing; Introduction to Networks; Network Basics; LAN Basics; Internet Working; ISDN Basics; Network Management.

Unit 6: Business Telecommunications

Telecommunication and Network; the Internet and World Wide Web (WWW); E-Business; Applications on E- Business; Transaction Process System (TPS); Operational Information Systems.

BLOCK - III

Unit 7: Tactical and Strategic Level Information Systems

Introduction; Tactical Accounting and Financial Information Systems; Tactical Marketing Information Systems; Strategic Marketing Information Systems; Strategic Production Information Systems; Tactical Human Resource Information Systems; Strategic Human Resource Information Systems; Managing Knowledge in the Organization.

Unit 8: Enterprise Information System (EIS)

Use of Information systems in Various Business Processes; Role of IS in Cross Functional Systems and EIS.

Unit 9: Information Systems for Managerial Decision Support and Strategic Advantage

Information; Management and Decision Making; Decision Support Systems (DSS); Group Support Systems; Executive Support Systems.

SUGGESTED READING:

1. Essentials of Management Information Systems by Laudon K.P., Laudon J., & Laudon K.C; Publisher: Pearson Education
2. Management Information Systems by McLeod Jr. and Schell G; Publisher: Prentice-Hall
3. Introduction to Information Systems by O'Brien J. A; Publisher: Irwin
4. Management Information System, Managing Information Technology in the Network Enterprise by O'Brien J. A; Publisher: Golgotia

**SYLLABUS
MBA
COMPULSORY PAPER
SEMESTER – III**

STRATEGIC MANAGEMENT

Sub. Code: MBA – 106

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Strategic Planning

Strategic Context and Terminology; Definition of Strategy; Difference between Policy, Strategy and Tactic; Difference between Long Range Planning and Strategic Planning; Characteristics of Strategic Decisions.

Unit 2: Strategic Architecture

Level of Strategy; Characteristics of Strategic Decision at 3 Levels; Role of Strategic Management.

Unit 3: Object / Mission / Vision

Concepts of Goal, Objectives, Mission, and Vision; Comparative Analysis of Objectives, Mission, and Vision in Different Context; Understanding of Objectives, Mission, and Vision; Strategic Intent.

BLOCK – II

Unit 4: Different Approaches to Strategy

Introduction to Different Approaches to Strategy; Incremental and Emergent Strategies; Implicit and Explicit Strategies; Approaches to Strategic Management; Strategic Implementation; Strategic Evaluation and Control; Planning Process: Feature, Importance, and Steps; Strategic Planning Process; Strategic Planning in the Next Millennium.

Unit 5: Strategy Formulation: Environmental Auditing

Environmental Analysis; Environmental Complexity; Pestle Analysis; Porter's 5 Force Analysis.

Unit 6: Strategy Formulation: Strategic Direction

Introduction to Understanding Business; Competitor Analysis; Boston Matrix; International Dimensions of Strategy: Growth, Stability, Profitability, Efficiency, Market Leadership, Survival, Merger, and Acquisition; Core Competence.

BLOCK – III

Unit 7: Strategy Formulation: The Internal Audit

Bench Marking; the Use of McKinsey's 7S Framework; SWOT (Strength, Weakness, Opportunities, and Threats) Analysis; Value Chain Analysis; Scope of Activities and Markets.

Unit 8: Strategy Implementation

Framework of Strategic Implementation: Concept, Factors causing Unsuccessful Implementation of Strategy; Activation Strategy; Structural Implementation; Functional Implementation; Behavioral Implementation; Resource Mobilization and Allocation: Finance, Human Resources, Materials, and Time.

Unit 9: Strategic Evaluation and Control

Strategic Evaluation and Control: Concept, Role, and Barriers; Control Process; Techniques of Strategic Evaluation and Control.

