

MARKETING**SEMESTER I**

- IMS 011 ESSENTIALS OF MANAGEMENT
 IMS012 BUSINESS ENVIRONMENT
 IMS 013 FINANCIAL ACCOUNTING
 IMS 014 QUANTITATIVE METHODS IN BUSINESS
 IMS 015 HUMAN RESOURCE MANAGEMENT
 IMS 016 INDIAN VALUE SYSTEM & BUSINESS ETHICS
 IMS 017 MARKETING MANAGEMENT
 IMS 018 MANAGERIAL ECONOMICS

IMS 011 ESSENTIALS OF MANAGEMENT

Objective: To provide an understanding of the tasks and functions of management and to acquaint the students with the evolution of management thought.

Course Outline**Unit I**

Introduction: Definition, Nature scope and significance of Management, the evolution of Management thought, Approaches of management, Contributions of Taylor, Fayol and Barnard to Management Science Functions of a Manager Social responsibility of Managers, Values and Ethics in management.

Unit II

Planning: Definition, Nature, Scope and significance of planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and techniques of decision making, long- range planning, strategies and policies.

Unit III

Organisation: Definition, Nature, scope and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, Committee system, Determinants of effective organising, Staffing - nature and significance, Selection, Appraisal and Development of Managers.

Unit IV

Directing & Controlling: Issues in managing human factors, Motivation - nature and Significance, Theories and Techniques, Leadership and Leadership Styles; Communication - Definition and Significance, Communication Barriers, Building effective communication system. Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

Recommended book(s)

- Donnelly J.H., Gibson, J.L. & Ivancevich, J.M., Fundamentals of Management, Irwin, Inc.
 Drucker, P.F. , The Practice of Management, Allied Publishers
 Hold, David, H., The Management Principles and Practice, Tata McGraw Hill
 Koontz & O'Donnell, Essentials of Management, Tata McGraw Hill
 Prasad, L.M., Principles and Practice of Management, Sultan Chand & Sons
 Robbins, S.P., and Coulter, M., Management, Pearson Education

IMS012 BUSINESS ENVIRONMENT

Objective: To facilitate the understanding of the various components of the environmental to be considered for decision making.

Course Outline**Unit I**

Introduction: The concept of Business Environment, its significance and nature. The interaction matrix of different environmental factors – Porters model, the process of Environmental Scanning. Types of economies – socialistic pattern, free market economy and mixed economic structure. Responsibility of business to the society.

Unit II

The Politico-Legal Environment – The relationship between business and government in India. Federal structure in India – Centre-State financial relations. An introduction to some important business laws like New Competition Law 2000, MSME Act, FEMA, Important regulations of SEBI affecting Indian business environment.

Unit III

Macro Economic Environment – National income aggregates, Fiscal and monetary policy. Balance of trade and balance of payment. Exchange market convertibility of rupee. Trade Cycles – meaning, phases and theories – monetary theories, Samuelson and Hicksian approach. Inflation analysis.

Unit IV

Indian Economic Environment – Features of Indian Economy – primary, secondary and tertiary sectors, demographic profile of the Indian economy. The philosophy and strategy of planning in India. Industrial policy in India. Second generation economic reforms – liberalisation, globalisation and its impact on business environment, Foreign investment in India. Composition and direction of India's foreign trade. Problems of Indian business environment.

Recommended book(s)

- Cherunilum, Francis, Business Environment, Himalaya Publishing House

Dutta and Sundaram, Indian Economy, S. Chand and Co.

Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal

Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

IMS 013 FINANCIAL ACCOUNTING

Objective: To develop an insight into the nature and uses of Financial Accounting Information and its reporting.

Course Outline

Unit I

Nature and function of financial reporting. Accounting and accounting system, Information perception of different users, measures of return, ethical issues in accounting, basic accounting concepts and conventions, GAAP, Indian accounting standards.

Unit II

Source documents, classification of accounts, recording, posting of transactions, preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle, measuring business income, financial statements of manufacturing businesses.

Unit III

Meaning and reporting of assets / liabilities, internal control systems for cash, bank reconciliation, accounting for receivables and inventories, capital and revenue expenditure, depreciation accounting, accounting for liabilities, accounting for share capital, preference share and other long-term liabilities.

Unit IV

Analysis of accounting information, Financial Statement analysis and application, Statement of Cash Flow, preparation and interpretation, contents of an Annual Report.

Recommended book(s)

Financial Accounting, A Managerial Perspective, R. Narayanaswamy - Prentice Hall India

Financial Accounting for Management, N. Ramachandran & Ram Kumar Kakani, TMH Publication

Accounting For Managers, Maheswari & Maheswari, Vikas Publishing house (P) Ltd.

Financial Statement Analysis, Wild, Tomson Cengage Learning Ltd.

Advanced Accountancy, R.L. Gupta & M. Radhaswamy, Sultan Chand Publications

Accounting for Managers, Bhattacharya, Vikas Publications

IMS 014 QUANTITATIVE METHODS IN BUSINESS

Objective: To acquaint the students with various quantitative techniques helpful in improving their decision making skills.

Course Outline

Unit I

Arithmetical and Geometrical Progression; Addition, subtraction and multiplication of Matrices, transpose of a matrix, Identity Matrix, Null matrix, Singular and Non-singular Matrix, Cofactor Matrix, Adjoint of a matrix, Inverse of a matrix; Solution of a system of linear equations by using matrices, single linear application of matrices.

