

**MBA, MARKETING****SEMESTER I****Core Papers (All Papers are Credit and Compulsory)**

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

**Foundation Paper (Non-Credit Compulsory paper)**

LU 011 COMMUNICATIVE ENGLISH

**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 ó Porters model, the process of Environmental Scanning. Types of economies ó socialistic pattern, free market economy and mixed economic structure. Responsibility of business to the society.

**Unit II**

The Politico-Legal Environment ó The relationship between business and government in India. Federal structure in India ó 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 ó National income aggregates, Fiscal and monetary policy. Balance of trade and balance of payment. Exchange market convertibility of rupee. Trade Cycles ó meaning, phases and theories ó monetary theories, Samuelson and Hicksian approach. Inflation analysis.

**Unit IV**

Indian Economic Environment ó Features of Indian Economy ó 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 ó 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 functions of financial Accounting, Accounting system, Information perception of different users, Source documents, classification of accounts, recording, posting of transactions, Ethical issues in accounting, basic accounting concepts and conventions, GAAP, Accounting standards.

**Unit II**

Preparation of trial balance for service and merchandise business, capital and revenue expenditures, adjustment entries, completing the accounting cycle, measuring business income, financial statements of manufacturing and trading businesses.

**Unit III**

Internal control systems for cash, bank reconciliation, accounting for receivables and inventories, , depreciation accounting, preparation of financial statements of companies, accounting for share capital, preference share and debentures.

**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  
 Financial Accounting, Jawaharlal and seema srivastava

**QUANTITATIVE METHODS IN BUSINESS**

**IMS 014**

**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 Matrix, Identity Matrix, Singular and Non-singular Matrix, Adjoint of a matrix, Inverse of a matrix; Solution of a system of linear equations by using matrices, single linear application of matrices

Calculus; Basic differentiation (First order and second order) and its application.

**Unit-II**

Measures of central tendency-Mean, Mode, Median, Geometric mean, Harmonic Mean; Measures of Dispersion-Range, Quartile 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.

Probability; Probability theory, Theorems of Probability and examples.

**Unit-IV**

Linear Programming-Extreme point theorem: Graphical solution method-maximization problem, minimization 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 JK 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 ó Text & Cases, by VSP Rao, Excel Books

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

Human Resource Management, by Cynthia Fisher, Shaw ó 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 and to value the Indian culture and traditions.

**Course Outline**

**Unit I: Indian Society and Indian Philosophy**

Social change in India: Impact of Sanskritisation, Westernisation, Modernisation on Indian Society. Varna and Caste system, Ashrama, Life Goals: Purushartha and Sanskaras. Astanga Yoga and its relevance to management.

**Unit II: Values: Indian scriptures and Indian thinkers**

Indian Scriptures: Relevance of the Bhagvad Gita in current management practices. Management learning from the Arthashastra.

Indian Thinkers: Values given by Mahatma Gandhi, Aurobindo Ghosh, Swami Vivekanand.

**Unit III: Business Ethics**

Theories of Ethics ó Natural Law, Utilitarianism, Kantian Virtue. Ethics in Corporate Strategy: Corporate Philanthropy, Strategic Philanthropy, Corporate Governance. Ethical dilemma at workplace and their resolution.

**Unit IV: Application of Business Ethics**

Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights).

Ethics in marketing (consumer rights, advertising, dumping).

Ethics in finance (financial disclosures, insider trading, window dressing).

Ethics in information technology and systems usage (data confidentiality).

Ethics in human resources management (whistle blowing, discrimination), Environmental ethics (Carbon trading).

**Recommended Books**

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

**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 ó 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 ó concepts and its applications in business decisions, margin of safety, theories of firm ó Baumol, Williamson and Morris Model.

#### **Recommended book(s)**

JV Vaishampayan	Managerial Economics
Thomas & Maurice	Managerial Economics
A.Koutsoyiannis,	Modern Micro Economics
P. Samuelson,	Micro Economics
M.Adhikari,	Managerial: Economics
Cambell R.Mc Counell,	Economics

### **LU 011           COMMUNICATIVE ENGLISH**

**Objective:** The course is designed to meet the English conversational proficiency needs of individuals..

#### **Course Outline**

##### **Unit – I**

Practice of conversation covering every day activities, functional grammar ó Subject, Verb, Noun, Adjectives, Tenses, Sentences, Articles, Prepositions.

##### **Unit – II**

Vocabulary ó extend vocabulary, Phrases, Idioms, Improve reading skills ó sounds, stress intonation, rhythm voice quality, develop listening comprehension, develop soft skills ó interpersonal skills, ability to handle diverse roles, Role Play & body language.

##### **Unit – III**

Conference briefing, addressing seminar, group discussion, compeering, reading comprehension e.g. editorials, book reviews, articles, advertisements and fine prints, letter writing notices, invitations & resumes, report writing and presentation, function as mentors & be creative in organising programmes.