SUGGESTED READING:

1. Exploring Corporate Strategy by Johnson & Scholes, Publishing House: Prentice Hall
2. The Strategy Process by Mintburg, Quinn, and Ghosal, Publishing House: Prentice Hall

Specialization

Financial Management

- 1. Financial Engineering**
- 2. Corporate Tax Planning**
- 3. Security Analysis & Portfolio Management**

SYLLABUS
MBA
SPECIALIZATION: FINANCIAL MANAGEMENT
SEMESTER – III

FINANCIAL ENGINEERING

Sub. Code: MBA-FM -303

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: Overview of Financial Engineering

Introduction to Financial Engineering; Basics of Probability; Probability Distribution, its Properties and how it is used in Business Activities; Stochastic Model; Monte Carlo Techniques and Objectives.

Unit 2: Overview on Financial Markets

Introduction; Market Players and Conventions; International Monetary Systems; Foreign Exchange Markets.

Unit 3: Derivatives and Security Valuation

Introduction to Derivatives; Forward Contracts; its Types and Disadvantages; Profit and Loss from Future Contracts; Approaches to Security Valuation; Calculation of Values of Risky Securities; Probability Forecasting.

BLOCK - II

Unit 4: Capital Assets: Pricing Model

Introduction to Capital Assets Pricing Model and Capital Market Line; Option Pricing; Binomial Option Pricing Formula.

Unit 5: Models of Asset Pricing

Arbitrage Pricing Theory; APT and its Relation to CAPM; Single Factor Model; Multiple Factor Model; Estimating Factor Models; a Case Study on Asset and Liability.

Unit 6: Cash Flow Engineering and Forward Contracts

Introduction; Cash Flow in Different Currencies; Forward Contracts and Currency Forwards; Engineering of Interest Rate Derivatives; Swap Engineering; Repo Market Strategy in Financial Engineering.

BLOCK - III

Unit 7: Engineering of Instruments and Pricing

Replication Methods and Synthesis; Option Mechanics; Options as Volatility Instruments; Black Scholes Model; Engineering Convexity Position; Option Engineering with Application; Binomial Option Pricing Models.

Unit 8: Case Study and Articles

Article on Option Pricing: a Simplified Approach; Article on Asset and Liability Management; Case Study of Large Losses in Derivatives Markets.

Unit 9: Engineering of Fixed Income Securities

Connection between Swap, Bonds and FRA; Article on Use of Derivatives to Manage Risk; Engineering of Market Volatility; Financial Engineering: Credit Derivatives; Engineering of Equity Instruments.

SUGGESTED READING:

1. Principles of Financial Engineering by Salih N Neftci, Publisher: Academic Press New York 2003
2. International Financial Management by Apte, Publisher: Tata McGraw –Hill
3. Financial Markets, Rates and Flows by Van Horne JC, Publisher: Prentice – Hall,
4. Options, Futures, and other Derivatives by John C Hull PHI 2003

SYLLABUS
MBA
SPECIALIZATION: FINANCIAL MANAGEMENT
SEMESTER – III

CORPORATE TAX PLANING

Sub. Code: MBA-FM -304

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40

Marks University Examination: 60 Marks

BLOCK - I

Unit 1: Overview of Corporate Taxation in India

Taxation Structure in India; Basic Concepts of Income Tax; Basis of Charge of Income; Types of Income; Computation of Tax Liability; Relationship of Accounting and Income Tax; Accounting Methods in Taxation; Rules and Interpretation of the Statute; Residential Status and Tax Incidence; Determination of Residential Status.

Unit 2: Computation of Income under Various Heads

Income Exempt from Tax; Exemption in Respect of Newly Established Undertaking; Income from Salary; Types of Allowances and their Taxability, Provisions for Calculating Taxable Salary; House Property; How to Calculate Income from House Property.

Unit 3: Profits and Gains of Business or Profession

Capital Gains; how to Calculate Capital Gain; Charge of Income from other Sources; Basis of Charge; Chargeable Income; Specific Deductions; Amount not Deductible; Computation of Taxable Income from other Sources; Charge of Income: Business, Depreciation, Deductions under Section 43 B; Deemed Profits and Practical Problems of Business and Profession.

BLOCK - II

Unit 4: Income Tax: Amortization / Deduction

Amortization of Certain Expenditure under Section 35; Deductions under Chapter VI-A; Deduction in Respect of Profits and Gains from Projects outside India, from Hosing Projects and in Respect to Export Profits; Agriculture Income and its Tax Treatment.