Unit II

Measures of central tendency – Mean, Mode, Median, Geometric Mean, Harmonic Mean;

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation. Absolute and Relative Dispersion; Coefficient of variation. Combined standard deviation.

Unit III

Correlation analysis – types of correlation. Methods of studying correlation – scatter diagram method, Karl Pearson's coefficient of correlation, Rank correlation coefficient.

Regression analysis – difference between correlation and regression. Regression lines. Regression equations Y on X and X on Y. Method of Least Squares. Deviations taken from the actual means of X and Y. Deviations taken from the assumed means. Regression coefficients and their properties.

Unit IV

Linear Programming – Extreme point theorem: Graphical solution method – maximization problem, minimisation problem. Some special cases in Linear Programming – multiple optimal solutions, an unbounded solution, an infeasible solution.

Transportation Problem: Methods of finding an initial solution – North-West Corner Method, Least Cost Method, Vogel's Approximation Method.

Recommended book(s)

Business Mathematics, by Sancheti & Kapoor (Unit I)

Statistics, by S P Gupta and M P Gupta (Unit II & Unit III)

Operations Research, by J K Sharma (Unit IV)

IMS 015 HUMAN RESOURCE MANAGEMENT

Objective: To familiarize students to various aspects of acquiring and maintaining the workforce for sustained growth of any organisation.

Course Outline

Unit I

Nature and scope of Human Resource Management; Human Resource Management in a changing Environment; Strategic Human Resource Management; Human Resource Planning; Job Analysis and Design.

Unit II

Attracting and Selecting Human Resources; Orientation and Placement; Manpower Training and Development.

Unit III

Performance Appraisal System; Job Evaluation & Employee Remuneration; Employee Benefits and Services.

Unit IV

Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Welfare and Participative Management.

Recommended book(s)

Human Resource Management – Text & Cases, by VSP Rao, Excel Books

Human Resource Management – Text & Cases, by K. Ashwatappa – Tata McGraw Hill

Human Resource Management, by Cynthia Fisher, Shaw – Wiley / Biztantra

Human Resource Management, by Gary Dessler, Person Publications

IMS 016 INDIAN VALUE SYSTEM & BUSINESS ETHICS

Objective: To develop an appreciation for ethical conduct of business practice.

Course Outline

Unit I

Historical and scientific perspective on the status of our world today; Crises at the level of individual, family, society and nature; basic requirements for fulfilment of aspirations of every human being, right understanding, relationships and physical facilities in that order. Managing relationships between I and body, family, society, nature and existence.

Unit II

Cultural history of India; Essentials of Indian Ethos; Values in the cultural tradition on India; Human values in management.

Unit III

India as a matrix society; Indian constitution as one of the sources of Universal Human Values; U.N. declaration on Human Rights and Responsibilities. Astaang yoga and holistic view of life.

Unit IV

Ethics in the world of business. Theories of Ethics – Natural Law, Utilitarianism, Kantian Virtue and Kautilyan Model of Management. Indian Humanistic and Spiritual approach to management. Education system in Ancient India and modern management.

Recommended book(s)

Indian Ethos and Modern Management, by B L Bajpai

The Present Crises of Faith, by S. Radha Krishnan

Ethics and the Conduct of Business, by Boatright (Pearson Education)

Human Values and Professional Ethics, by R R Gaur and G P Bagaria

Break-free, by Debashish Chatterjee (Penguin)

Teach Yourself Philosophy of Religion, by Mel Thompson

IMS 017 MARKETING MANAGEMENT

Objective: To develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and their relevance to marketing tasks.

Course Outline

UNIT I

Definition of marketing, core marketing concepts (needs, wants, demand, offering, brand, customer value, competition); Marketing concepts (Production, product, selling, marketing, social marketing concepts);

Introduction to the marketing mix ; Concept of Integrated marketing; Market segmentation, targeting and positioning, niche marketing; marketing planning.

Understanding the Marketing environment and adopting marketing to the changing environment An overview of marketing of services and rural marketing

UNIT II

Consumer Behaviour- definition, buying motives, consumer motivation, consumer decision making, Organisational buying behavior;

Marketing Research- need, process, and importance , types of research methods(exploratory, descriptive, cause and effect) and tools (questionnaires, interview, projective tests,)

UNIT III

PRODUCT:- Definition of product, levels and types of product; Packaging and labeling, Product line management and product mix, Product differentiation, PLC- stages and corresponding strategies, New Product decision, Theory of diffusion of an innovation.

PRICE:- Pricing objectives, factors influencing pricing, Pricing strategies

UNIT IV

DISTRIBUTION:- Types of distribution channels; Role of intermediaries, Channel strategy decisions, Physical distribution management.

PROMOTION: promotion mix, Advertising- 5 M's, Role and functions of advertising, Sales Promotion: Types of sales promotion (Trade promotion, consumer promotion), advertising vs. sales promotion, S.P. tools, Personal selling: challenges and responsibilities, Personal selling skills, Managing Public Relations

Recommended book(s)

Marketing – Concepts, strategies, by William M Pride, O C Fewell, Biztantra

Marketing Management, by Ramaswamy & Namakumari, Macmillan
Marketing Management, by Arun Kumar & Meenakshi, Vikas
Principles of Marketing, by Philip Kotler, Armstrong, Pearson Education

IMS 018 MANAGERIAL ECONOMICS

Objective: To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

Course Outline

UNIT – I

Nature and Scope of Managerial Economics: Basic Tools- Opportunity Cost principle, Incremental principle, Equi-Marginal Principle. Principle of Time perspective, Discounting Principle. Uses of Managerial Economics.

Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand, Demand Estimation and Demand Forecasting.

UNIT – II

Production Analysis: Concept of Production, Factors, Laws of Production, Economies of Scale, Economies of Scope, Production functions.

Cost Analysis: Cost Concept, Types of Costs, Cost function and cost curves, Costs in short and long run, LAC and Learning Curve.

UNIT – III

Market Analysis: Price-output determination in different markets, Perfect, Monopoly, Monopolistic competition, Duopoly and Oligopoly markets, Elements of Game theory, Price discrimination, Different pricing policies.

UNIT – IV

Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies. Basic BEP Analysis – concepts and its applications in business decisions, margin of safety, theories of firm – Baumol, Williamson and Morris Model.

Recommended book(s)

A.Koutsoyiannis, Modern Micro Economics
W.J.Baumol, Economic Theory of Operational Analysis
P. Samuelson, Micro Economics
M.Adhikari, Managerial: Economics
Cambell R.Mc Counell, Economics
H.L.Ahiya, Advanced Economics
M.L.Jhingan, Micro Economics

SEMESTER II

IMS 021	INTERNATIONAL BUSINESS
IMS 022	MANAGEMENT ACCOUNTING
IMS 023	FINANCIAL MANAGEMENT
IMS 024	COMPUTER APPLICATIONS & MIS
IMS 025	PRODUCTION & OPERATIONS MANAGEMENT
IMS 026	RESEARCH METHODOLOGY
MBA (M) 021	CONSUMER BEHAVIOUR
MBA (M) 022	PR & SALES PROMOTION

IMS 021 INTERNATIONAL BUSINESS

Objective: To expose the students to the challenges faced and strategies adopted when conducting international business.

Course Outline**Unit I**

Introduction to International Business. Nature, scope and challenges in international business, alternative strategies, difference between internal and domestic business, pre-requisites for success in international business. Theories of international trade, balance of payment and foreign exchange.

Government Role. Government Influence on international business, role of government market protection and barriers, Tariff barriers, quantitative restrictions, and non tariff barriers, generalised system of preference, export assistance, state trading and trade policy, institutional infrastructure.

Unit II

Economic Institutions . WTO, UNCTAD, IBRD, IFM, European Union, NAFTA etc. regional economic integration and strategic implications.

Unit III

World Market Analysis . International business research and its problems, socio-economic, geographic, business customs and legal factors, international business environmental influence on purchase behaviour, marketing strategies relating to products, channels of distribution, pricing and promotion in the area of International Business, EURO.

Unit IV

India's Foreign Trade . Recent trends in India's Foreign Trade, international set-up for export, financial role of export – house and export promotion agencies, risk in foreign trade, export procedures and documentation, India's trade and payment agreements.

Recommended book(s)

Charles W L Hill. & Arun Kumar Jain, International Business: competing in the global market place, Mc Graw-Hill

John D. Daniels Lee H Radebaugh, International Business: Environments and Operations Addison Wesley.

Justin Paul, International Business, Prentice Hall of India

Oded Shenkar Yadong Luo, International Business – John Wiley & Co.

Wild J. John, Wild L. Keneth and Han C. Y. Jerry, International Business: An integrated approach, PHI

Alan M. Rugman and Richard M.Hodgetts, International Business by Pearson Education.

IMS 022 MANAGEMENT ACCOUNTING

Objective: To equip the students with the knowledge of principles, concepts and techniques which may be used in planning, decisions making and control.

Course Outline**Unit I**

Management accounting: Definition, differences with Financial Accounting, Management process and accounting, The value chain of business function, introduction to CVP relationships, measurement of cost behaviour.

Unit II

Introduction to manufacturing costs, job costing, process costing, activity based costing.

Unit III

Relevant information and decision making, special order and addition, deletion of product and services, optimal uses of limited resources, pricing decisions, make or buy decisions, joint cost.

Unit IV

Preparing the Master Budget and Functional Budget, Flexible budgets, Variance analysis, Introduction to Management Control Systems, Evaluation of Divisional Performance, Transfer Pricing.

Recommended book(s)

Management Accounting, by Atkinson, Pearson / PHI

Management Accounting, by Sudhindra Bhat, Excel Books

Management Accounting, by Sharma, Sashi K Gupta Kalyani

Cost Accounting, by Charles T Horngren, Pearson/PHI

IMS 023 FINANCIAL MANAGEMENT

Objective: The provide an insight into various finance functions to be performed in order to maximize shareholder wealth.

Course Outline

Unit I

Introduction to financial management: Meaning, Nature, and scope, functions, and , objectives of financial management, time value of money, organization of finance functions,

Unit II

Long term investment / Capital budgeting decision: Investment evaluation techniques traditional methods and discounted criteria, risk analysis of investment proposal

Unit III

Finance decision: Sources of funds short term, and long term source of capital, cost of capital computation of cost various sources of capital weighted average of cost of capital.

Capital structure decision: Meaning and factors affecting capital structure, capital structure theories, leverage operating, financial and combined leverage EBIT EPS Analysis

Unit IV

Dividend decision: Dividend policies, factors affecting dividend policies, dividend theories

Short- term investment decision: Types of working capital, factors affecting working capital, current assets financing policies, estimation of working capital requirement Inventory, cash and receivables management:

Recommended book(s)

Financial management, theory and practice, by Prasanna Chandra, TMH.