##### **Unit – IV**

Public speaking, presentation, mock interviews, picture reading, e-mailing. Reading - to analyze grammatical error, paragraph writing letter writing, précis writing, job application, resume (for content appraisal)

Learning Approach ó interactive learning process with emphasis on participation, evaluation and feedback.

#### **Recommended Book(S)**

Wren and Martin	:	English Grammar and Composition
John C. Maxwell, Jim Dornan	:	Becoming a person of Influence
Ken Blanchard	:	Empowerment Takes More than a Minute
Zig Ziglar	:	You Can Reach the Top
Hello English	:	Orient Longman
English is Easy	:	Orient Longman
Dale Carnegie	:	How to develop Self- Confidence & Influence People by Public Speaking
Speak English Audiocassettes & studentø books	ó	Orient Longman

**SEMESTER II****Core Papers (All Papers are Credit and Compulsory)**

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

**Elective Papers – Credit (Two papers Supportive to the discipline of study)**

MBA (M) 021	CONSUMER BEHAVIOUR
MBA (M) 022	PR & SALES PROMOTION
MBA (M) 023	CUSTOMER RELATIOSHIP MANAGEMENT

**Foundation Paper (Non-Credit Compulsory paper)**

LU 021	FOREIGN LANGUAGE
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**IMS 021 INTERNATIONAL BUSINESS****Objective**

This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace.

**Unit I** - An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages And Disadvantages Of International Business, Approaches to International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization, balance of payment and foreign exchange.

**Unit II** -International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, Complimentary trade theories ó stopler ó Samuelson theorem, International Product life Cycles. Investment Theories ó Theory of Capital Movements, Market Imperfections theory; Internationalisation Theory; Location Specific Advantage Theory; Eclectic Theory, Instruments of Trade Policy- Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

**Unit III** - Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes ó Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity Theory, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates. India's Foreign Trade: Recent trends in India's Foreign Trade, Export Houses, Export Assistance- SEZ, EPZ, APEDA, export procedures and documentation.

**Unit IV** - International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO India's patent policy and trips. Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A: NAFTA, Andean community, ASEAN, SAARC, Integration for Business.

**SUGGESTED READINGS**

1) Agarwal Raj - International Trade (Excel, 1st Ed.) 2) Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.) 3) Jaiswal Bimal - International Business (Himalaya Publication) 4) Hill C.W. - International Business (TMH, 5th Ed.) 5) Daniels - International Business (Pearson, 1st Ed.) 6) Kumar R and Goel, International Business, (UDH Publications, edition 2013) 7) Cherunilam F - International Trade and Export Management (Himalaya, 2007)8) Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

**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 and control of overheads, 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 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 ó 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, Eócommerce, 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, assembly line balancing. Production Planning and Control (PPC).

##### **Unit II**

Materials managements ó its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, Inventory classification techniques.

##### **Unit III**

Productivity ó definition and concept, 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, work measurement ó concept & techniques; 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.  
 Theory and Problems in Production and Operations Management by S.N. Chary

**RESEARCH METHODOLOGY**

**IMS026**

Course Objectives: To familiarize students with research process,teach them basic tools and techniques and inculcate fundamental expertise to handle research project.

**Unit-I**

**Introduction to Research Methodology**

Research-Concept, Characteristics, Objectives and motivation of research,Significance of Research in decision making and problem solving, Factors required for a scientific/good research,Types of research,Research process overview  
 Language of Research:Concept,Construct,Definition,variables,Hypothesis,Theory and models,Research Problem: Identifying a research problem,Sources of identifying research problem,Process of defining a research problem

**Unit-II**

**Research Design and Sampling Design**

Research design: Meaning of research design,Types of Research Design,Concept and techniques of Exploratory Research design,Descriptive Research Design and Experimental Research Design  
 Sampling design: Census and Sampling Investigation, Characteristics of a good sample, Sampling Design process, Probability and Non Probability Sampling Techniques,Sample size determination

**Unit-III**

**Data Collection and Preparation**

Methods of data collection,developing instrumentsused in data collection,  
 Measurement and Scaling:Primary scales of measurement ,Scaling Techniques,Editing raw data,Coding of data,Tabulation of data,Cross Tabulation

**Unit-IV**

Data Analysis and Presentation of the Results: Univariate,Bi-variate and Multivariate analysis of data,Testing of Hypothesis:

Process of testing hypothesis,one tail test and two tail tests,z-test,t-test,F-test and chi square test, Report

Writing:Objective,types,Format of a report,essentials of a good report.

Prescribed Texts:

Business Research Methods, William G.Zikmund, Thomson Publication

Business Research Methods, Cooper and Schindler, TMH Publication

Marketing Research: An Applied Orientation Naresh K. Malhotra, PHI

Marketing Research-Text and cases, Nargundkar

Research Methods, William and M.k.Trochim

Research Methodology, R.Panneerselvam

Business Research Methodology, Srivastava and Rego

Complete Business Statistics, Amir D Aczel

Statistics for Management, Levin & Rubin

**MBA (M) 021 CONSUMER BEHAVIOUR**

**Objective:** To understand consumer psychology and ways of communicating effectively with various target groups in order to fulfill 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 making.