Unit 5: Income Tax: Payment -I

Relationship of Employer and Employee; Managing Director's Remuneration; Difference between Powers of Agent and Servant; Tax on Book Profits; Companies: Computation of Taxable Income; Advance Payment of Tax.

Unit 6: Income Tax: Payment -II

Deduction and Collection of Tax at Source; TCS and its Provisions; Interest Payments by Assessee and Department; Powers of CBDT and Settlement Commission to Reduce Interest; Provisions of Set off of Inter and Intra Head Income; Setting - off Losses and Depreciation.

BLOCK - III

Unit 7: Income Tax: Assessment

Miscellaneous Provisions; Return of Income and Procedure of Assessment; Income Tax Authorities, their Powers, their Appointments; Appeals and Revision.

Unit 8: Tax Planning - I

Transfer Pricing and other Provisions to Check Avoidance of Tax; Tax Audit; its Need; Requirements; Maintenance of Books of Account for Tax Audit; Presumptive Taxation and Tax Audit; Judicial Pronouncements with Respect to Tax Audit; Setting up of New Business and Tax Planning.

Unit 9: Tax Planning - II

Corporate Restructuring and Tax Planning; Double Taxation and Avoidance Agreements; Tax Considerations with Regard to Specific Management Decisions; Tax Planning and Integral Management Decisions; Tax Planning Measures; Taxation of E-Commerce Transactions; Tax Rate Assessment.

SUGGESTED READING:

1. Law of Income Tax 3 volumes, Acharya S , Publisher: State manual book
2. Direct Taxes Digest, Bhargava B and Bhandari B, Publisher: State Manual book
3. Handbook of Direct Taxes by Bhattacharya B and Garg G, Publisher: State Manual
4. Students handbook on Income tax by Manoharan TN, Publisher: Snowwhite
5. Income tax act 1961 by Singhanian VK, Publisher: Taxmann

SYLLABUS
MBA
SPECIALIZATION: FINANCIAL MANAGEMENT
SEMESTER – III

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Sub. Code: MBA-FM -305

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: Overview of Investment

Concept of Investment; Various Investment Alternatives; Application of Investment Alternatives; a Case Study on Investment Alternatives.

Unit 2: Overview of Risk Management

Concept of Risk Management; Analysis of Risk Management; a Case Study on Risk Management.

Unit 3: Equities in India

Basic of Stocks; Different Types of Stocks; National Stock Exchange; Trading of Equities.

BLOCK - II

Unit 4: Trading of Securities

Introduction to Markets and their Functions; Development of Securities Market in India; SEBI and its Role in Primary and Secondary Market; SEBI and its Functions; a Case Study on OTCBB.

Unit 5: Analysis and Valuation of Debt and Equity

Introduction to Bonds; Embedded Options; Analysis of Bond, Relationship between Price and Yield; a Case Study on Mirage Resorts: Refunding a Bond Issue, Various Models of Stock Valuation, Concept of Credit Rating, Analysis of Credit Rating Framework, Rationales of Rating; Case Study: Aether Systems - Common Stock Valuation; the Variable Growth Model.

Unit 6: Security Analysis and Valuation: Fundamental and Technical Analysis

Stock Prices Change; its Causes; Effect of Macroeconomics Variable on Stock Market; Difference between Technical and Fundamental Analysis; Company Analysis; Basics and usefulness of Technical Analysis; Case Study: Coca Cola.

BLOCK - III

Unit 7: Efficient Market Hypothesis

Introduction; Concept of Market Efficiency; Tests of Efficient Market Hypothesis; Case Study: EBay- Stock Market Efficiency.

Unit 8: Portfolio Management

Introduction to Portfolio Management; Relation between Risk and Return; Optimal Portfolio; Capital Asset Pricing Model; its Valuation and Validity; Case Study: Nations Bank - Valuation: Stock Valuation: the Gordon Growth Model; Portfolio Evaluation; Case Study: Vanguard - Mutual Funds and Taxes.