Financial management and policy, by J.C. Vanhorne, PTH.

Financial management, by M.Y. Khan and P.K. Jain, TMH.

Financial management, by I.M. Pandey, Vikas Publication.

IMS 024 COMPUTER APPLICATIONS AND MIS

Objective: To develop an appreciation of different softwares and hardware systems and their use in effective design and implementation of MIS.

Course Outline

Unit – I

Computer Systems -An Introduction, Characteristics of computer, Elements of a Computer System, Input, Output and storage devices. Processing and CPUs, Classification of computer, Concepts of Networking and Data Communication.

Unit II

Types of Software, Computer Languages, Translators, Operating system – Basics, functions and types, Concepts of CUI & GUI, MS-Windows as GUI Operating System, Parts of Windows, Text processing software-creating, formatting and processing of text. Spreadsheet Software- Creating and using Spreadsheets. Formulas, Functions and Graphics. Presentation Programmes-Creating, Formatting and Presenting, Concepts of Database and Database Management System.

Unit III

Definition of Data/Information/Systems, Types of System, System stakeholders, Components of Information System, Evolution of Information Systems, Classification of Information Systems, Flow charts, Algorithm, Decision tables, Decision tree, DFS and ERD with examples, Selected Case Studies.

Unit IV

Introduction, Meaning and role of MIS, Definition of MIS, System Development Life Cycle, E-commerce, Introduction to mobile commerce, electronic payments, EDI, Business Function Information System, Selected Case Studies.

Recommended book(s)

Balaguruswamy, Introduction to Computers

B. Ram, Computer Fundamental

Ron Mansfield, Working in Microsoft Office

Greg Perry, Teach Yourself Office 97

Brein James, O., Computers in Business Management : An Introduction

Bentley Trevoi, Management Information Systems and Data Process

IMS 025 PRODUCTION & OPERATIONS MANAGEMENT

Objective: To familiarize the students with theories and techniques of Production, Operations and Logistics Management.

Course Outline

Unit I

Nature and scope of production management, production analysis and planning, production functions, objective and functions of production management, responsibilities of the production manager, types of manufacturing processes and plant layout, plant location, routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC).

Unit II

Manufacturing processes, routing, scheduling and assembly line balancing, Materials managements – its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, ABC analysis.

Unit III

Productivity – definition and concept, factors affecting productivity, productivity measurement, productivity improvements, Product development and design, stages of product development, techniques of product development (standardization, simplification and specialization, automation).

Unit IV

Development of efficient work methods, material flow process chart, manflow process chart, principles of motion economy, comparison of alternate work methods, maintenance of production facilities, quality control and inspection, sampling inspection, control charts for attributes and variables charts.

Recommended book(s)

Production and Operations Management, by K. Ashwathappa, K Sridhar Bhat, Himalaya Pub

Production & Operations Management, by Upendra Kachru, Excel Books.

Operations Now, by Byron J Finch, Tata Mc Grawhill

Operations Management, by Gaither & Fraizer, Thomson South Western.

IMS 026 RESEARCH METHODOLOGY

Objective: To equip the students with the basic understanding of methods of conducting research and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making.

Course Outline

Unit I

Nature and Scope of Research Methodology; Problem formulation and Statement of Research Objectives; Values and Cost of Information- Bayesian Decision Theory; Organisation Structure of research: Research Process; Research Designs-Exploratory, Descriptive and Experimental Research Design;

Unit II

Methods of data Collection – Observational and Survey methods Questionnaire Design; Attitude Measurement Techniques; Motivational research techniques; Administration of Surveys; Sample Design Selecting an Appropriate Statistical Techniques.

Unit III

Field Work and Tabulation of Data; Analysis of Data; use of SPSS and other Statistical Software Packages.

Unit IV

Advanced Techniques for Data Analysis – ANOVA, Discriminate Analysis, factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering methods; Research Applications.

Recommended book(s)

Research Methodology, by C R Kothari, Vishwa Prakashan

Business Research Methods, by William G Zikmund, Thomson.

Research Methods, by William M C Trochim, Biztantra.

Marketing Research, by A Parasuraman, Dhruv Grewal, Biztantra

Methodology of Research in Social Sciences, by O R Krishnaswami, M Ranganatham, HPH.

MBA (M) 021 CONSUMER BEHAVIOUR

Objective: To understand consumer psychology and ways of communicating effectively with various target groups in order to fulfil value added exchange of goods and services

Course Outline

Unit I

Study of Consumer. Meaning of Consumer, concept of consumer behaviour Consumer's Need and Motives, Consumer as a Perceiver and Learner, Influence of Personality and Attitude on Buying Behaviour; Determinants of Consumer Behaviour, Cultural, Social and Economic Factor Affecting consumer behaviour; Consumer attitude formation and change. Environmental Influences on consumer behaviour.

Unit II

Individual Factors & Group Influences. Factors Affecting Purchase decision; Fundamental Group of sensation; Perception, emotion, motivation, Cognition. Group Influence; Role, Status, Norms; Family Influences; Life-Cycle Effects, Family Decision marking.

Unit III

Models of Consumer Behaviour . Models of individual and Industrial Buying Behaviour. Consumer Behaviour and market segmentation consumer psychology, consumer motivation, research and techniques.

Unit IV

Communication with Consumer. Two-step flow of Communication theory, Adoption, diffusion of innovation, cognitive Dissonance. Socio-economic and Cultural Aspects of Indian Consumer Market.

