

MBA, RETAIL MANAGEMENT

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, Inwin, 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 of 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 (RM) 021	RETAIL CONSUMER BEHAVIOUR
MBA (RM) 022	INTRODUCTION TO RETAIL
MBA (RM) 023	INTERNET AND SOCIAL MEDIA MARKETING

Foundation Paper (Non-Credit Compulsory paper)**LU 021 FOREIGN LANGUAGE****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 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 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 (RM) 021 RETAIL 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 (RM) 022 INTRODUCTION TO RETAIL

Objective : To equip students with skills required for handling the different functions and operations in retail business.

Course Outline

Unit – I

Introduction to the retailing system, retailing mix, definition, structure, global retail scenario and future of retail business.

Unit – II

Retail Market strategy, retail formats, types of retailers, multi-channel retailing.

Unit – III

Managing the store, layout and design, retail location, site selection.

Unit – IV

Traffic flow and analysis, Planning Merchandise Assortment, Buying merchandise, Pricing.

Recommended book(s)

Diamond Allen, Fashion Retailing, Delmar Pub.

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

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

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

MBA (RM) 023 INTERNET AND SOCIAL MEDIA MARKETING

Objective: The course aims to impart the in-depth knowledge of internet marketing and social media world and helps to identify the ways to maximize the benefits using them thereof.

Unit 1 Introduction to Internet Marketing a. concepts of online Marketing (7Ps, STP) ; Strategy and Planning for Internet Marketing; The Website : Analysis of websites.&. Search Engine Optimization; Online Advertising: Display Advertising; . Pay-Per-Click Marketing; Email Marketing; Blogging, Podcasting, RSS; Social and Business Networking. Product Opinion Sites

Unit 2. Purchase Behavior of Consumers in internet Marketing Format - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior; Forums; Affiliate Marketing and Syndication on the Internet, Internet Enabled Retailing-customizing the offering, Internet Pricing Influences - Price and Customer Value - Online Pricing Strategies and Tactics ó Time-based Online Pricing - Personalized Pricing - Bundle Pricing.

Unit 3. Traditional Offline Businesses in the Online World , Website Designing - Website Content - Forms of Search Engines ó Working of Search Engines - Revenue Models in Search Engine Positioning ó SEO - Display Advertising - Trends. The technology behind Internet Marketing, complexities/ snares in running the online business.

Unit 4. Integrating Online Communication into IMC Process - Online Advertising ó Email Marketing - Viral Marketing - Affiliate Marketing - Participatory Communication Networks - Social Media Communities - Consumer Engagement - Co-Created Content Management-Interactive Digital Networks Global Internet Marketing. Localization and Customization, Measuring Internet Marketing Effectiveness: Metrics and Website Analytics Trust in Internet Marketing. Ethical and Legal Issues. Exposure to contemporary softwareø used in this field

Suggested reading-

Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business

Butterworth Heinemann, USA 2. Strauss Judy, E-Marketing, Prentice Hall, India

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

IMS 031 STRATEGIC MANAGEMENT - I

IMS 032 BUSINESS LAWS

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

MBA (RM) 031 BRAND MANAGEMENT

MBA (RM) 032 LEGAL ISSUES IN RETAIL

MBA (RM) 033 INVENTORY MANAGEMENT

MBA (RM) 034 SUPPLY CHAIN AND VENDOR MANAGEMENT

MBA (RM) 035 ADVERTISING AND SALES PROMOTION

MBA (RM) 036 E-RETAILING

MBA (RM) 037 TREND FORECAST & RETAIL BUSINESS

B. 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 & 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 (RM) 031 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 (RM) 032 LEGAL ISSUES IN RETAIL

Objective: To develop an understanding of legal issues involved in retail business.

Course Outline

Unit – I

Central Excise Laws

The Legislative background of the Central Excise including constitutional provisions; nature of excise duty; central excise duty - chargeability - scope and basis of the levy - meaning of goods, manufacture and manufacturer; classification and valuation of goods; duty payment and exemption provisions; provisions and procedure dealing with registration and clearance of goods; an overview of set off of duty scheme.