Unit 9: Articles

Bonds and Bond Funds; Nate Pile's Small Cap Classroom; Dangers of Inaction; Bond with the Best; Take your Time to Plan Investment.

SUGGESTED READING:

1. Security Analysis and Portfolio Management by Donald E. Fischer Ronald J. Jordan, Publisher: Prentice-Hall of India
2. Security Analysis And Portfolio Management by V. Gangadhar, Publisher: Anmol Publications
3. Security Analysis And Portfolio Management 6th Edition, by Fischer Donald E and Jordan Ronald J, Publisher: Prentice hall of India
4. Security Analysis And Portfolio Management by S Kevin Publisher: Prentice hall of India

Specialization

Marketing Management

- 1. Advertising Management**
- 2. Sales & Distribution Management**
- 3. Consumer Behavior**

SYLLABUS
MBA
SPECIALIZATION: MARKETING MANAGEMENT
SEMESTER – III

ADVERTISING MANAGEMENT

Sub. Code: MBA-MM-303

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: Concepts of Advertising : The Field of Advertising

Introduction; Integrated Marketing Communication; Advertising and its Types; Comparative Advertising; Case Study; Communication Models in Advertising.

Unit 2: Integrated Advertising Program Analysis of Mission & Market

Objective Setting & Determining Target Audience; Understanding Segmentation; Positioning; Budget Decision; Case Study on Budgets.

Unit 3: Understanding Message Strategy

Message & Copy in Advertising; Headlines in Print & TV Advertising; Visualization & Layout; AD Appeals; Testimonials & Celebrity Endorsement.

BLOCK - II

Unit 4: Media Types & Decision

Types of Media; Media Selection; Media Planning: New Perspective, Media Decision.

Unit 5: Campaign Making

Three Phases of Campaign Creation; Steps of Effective Advertising; Upsetting the Applecart in the Scooterette Category in Style; Case Study: Understanding Campaigns.

Unit 6: Advertising Stake Holders: Advertising Organization

Evolution & History of Advertising Agency; the Working of AD Agencies; Organization Structure of Advertising Department; Interface with other Departments; Functions of Advertising Agency; Case Study.

BLOCK - III

Unit 7: Issues in Advertising

Regulation in Advertising; Case Study: Is the Environment being Harsh on Advertising? the Indian Advertising Regulations; Advertising Effectiveness.

Unit 8: Indian Advertising

Historical Evolution of Indian Advertising; Ethics in Advertising; Children & Women in Advertising.

Unit 9: Case Study

Campaigns & Cases; Case Study: With Kid Cloves; PR or Advertising: Who's on Top? Is Celebrity Advertising Effective; Fido's Second Coming; a Saga of Hackneyed Effort.

SUGGESTED READING:

1. Advertising Management, Dr. Varma & Aggarwal, Publisher: King Books
2. Principles of Marketing, Kotler & Armstrong, Publisher: Prentice-Hall of India
3. Advertising: An Introduction Text, S. A. Chunawalla, Publisher: Himalayan Publishing House
4. Advertising Principles and Practice by Wells Burnett Moriarty, Publisher: PHI
5. Foundations of Advertising, S.A. Chunawalla, KC Sethia, Publisher: Himalayan Publishing House
6. Advertising Management, Rajeev Batra, J.G.Myers, Publisher: Pearson Education

**SYLLABUS
MBA
SPECIALIZATION: MARKETING MANAGEMENT
SEMESTER – III**

SALES AND DISTRIBUTION MANAGEMENT

Sub. Code: MBA-MM-304

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: An Introduction to Sales Management

Objectives and Scope of Personal Selling; Buyer Seller Dyad and Personal Selling Situation; Theories of Personal Selling; Personal Selling Process; Mistakes in Sales.

Unit 2: Sales Forecasting

Prospecting; Sales Resistance; Closing Sales; Types of Personal Selling Objectives; Analyzing Market Potential; Sales Forecasting Methods: Qualitative Methods, Quantitative Methods.