Recommended book(s)

Kanuk & Shiffman, Consumer Behaviour.

Peter & Olson, Consumer Behaviour and Marketing Strategy.

Peter and Donnelly, A Preface of Marketing Management.

Wilkie, William, Consumer Behaviour.

MBA (M) 022 PR & SALES PROMOTION

Objective: To develop skills required for maintaining good public relations for ensuring long term growth of a business enterprise.

Course Outline

UNIT-I

Public Relations: Concept, Significance, Nature and Scope, Process, Factors Affecting Public Relations, Reflectors of Public Relations; Methods & Techniques of Public Relations; Position, Role and Functions of Public Relations Officer

UNIT-II

Public Relations and Publicity through Newspapers, T.V., Radio, etc.; Public Relations with Government, Consumers, Political and Community Leaders, and Non-Governmental Organizations; Reports, House Magazines, Exhibitions, Sponsorship; Advertising: Concept, Types, Steps, Campaigns, Methods and Techniques, Agencies, Constitutional and Legal Restraints

Unit III

Sales Promotion and Marketing Mix; Nature and Types of Sales Promotion; Consumer Behaviour and Sales Promotion; Deal Prone Consumer; Economic Theories of Promotion; Sales Promotion's Impact on Sales

Unit IV

Evaluation of sales Promotion Experiments; Manufacturer Promotion Planning Process; Retailer Promotion Planning Process; Choice and Purchase Timing Models; Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons Trade Dealings and Retail Promotions.

Recommended book(s)

Sales Management, by Charlesm. Futrell, Thomson South Western

Sales & Distribution Management, by Tapan K. Panda & Sunil Sahadev, Oxford University Press

Managing of Sales Force, by Spiro Stanton Rich, TMH

SEMESTER III

IMS 031	STRATEGIC MANAGEMENT - I
IMS 032	BUSINESS LAWS
MBA (M) 031	SALES AND DISTRIBUTION MANAGEMENT
MBA (M) 032	RETAIL BUSINESS MANAGEMENT
MBA (M) 033	INDUSTRIAL MARKETING
MBA (M) 034	RURAL MARKETING
MBA (M) 035	MARKETING OF SERVICES
MBA (M) 036	ADVERTISING

IMS 031 STRATEGIC MANAGEMENT - I

Objective: To acquaint the students with the concept of strategy, its formulation and different strategic alternatives.

Course Outline**Unit I:**

Business Policy as a Field of Study: Nature, importance, purpose and objectives of Business Policy.; Strategic Management Process: Strategists and Their Role in Strategic Management.; Hierarchy of Strategic Internet: Vision, Mission, Business Definition, Goals and Objectives

Unit II:

Environmental Appraisal: Environmental Scanning, Appraising the Environment; Organizational Appraisal: Organisational Capability Factors, Considerations in Organisational Appraisal, Methods and Techniques used for Organisational Appraisal, Structuring Organisational Appraisal.

Unit III:

Company level strategies: Grand, Stability, Expansion, Retrenchment & Combination Strategies & Corporate Restructuring; Business Level strategy: Business-level, Generic Business & Tactics for Business Strategies.

Unit IV:

Strategic Analysis and Choice: Process of Strategic Choice, Corporate-level and business-level Strategic Analysis.; Routes to Competitive advantage

Recommended book(s)

Crafting and executing strategy, by Thompson, Strickland & Gamble, TMH

Strategic Management – An Integrated Approach, by Charles W.L. Hill, Gareth R. Jones – Biztantra

Business Policy, by Azhar Kazmi

IMS 032 BUSINESS LAW

Objective: To familiarize the student with legal aspects of conducting business.

Course Outline**Unit I**

Indian Contract Act, 1872 Contract- Meaning, Essentials, Kinds, Offer and Acceptance, Contractual Capacity, Free Consent, Consideration, Void Agreements, Quasi Contracts. Modes of discharge of contract and remedies for breach of contract. Contract of Indemnity and Guarantee. Law of Agency.

Unit II

The Sale of Goods Act, 1930 Meaning of Contract of sale, Difference between Sale and Agreement to Sell. Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

Unit III

Indian Partnership Act, 1932. Meaning and test of Partnership, Implied Authority of a partner, Position of a minor in partnership, Consequences of Non Registration of a partnership, Firm Expansion, Death and Insolvency of a partner, Dissolution of firm

Unit IV

The Negotiable Instruments Act, 1881 Meaning, and characteristics of promissory note, bill of exchange and cheque. Holder and Holder in due course. Negotiation and assignment. Crossing of cheque, bouncing of cheques. Elements of company law; Meaning and types of companies, Formation and incorporation Memorandum of Association, Articles of Association, Prospectus.

Recommended book(s)

Elements of Mercantile Law, by N D Kapoor, Sultan Chand

Legal Aspects of Business, by Akhileshwar Pathak, Tata Mc GRAW HILL

Business Law, by M C Kuchhal -Vikas

MBA (M) 031 SALES AND DISTRIBUTION MANAGEMENT

Objective: To provide in depth understanding for organisation of effective sales force and distribution systems to reach the target customers.

Course Outline

Unit – I

Nature and scope of Sales Management, Selling and Formulating Personal Selling Objectives, Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Diversity of selling situation/process, Monitoring and performance evaluation.