Unit –II

Customs Laws

Historical perspective and legislative background of the levy; appointment of Customs Officers, ports, warehouses etc., nature of and restrictions on imports and exports; levy, exemption and collection of customs duties - an overview of law and procedure; clearance of goods from the port, including baggage, goods imported or exported by post; stores and goods in transit; duty drawback provisions.

Unit – III

Central Sales Tax Laws

Evolution and scope of levy of Central Sales tax; Inter-State sale, sale outside a State and sale in the course of import and export - basic principles; registration of dealers and determination of taxable turnover.

Unit –IV

Procedural Laws:- CPC & Cr PC, Laws relating to salaries and wages:- Minimum wages Act, Payment of Wages Act, Payment of Bonus Act, Gratuity Act, PF Act etc, Labour welfare and social security legislations:- Industrial Dispute Act, Factories Act, Contract Labour Act, ESI Act, Workmen compensation Act, Maternity Benefits Act etc.

Recommended Book(S)

Banerjee, A.K., Indian Mercantile Law

Venkateshan, A Hanbook of Mercantile Law

Maheswari and Maheswari, Commercial Law

Labour Laws, V.G. Goswami

MBA (RM) 033 INVENTORY MANAGEMENT

Objective: To inculcate scientific thought process and to understand the process of inventory management for effective planning and management of inventory.

Course Outline

Unit – I

Nature and scope of inventory management, goals and functions of inventory management, significance, recent trends, future of IM, interface of IM with other functional areas of management.

Unit – II:

Inventory management cycle; areas inventory management; factors encouraging large lot sizes and small lot sizes; cost pattern; Inventory replenishment systems; Economic ordering quantity; Assumptions of Wilson's EOQ formula; Modification of EOQs; Quantity discounts

Unit – III:

Inventory control under risk and uncertainty; Inventory classification techniques; Multi-criteria approach to inventory classification; Integrated approach to materials management.

Unit – IV:

Applications of techniques of forecasting including use of computers in inventory management; Case study on inventory management in some organizations; Development of efficient work methods; Work measurement techniques; Work sampling;

Financial analysis of operating plans, Quality assurance; Acceptance sampling; Statistical process control; Total Quality Management; ISO 6 9000.

Recommended Book(S)

Operations Management Theory and Practice, B.Mahadevan, Pearson Education
 Operations Management, William J. Stevenson
 Operations Management, Richard B Chase 11 theditionTMH,

MBA (RM) 034 SUPPLY CHAIN AND VENDOR MANAGEMENT

Objective: To familiarize students with the procedures and methods used in managing supply chain and the techniques used in vendor management.

Course Outline

Unit – I:

Understanding the supply chain: Supply of chain-introduction, Decision phases in supply chain, Process view of a supply chain, supply chain drivers and obstacles

Unit – II:

Designing in supply chain network: Role of distribution in supply chain, factors influencing distribution in network design, design options for a distribution network, role of network design in supply chain, selection of vendors, relationship with vendor, factors affecting network design decisions, role of supply inventory in supply chain, measuring product availability supply chain, measuring cycle availability, evaluating cycle service level and fill rate and safety inventory.

Unit – III:

Planning and transporting: Role of transportation in supply chain, factors affecting transportation decisions, modes of transportation.

Unit – IV:

Technology in supply chain: Role of information technology in the supply chain, supply chain information technology network, future of information technology in supply chain, role of e-business in supply chain, E-business framework, E-business in practice.

Recommended Book(S)

1. Chopra & Meindl Supply Chain Management ó Strategy, Planning and Operation, Pearson/PHI
2. Coyle, Bardi, Longley The management of Business Logistics ó A supply Chain Perspective, Thomson
3. Janat Shah, Supply Chain Management Pearson Publication

MBA (RM) 035 ADVERTISING AND SALES PROMOTION

Objective: To acquaint the students with the process of advertising & sales promotion and their imperatives for marketing.