Unit 3: Organization and Management of Sales Force

Functions of Salesperson; Qualities of Effective Sales Executive; Purpose of Sales Organization; Setting up a Sales Organization; Types of Sales Organization Structure; Centralization Versus Decentralization in Sales Force Management.

BLOCK - II

Unit 4: Recruiting, Selection and Training of Sales Force

Recruitment Process; Selection Process; Training Objectives; Training Methods; Training Content; Organization of Sales Training; Need of Motivation; Theories of Motivation; Devising Compensation; Types of Compensation Plans; Fringe Benefits.

Unit 5: Standards of Performance Qualitative, Quantitative

Different Performance Standards; Recording of Actual Performance; Types of Sales; Force Reports; Evaluation and Control through Action and Supervision.

Unit 6: Controlling the Sales Effort

Purpose of Sales Budget; Objective in using Quotas; Procedure of Setting Quota; Limitations of Quota System; Concept of Sales Territory; Need for Establishment and

Revision of Sales Territory; Assignment of Sales Personnel to Territories; Importance of Customer Feedback by Sales Personnel.

BLOCK - III

Unit 7: Channels of Distribution and Strategy

Marketing Channel; Types of Intermediaries; Contemporary Channel Scenario in India; Objective of Marketing Intermediaries; Function of Marketing Channel.

Unit 8: Channel Design

Steps in Channel Design; Selection of Appropriate Channel; Channel Management; Channel Motivation.

Unit 9: Physical Distribution

Physical Distribution Concepts and Objective; Components of Physical Distribution; Transportation; Warehousing; Impact of IT on Physical Distribution; Implication of Supply Chain Management in Physical Distribution.

SUGGESTED READING:

1. Sales Management by Richant.R.Still, Edward .Gundiff and Norman.A.P.Govoni
Publisher: Prentice Hall of India, 2002
2. Sales Management: Analysis and Decision Making by Ingram, Publisher:
Cengage Learning, 2007
3. Sales & Distribution Management, by Krishna .K.Havaldar and Vasant. M.
Cavall, Publisher: TMH, 2007.
4. Fundamentals of Sales Management, by Ramneek Kapoor, Publisher: Macmillan,
2007.
5. Management of a Sales Force, by Spiro, Stanton and Rich, 7th Reprint, Publisher:
TMH, 2007.
6. Sales Management: In the Indian Perspective, by Vaswar Das Gupta, Publisher:
PHI, 2007.
7. Managing and Motivating your Agents and Distributors by Iyer Vinoo, Publisher:
Pitman Publishing,

**SYLLABUS
MBA
SPECIALIZATION: MARKETING MANAGEMENT
SEMESTER – III**

CONSUMER BEHAVIOUR

Sub. Code: MBA-MM-305

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK - I

Unit 1: The Study of Consumer Behaviour

Introduction; Marketing and Consumer Orientation; Diversity in Market Place; Factors Influencing Buyer Behaviour; Buyer Behaviour; Organizational Buying Vs Consumer Buying; Case Study.

Unit 2: Market Segmentation

Market & its Types; Market Segmentation; Consumer Research Process; Eight Step Research Process; Case Study on Segmentation; Case Study on Data Gathering for Marketing Research; Conducting Research Study; Case on Consumer and Competition.

Unit 3: Consumer as an Individual

Consumer Needs; Types and Systems of Need; Hulls Drives Reduction Theory; Maslow's Hierarchy of Needs; Mc Clelland's Three Needs Theory; Consumer Motivation Concept; Means: End Chain Model; Case Study: Taking a Brand Global.

BLOCK - II

Unit 4: Consumer Perception

Perception: Definition, Elements of Perception, Nature & Process of Perception; Case Study: the Power of Managing Value, Dynamics of Perception; Consumer Imagery and Perceived Risk; Reference Prices; Price/Quality Relationship; Case Study: Its Perception Management; Indian Brands Abroad have to Work on Perception.

Unit 5: Consumer Learning

Consumer Learning & Involvement; Behavioral Learning Theories; Cognitive Learning Theories; Brand Loyalty; Case Study: the Writing on the Wall.