Unit – II

Designing and administering compensation plans, supervision of salesmen, motivating sales personnel, sales meetings and Sales Contests, Designing Territories and Allocating Sales Efforts

Unit – III

Objectives and Quotas for Sales Personnel, Developing and managing Sales evaluation programme, Sales cost and cost analysis, An Overview of Marketing Channels, their structure, Functions and Relationships, Channel Intermediaries-Wholesaling and Retailing

Unit – IV

Logistics of distribution, channel planning, Organizational Patterns in Marketing channels, Managing marketing channels, Marketing channel policies and legal issues, Information system and Channel Management, Assessing performance of marketing channels, International Marketing Channels

Recommended Book(S)

Anderson, R. Professional Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc.

Buskirk, R. H. and Stanton, W.J. Management of Sales Force, Homewood Illinois,

Richard D. Irwin, Dalrymple, DJ. Sales Management: Concepts and Cases, New Yourk, John Wiley

MBA (M) 032 RETAIL BUSINESS MANAGEMENT

Objective: To equip students with the necessary skills required for handling the various functions connected with retail operations.

Course Outline

Unit – I

Introduction, Retailing mix-Sales forces, Economic forces, technological force, competitive forces, Structure and Different formats of Retailing.

Unit –II

Marketing concept in retailing, Consumer purchase behavior, Cultural and social group influence on Consumer Purchase Behaviour, Retail store location, Traffic flow and analysis, population and its mobility, exteriors and layout, Customer traffic flows and pattern, Creative display

Unit – III

Merchandize planning, Stock turns, Credit Management, Retail pricing, Return on per sq. ft. of space, Retail promotions, Staying ahead of competition, Supply Chain Management, Warehousing, Role of IT in SCM

Unit – IV

Franchising Direct Marketing, Exclusive Shops, Destination Stores, Chain Stores, Discount Stores an other current and emerging formats-Issues and options, Retail Equity, Technology in Retailing

Recommended book(s) :

Diamond Allen, Fashion Retailing, Delmar Pub.

Drake, Mary Francis, J.H.Spoone and H. Greenwald Retail Fashion, Promotion and Advertising, Macmillan, New York

Levy, M. and Barton A. Weitz Retailing Management, Irwin, London

Morgenstein, M. and Harriat Strongin, Modern Retailing, Prentice Hall

MBA (M) 033 INDUSTRIAL MARKETING

Objective: To developing an understanding of issues involved in marketing of industrial products .

Course Outline

Unit – I

The environment of Industrial Marketing, Industrial Marketing Perspective. Dimensions of Organizational Buying, Organizational Buying Behaviour, Access marketing opportunities, Industrial Marketing Planning.

Unit – II

Managing the Industrial Product Line, Industrial Marketing Channels : Channel Participation, Industrial Marketing Channels : Design and Management, Industrial Marketing Channels : Logistical Interface, Pricing Strategy.

Unit – III

Advertising and Sales Promotions, Managing the industrial advertising effort, supplementary promotion tools, personal selling, models for industrial sales force management.

Unit – IV

Industrial Marketing Research. Evaluation of Industrial Marketing Strategy, Norms and Standards, Control and Monitoring of Industrial Marketing process.

Recommended book(s) :

Alexander Cross and Hill, Industrial Marketing.

Webster, F.E., Industrial Marketing Strategy.

Hass W., Industrial Marketing Management.
Cox, E., Industrial Marketing Research.
Meyers, Industrial Relations in India.
Reider and Reider, Industrial Marketing.

MBA (M) 034 RURAL MARKETING

Objective: To familiarise the students with the concepts, tools & techniques useful to a manager in the field of rural marketing.

Course Outline

Unit – I

Conceptualization, Nature and Scope of rural marketing, growth of rural markets and opportunities, rural market environment, Classification of rural markets, characteristics of rural consumers, problems, difficulties and challenges in rural marketing, marketing research, MIS, Marketing Communication –media accessibility, exposures, buying and planning.

Unit – II

Marketing of agricultural inputs – seeds, fertilizers, pesticides, tractors, diesel pump sets and other agricultural implements/machinery, marketing of agricultural produces, regulated markets, dairying, marketing of rural industrial products, handicrafts, crafts/ artisans products, cooperative marketing.

Unit – III

Marketing of FMCGs, Marketing of Consumer durables, managing marketing mix, rural marketing strategies – segmentation, product strategies, pricing strategies, distribution and logistics strategies, promotion strategies.

Unit – IV

Organization and Development of services marketing of rural services – health, education, tourism, banking, insurance, charities, finance, social etc., green marketing, micro-finance and micro-enterprises, role of finance in marketing of FMCGs and durables, services marketing mix.

Recommended book(s) :

Gopaldaswamy, T.P. – Rural Marketing, Wheeler.
Sukhpal Singh, Rural Marketing Management, Vikas.
Samiuddin et.al. (Ed.), Rural Marketing, National.
Sanal Kumar, Rural Marketing, Response Books.
Raja Gopal, Rural Marketing, Rawat.
Raja Gopal, Organizing Rural Business, Sage.

MBA (M) 035 MARKETING OF SERVICES

Objective: To provide in- depth understanding of nature, peculiarities and demands on service provider for effective design of marketing strategies for a service business.

Course Outline

Unit – I

Marketing of Services : Nature, scope, conceptual framework and special characteristics of services. Classification of Services. Technological development in services marketing, Consumer Involvement in Services Processes.

Unit – II

Role of Marketing in Services organizations, Research Application for Services Marketing. Internal marketing concept in the area of services marketing. Targeting consumers, Creating Value in competitive markets, Positioning a service in market place Managing relationships and building loyalties.