Course Outline

Unit – I

Evolution of Advertising, role of advertising in market mix; types of Advertising; Economic, Social & Ethical Aspects of Advertising, Structure of the advertising industry, Advertising research ó objectives and market positioning, DAGMAR approach ó determination of target audience, advertising plan.

Unit – II

Creativity and Advertising; Message development: Strategies and Methods, Copywriting, Art Direction and Production. Media Planning, Objectives and strategies, Types of Media, Budgeting and Evaluation; Advertising organization ó Selection, Compensation and Appraisal of an Agency.

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 Promotionø Impact of Sales, Evaluation of Sales Promotion Experiments.

Unit – IV

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)

Foundations of Advertising, Chynawalla & Sethia, HPH
 Advertising management Rajeev Batra, John G Myers & Aaker ó PHI
 Advertising Basics, Vilanilam, Varghese, Response Books
 Advertising, Sangeeta Sharma & Raghuvir Singh, PHI

MBA (RM) 036 E-RETAILING

Objective: To acquaint the students with the environmental, institutional, decisional and procedural aspect of retailing through the internet.

Course Outline

Unit – I:

Introduction to E-Retailing: Definition, features and types, Forces fueling E-Retailing, E-Commerce Business Models ó B2C, M-Commerce, Privacy and Right to Information.

Unit – II:

Intellectual Property Rights. E-Retailing infrastructure, Building of E-Commerce website.

Unit – III:

E-Commerce Payment systems: credit cards, e-cash, e-cheques, stored value systems, accumulating balance systems, electronic billing.

Unit – IV:

E-Commerce marketing, online branding, online market research, E-commerce marketing communication: online advertising, online promotions, costs and benefits of online communications.

Recommended Book(S)

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 (RM) 041 STORE DESIGN & VISUAL MERCHANDISING
 MBA (RM) 042 RETAIL VERTICALS
 MBA (RM) 043 SAFETY & SECURITY MANAGEMENT IN RETAIL
 MBA (RM) 044 TOTAL QUALITY MANAGEMENT
 MBA (RM) 045 CONSUMER PROTECTION
 MBA (RM) 046 CUSTOMER RELATIONSHIP MANAGEMENT
 MBA (RM) 047 BUYING & MERCHANDISING

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

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 (RM) 041 STORE DESIGN & VISUAL MECHANDISING

Objective: To develop in-depth understanding for effective utilisation of store design and visual merchandising techniques.

Course Outline

Unit – I:

Elements and Principles of store design and display, rules, techniques and theories of visual merchandising, visual thinking and creativity, demonstrate creativity through hands on lab experiences.

Unit – II:

Interior and Exterior displays, different types of presentations, importance of theatre in presentations, stimulating consumers through five senses, use of colour to emphasise product characteristics, different types of lighting and the importance of their effects, recognise basic safety rules and practices, signing and price tickets.

Units – III:

Merchandise facilitators (fixtures, props, graphics and signs etc) and material, current developments in visual materials, fixtures, retail space management, floor plan blueprints.

Unit – IV:

Applied visual merchandising: class project: brainstorming on how to get started, determination of specific store concept and image, identification of store concept, design and atmospheric elements, and defining strategies required to strengthen retail brand or store image.

Recommended Book(S)

Retailing Management by Swapna Pradhan, TMH
Integrated Retail Management by James R. Ogden & Denise T. Ogden, Biztantra
Retail Management, Levy & Weitz-TMH

MBA (RM) 042 RETAIL VERTICALS

Objective: To acquaint the students with the vital aspect of retail verticals and their importance in retailing.

Course Outline

Unit – I

Concept of Retail Verticals, understanding apparel and jewellery retail verticals in detail.

Unit – II

Lifestyle products including watches, books and music

Unit – III

Retail in food and grocery

Unit – IV

Retail in consumer durables

Recommended Book(S)

Retail Management by Rosemary Varley, Mohammed Rafiq- Palgrave Macmillan
Retail Management by Chetan Bajaj-Oxford Publication.
Retail Management by Uniyal & Sinha-Oxford Publications.