**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

**MBA (M) 023 CUSTOMER RELATIONSHIP MANAGEMENT**

**Objective:** The syllabus is designed to develop the knack of attracting, retaining and growing the customers and their loyalty ; while understanding the concepts and practices of CRM.

**UNIT -I** CRM Fundamentals- Theories, Evolution , Stages of relationship, Issues , Purpose of relationship marketing; Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation

**UNIT -II** Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction

**UNIT -III** Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales Customer Relationship Management: Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, Virtual Customer Representative, Customer Relationship Portals,

**UNIT IV** Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM Softwares. CRM Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

**Suggestive reading-** . Simon Knox, Adrian Payne, Stan Maklan, Customer Relationship Management Routledge Inc.

Alok Kumar Rai, Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning.

Kristin Anderson, Carol Kerr, Customer relationship management, McGraw-Hill Professional.

Federico Rajola, Customer Relationship Management: Organizational & Technological Perspectives, Springer.

H Peeru Mohammed & A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing.

Sheth J N, Parvatiyar A. and Shainesh G-,Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education



**SEMESTER III****Core Papers (Two Papers, Both are Credit and Compulsory)**

IMS 031 STRATEGIC MANAGEMENT - I

IMS 032 BUSINESS LAWS

**Papers – Credit** (Total No. of elective papers in a semester will be five)**A. (3-5 Papers Supportive to the discipline of study)**

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

**B. For Expanded range of study up to two papers of any stream of specialization available in the same semester of any of the IMS-MBA programs****Foundation Paper**

LU 031 FOREIGN LANGUAGE (Non Credit) Compulsory Paper

LU 032 SUMMER INTERNSHIP REPORT ó (CREDIT) COMPULSORY

**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:** Corporate-level (*BCG Matrix & GE 9 cell Matrix*) and business-level (*Life Cycle Analysis, Porter's Five Forces of Industry Analysis*). *Concept of Strategic Decision Making. Subjective Factors in Strategic Choice and Process of Strategic Choice.* Routes to Competitive advantage**Recommended book(s)**

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

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

Business Policy, by AzharKazmi

**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 handing 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**

Merchandise 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,Macmillian, 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, microfinance and microenterprises, role of finance in marketing of FMCGs and durables, services marketing mix.

#### **Recommended book(s) :**

Gopalswamy, 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. OGLVY, 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****Core Papers (Two Papers, Both are Credit and Compulsory)**

IMS 041	STRATEGIC MANAGEMENT - II
IMS 042	ORGANIZATIONAL EFFECTIVENESS & CHANGE

**Elective Papers – Credit**

A. 2-4 Papers Supportive to the discipline of study

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

B. For Expanded range of study up to two papers of any stream of specialization available in the same semester of any of the IMS-MBA programs

**Foundation Paper (Credit and Compulsory)**

LU 041	RESEARCH PROJECT/BUSINESS PLAN
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**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; Management of Strategic Change; Process of Strategic planning and Implementation, Activating Strategies, Strategy and Structure.

**Unit II:**

**Behavioral Implementation:** An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics.

**Functional/Operational Implementation:** An overview of: Functional Strategies.

**Unit III:**

Strategy Evaluation and Control (Mc Kinsey's 7s Framework).

**Tailoring Strategy to Fit Specific Industry and Company Situations:**

Strategies for Competing in Emerging Industries; Strategies for competing in Turbulent, High-Velocity Markets; Strategies for Competing in Maturing Industries; Strategies for Competing in Fragmented Industries; Strategies for Firms in Stagnant or Declining Industries; Strategies for Sustaining Rapid Company Growth; Strategies for Industry Leaders; Strategies for Runner-up Firms; Strategies for Weak and Crisis Ridden Businesses.

**Unit IV:**

Mergers and Acquisitions: Takeover and Defense Tactics, Laws For Mergers And Acquisitions, Regulatory Framework of Takeovers in India, Cross Border Mergers and Acquisitions.; Strategic Management in an International Firm; Strategy and Corporate Evolution in Indian Context.

**Recommended book(s)**

1. Strategic Management by Thompson, Strickland, Gamble and Jain. McGraw Hill 2010, 16th edition.
2. Thomas L. Wheelen & J. David Hunger; Concepts in Strategic Management and Business Policy; Pearson Education
3. Strategic Management by Azhar Kazmi, Tata McGraw Hill
4. Mergers and Acquisitions by Jay M Desai, Nisarg A Joshi; Biztantra

**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 - 6 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 6 salient features of the above mentioned Acts, penal provisions and consumer protection implicit in the provisions.

**Recommended Book(S)**