Unit – III

The services marketing mix, Creating the service product and pricing strategies. Consumer education and Service Promotion. Role of physical evidence. *Managing people in services organizations. Developing Service quality and quality standards, Complaint handling and service recovery*

Unit – IV

Marketing of financial Services, Marketing of educational and Consultancy Services, Marketing of Hospitality and Tourism Services, Marketing of Health and Insurance Services.

Recommended book(s) :

Helen Woodruffe, Services Marketing.
Zieithaml Valarie, Parasuraman A. and Leonard L. Berry, Delivering Quality Services.
Shetty Y.K. and J.E. Ross, Quality and its Management in Services.
Lovelock Christopher H., Service Marketing.
Rathmell John, Marketing in the Service Sector.

MBA (M) 036 ADVERTISING

Objective: To acquaint the students with the understanding of concepts, techniques and their application for effective advertisement.

Course Outline

Unit I:

Evolution of Advertising, Role of Advertising in the Marketing Mix; Types of Advertising; Economic, Social and Ethical Aspects of Advertising, Structure of the Advertising Industry.

Unit II:

Advertising and Consumer Behaviour, Advertising Research – Objectives and Market Positioning, DAGMAR Approach – Determination of Target Audience, Advertising Plan.

Unit III:

Creativity and Advertising, Message Development: Strategies and Methods, Copywriting, Art Direction and Production.

Unit IV:

Media Planning, Objectives and Strategies, Types of Media, Budgeting and Evaluation; Advertising Organisation – Selection, Compensation and Appraisal of an Agency.

Recommended Book(S)

D.OGILVY, ADVERTISING

Chunawala, Advertising

Sontakki, Advertising

Manvendra Mohan, Advertising

Advertising Age Journal, USA

Kazmi and Batra, Advertising and Sales Management, Excel

Advertising and marketing, A&M

W.F. Arens & Bovee, Contemporary Advertising

SEMESTER IV

IMS 041	STRATEGIC MANAGEMENT - II
IMS 042	ORGANIZATIONAL EFFECTIVENESS & CHANGE
MBA (M) 041	EVENT MARKETING & MANAGEMENT
MBA (M) 042	INTERNATIONAL MARKETING
MBA (M) 043	SOCIAL MARKETING
MBA (M) 044	BRAND MANAGEMENT
MBA (M) 045	E-MARKETING
MBA (M) 046	CONSUMER PROTECTION

IMS 041 STRATEGIC MANAGEMENT - II

Objective: To comprehend strategic management process, understand interrelationship between formulation and implementation and apply administrative and leadership skills for successful implementation of strategies.

Course Outline**Unit I:**

Nature and Scope of Strategic Management. Concept of Core Competence, Capability and Organisational learning; Managing of Change; Process of Strategic planning and Implementation, Activating Strategies, Strategy and Structure.

Unit II:

Organisational values and their Impact on Strategy: Power Games amongst Competing Players, Behavioural Implementation, Functional and Operational Implementation.

Unit III:

Chief Executive and Board: Work of Top Management: Turnaround Management; Management of Strategic Change, Strategy Evaluation and Control

Unit IV:

Mergers and Acquisitions; Strategic Management in an International Firm; Strategy and Corporate Evolution in Indian Context.

Recommended book(s)

Strategic Management Concepts & Cases, by Fred R. David, Pearson Education/PHI.

Strategic Management Building & Sustaining Competitive Advantage, by Pitts & Lei, Thomson South Western

Crafting and executing strategy, by Thompson, Strickland & Gamble, TMH

IMS 042 ORGANIZATIONAL EFFECTIVENESS & CHANGE

Objective: To understand the facilitative forces for organisational effectiveness and management of change.

Course Outline**Unit I**

Understanding Organizational Effectiveness and Change. Concept and Process of Organizational Effectiveness; Concept and Process of Organizational development; Design, Development and application OD interventions.

Unit II

Organizational Learning and Learning Organizations: Process of organizational learning; Characteristics of learning organizations; Creativity and innovations; Organisational Change.

Unit III

Interpersonal Relationships: Individual's Behaviour, Individual's in Group; Perception, motivation, attitudes, values, personality. Interpersonal Communication: Types of Interpersonal Relationship Inter group behaviour & collaborations; Team building & team management; **Transaction Analysis.**

Unit IV

Organizational Culture and Climate. Organizational Ethos; Dimensions and process of organizational climate; Dimensions and process of organizational culture; Power and Politics. Corporate Governance; Conflict Dynamics; Conflict and Negotiations; Stress Management.

Recommended book(s):

Organizational Behaviour, by Stephen P. Robbins

Organizational Effectiveness and Change, by Cummins (South Western Thompson)

Management of Organizational Change, by Hari Gopal

Change Management, by Neelkant Ramanarayan

MBA (M) 041 EVENT MARKETING & MANAGEMENT

Objective: To develop specific skills required for marketing and management of events.

Course Outline**UNIT 1**

Definition, Scope of Event Management. Introduction to Conventions, Exhibitions, Meetings --- definition & components. Nature and demand of Conference market. Growth and development of event industry, Economic and social significance .