MBA (RM) 043 SAFETY AND SECURITY MANAGEMENT IN RETAIL

Objective: To build foundation in the area of safety and security management in retail

Course Outline

UNIT – I

Introduction: Retailing and Security. Planning for Retail Security ó objectives and problems; security planning; guidelines for planning; risk analysis, standards. Legal aspects of retail security.

UNIT – II

Problems and Countermeasures: Job applicant screening and employee training; Protection at Point-of-sale ó management information systems, cash registers, preventing losses at POS, bad checks, credit card fraud, counterfeiting, refund fraud, additional POS vulnerabilities.

Internal Losses and Countermeasures: Shrinkage, employee theft in retailing, employee theft countermeasures. Shoplifting and Countermeasures: losses from shoplifting, characteristics of shoplifters, protection against shoplifting.

UNIT – III

Investigation of Internal Losses and Shoplifting: Investigative skills, investigation of suspected internal losses, investigation of suspected shoplifting; Store Design and Physical Security: Store location and design, physical security and physical security methods; Burglary and Robbery Countermeasures.

UNIT – IV

Risk Management: definition, scope, risk management strategies, job duties of risk manager, insurance for retailers; Occupational Safety and Health Administration (OSHA); Fire protection; Disasters; Comprehensive risk management.

Special Topics: Shopping Malls; Gangs; Substance abuse - drug free workplace; technology and future

Recommended Book(S)

Retail Security & Shrinkage Protection by Philip P. Purpura, Published by Butterworth-Heinemann

MBA (RM) 044 TOTAL QUALITY MANAGEMENT

Objective: To give students an overview of quality management and its application for enhancing competitive advantage.

Course Outline

Unit I:

Introduction to Quality Concepts: Definition of Quality, its scope and determinant factors. Types of quality, Different philosophies, Quality and ISO-9000, Developing quality policy, Taguchi methods, Quality function deployment, Taguchi methods, Quality function deployment, Failure, Mode and Effect Analysis, Statistical Methods of Quality Control.

Unit II:

Total Quality Management: Elements of TQM, TQM tools and practices, Transfer to TQM, TQM and beyond, Typical successful stories of select Indian enterprises.

Unit III:

Productivity Basics and Productivity Measurement: Definition, concern, significance of Productivity, Rationale of productivity measurement, perspectives of productivity, Productivity measurement models, Performance Objectives Productivity (POP) Model, Productivity measurement in manufacturing & service sectors.

Unit IV:

Productivity Management and Implementation Strategies: Productivity improvement techniques and strategies, Effective capital and human resource management, Waste reduction and energy conservation programmes, Productivity and economic growth.

Recommended Book(S)

Saurabh S. Doleha, ISO 9001 A manual for TQM

Manson Bestrant, Quality Control 6 Prentice Hall of India

Juran & Gryna, Quality Planning & Analysis, Tata McGraw Hill

Edited by Lt. Gen. (Retd.) J.S. Ahluwalia, Total Quality Management, Tata McGraw Hill

MBA (RM) 045 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)

MBA (RM) 046 CUSTOMER RELATIONSHIP MANAGEMENT

Objective: To provide customer centric approach for managing different business operations.

Course Outline

Unit I:

CRM 6 Concept and Introduction Definition, Concept of customer acquisition, satisfaction and retention, Unethical approaches to maintain customer relationship.

Unit II:

CRM Strategy, Relationship intensity, Components of CRM customer Life Cycle Management.

Unit – III

Customer Life Time Value, CRM Process, CRM as A tool for managing Complaints and Adjustments.

Need for CRM in retailing, CRM vs e-CRM.

Unit – IV

CRM implementation, integration of CRM with ERP system, Data Warehousing and knowledge management system. CRM Facets.

Recommended Book(S)

Customer Relationship Management, Peeru Ahamed & Sagadevan, Vikas Publishing

CRM, Alok Kumar, Chhabi Sinha, Biztantra