Unit 6: Consumer Attitudes and Personality

Attitudes: Introduction, Models of Attitude; Case Study: Consumer Attitude - Let Consumer Psyche Work for you, Attitude Formation and Change; Case Study: Holicks in a New Avatar; Personality: Introduction, Theories of Personality, Personality and Understanding; Consumer Diversity; Case Study; Communication: Components of Communication, Designing Persuasive Communications.

BLOCK - III

Unit 7: Consumer Behaviour in Social Settings

Group Dynamics and Consumer Reference Groups: Reference Groups, Application of Reference Groups; the Family: Concept, Functions of the Family, Family Decision Making, the Family Life Cycle; Social Class and Consumer Behaviour; Lifestyle Profiles of the Social Classes; Social Class Mobility.

Unit 8: Influence of Culture on Consumer Behaviour

Characteristics of Culture; Measurement of Culture; Subcultures and Consumer Behaviour; Definition of Subculture; Types of Subcultures (Religious, National, Geographic, Racial, Age, Sex); Subculture Interactions, Cross Cultural Consumer Analysis; Alternative Multinational Strategies; Cross Cultural Psychographic Segmentation; Marketing Mistakes.

Unit 9: Opinion Leadership Process

Introduction to Opinion Leaders; Measurement of Opinion Leadership; Profile of Opinion Leader; the Interpersonal Flow of Communication; Opinion Leadership and the Firm's Promotional Strategy; Diffusion of Innovations: Diffusion Process, Adoption Process, and the Profile of the Consumer Innovator.

Unit 10: Consumer Decision: Making Process

Levels of Consumer Decision; Process of Decision Making, Types of Purchase Decision Behaviour; Stages in the Buyer Decision Process; Models of Consumers: Howard - Sheth Model, Engel-Kollat- Blackwell Model, Model of Family Decision Making, Model of Industrial Buying Behaviour.

SUGGESTED READING:

1. Cases in Marketing Management by Brennan. R, Publisher: Pitman; 1995
2. Marketing Management: The Millennium Edition by Kotler.P, Publisher: Prentice – Hall
3. Consumer Behavior by Schiffman G.L and Kanuk L.L, Publisher: Prentice- Hall
4. Consumer Behavior by Atul Kr Sharma, Publisher: Global Vision Publishing House
5. Consumer Behavior, by Raju M.S, Publisher: Vikas Publishing House Pvt. Ltd, 2004

Specialization

Human Resource Management

- 1. Compensation Management**
- 2. Management of Industrial Relations**
- 3. Labor Laws**

SYLLABUS
MBA
SPECIALIZATION: HUMAN RESOURCE MANAGEMENT
SEMESTER – III

COMPENSATION MANAGEMENT

Sub. Code: MBA-HR -303

Credits-03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK – I

Unit 1: Objectives of Compensation

Introduction to Compensation and Rewards; Objective of Compensation and Rewards; Introduction to Framework of Compensation Policy; Labor Market Characteristics and Pay Relatives.

Unit 2: Wage Determination

Introduction to Compensation; Rewards; Wage Levels and Wage Structures; Introduction to Wage Determination Process and Wage Administration Rules; Introduction to Factors Influencing Wage and Salary Structure and Principles of Wage and Salaries Administration; Introduction to the Theory of Wages: Introduction to Minimum, Fair and Living Wage.

Unit 3: Wage Differential

Introduction to Minimum Wages; Introduction to Basic Kinds of Wage Plans; Introduction to Wage Differentials & Elements of a Good Wage Plan; Introduction to Institutional Mechanisms for Wage Determination.

BLOCK - II

Unit 4: Executive Compensation

Legislative Framework for Wage Determination; Introduction to Importance of Wage Differentials; Introduction to Executive Compensation and Components of Remuneration.

Unit 5: Job Evaluation

Introduction to Nature and Objectives of Job Evaluation; Introduction to Principles and Procedure of Job Evaluation Programs; Introduction to Basic Job Evaluation Methods; Introduction to Implementation of Evaluated Job; Introduction to Determinants of Incentives; Introduction to Classification of Rewards; Incentive Payments and its Objectives.