UNIT 2

Typology of planned events, Varieties & importance of events , Key steps to successful events Characteristics and complexities of events Checklist for different events, planning schedule & actions agenda

UNIT 3

Conference program designing, timing, supervision, presentation, Catering and hospitality, Transportation, teleconferencing, recording & publishing. Sponsorship , sponsors , organizers, customers & guests. Event planning, Key characteristics, Pre-event responsibilities, legal issues, negotiations

UNIT 4

Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Global Issues in Event Management

Recommended Book(S)

Event Management in leisure & tourism, David Watt

Conferences, Tomy Rogers

Event marketing and management, Sanjaya Singh, Vikas Publication

MBA (M) 042 INTERNATIONAL MARKETING

Objective: To promote understanding of challenges and opportunities in the realm of international marketing.

Course Outline

Unit – I

Nature, Scope and Importance of International Marketing, Process of International Marketing, Domestic and International Marketing, Global Marketing Environment, Cultural/ Political, Legal, Social and Economic Parameters, Planning for International Marketing and Expansion Strategies.

Unit – II

Recent Trends in World Trade, India's Position in World Trade, India's position in World Trade, Foreign Market entry strategies, market analysis of entry, Indirect exporting, direct exporting, licensing, joint ventures, manufacturing, assembly management contract, direct investment, turnkey operations and acquisitions. Global segmentation, targeting and positioning, International marketing and cultural differences.

Unit – III

Export Procedure and Documentation, Export promotion measures in India, Export Financing in India, Export Market Plan, International Marketing Research, EXIM Policy.

Unit – IV

International Product Decision, Product Development, Adoption and Positioning, International Product Life Cycle, Product Standardization Vs. Adaptation, Multinational Product Planning. International Pricing Decisions, International Channel Decisions, International Promotion Decisions.

Recommended book(s) :

Keegan, International Marketing.

Varshney & Bhattacharya, International Marketing.

Vasudevan, International Marketing.

MBA (M) 043 SOCIAL MARKETING

Objective: To provide an understanding of the specific tasks and functions involved in social marketing

Course Outline

Unit I

Relevance of social services in a developing economy, applications of marketing in social services e.g. health and family welfare, adult literacy programme, environment protection, social forestry, etc.;

Unit II

Socio-economic cultural influences on beneficiary system; organising for marketing social services; beneficiary research and measurement of their perceptions and attitudes.

Unit III

Planning and implementation of mass campaigns; beneficiary contact programme, use of print and electronic media in mass communication.

Unit IV

Diffusion of innovative ideas; geographical extension strategies in mass contact programmes; review and monitoring of marketing strategies of socially relevant programmes.

Recommended book(s)

MBA (M) 044 BRAND MANAGEMENT

Objective: To provide detailed understanding of the concept of brand and the process of establishing brand equity.

Course Outline

Unit – I Introduction, Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning

Unit – II Brand equity, brand customer relationships, brand loyalty and Customer Loyalty Managing Brands

Unit – III Brand creation, Brand extensions, Brand-product relationship, Brand Portfolio, Brand Assessment through Research-Brand Identity, Positioning, Image, Personality Assessment and Change

Unit – IV Brand Architecture, Brand Revitalization, Financial aspects of Brands, Branding in Different Sectors: Customer, Industrial, Retail and Service Brands

Recommended book(s) :

Aaker, David, A.Managing Brand Equity, New York, Free Press
Cowley, Don, Understanding Brand, London, Kogan Page
Murphy, J.A., Strategic Brand Management, New York, Free Press
Steward, P., Building Brands Directly, London, MacMillian

MBA (M) 045 E-MARKETING

Objective: To develop and apply marketing strategies utilising the powerful tool of internet technology.

Course Outline

UNIT 1

Introduction to e- Marketing: E- business, e- Marketing, e- Marketing challenges & Opportunities, marketing vs. e- Marketing, e business models.

UNIT 2

Marketing knowledge: the electronic marketing information system, marketing knowledge, source 1: Internal records, Source 2: Secondary data, Source 3: Primary data, Marketing databases & warehouse, data analysis & distribution.

UNIT 3

E-Marketing strategies: online benefits, online costs, new product strategies for e Marketing, new product trends: value chain automation, outsourcing, multimedia.

Pricing, price dispersion, factors putting upwards pressure on internet pricing.

UNIT 4

E-Marketing communication: integrated marketing communication, marketing communication strategies; internet advertising, public relation activities on net, sales promotion on the internet, CRM: CRM process, CRM-SCM integration, CRM Benefits.

Recommended Book(S)

E- Marketing, by Judy Strauss & Raymond Frost, PHI publications.
Marketing.com, by Lyndon Cerejo & Sonal Kotecha.

MBA (M) 046 CONSUMER PROTECTION

Objective: To provide an overview of the scope of consumer protection through the study of relevant Acts.

Course Outline

Unit I

Consumer protection Act 1988: objectives and reasons, definitions, strategies and institutions, consumer problems and their remedies under the act. The Monopolies, restrictive and unfair trade practices Act and Consumer Movement.

Unit II

Law on Food, drugs, weights and measures and consumer movement The Food Adulteration Act, 1954. The Essential and Commodities Act, 1955. The Drugs and Cosmetics Act, 1940

Unit III

The Medicinal and Toilet Preparation (Excise Duties) Act 1955, The Prevention of Illicit Traffic in Narcotic Drugs and Psychotropic substances Act, 1988 - – salient features of the above mentioned Acts, penal provisions and consumer protection implicit in the provisions.

Unit IV

The standard weights and measures Act 1976 – salient features of the above mentioned Acts, penal provisions and consumer protection implicit in the provisions.

Recommended Book(S)