

MBA- Marketing Management

This course introduces basic concepts of the marketing process from the perspective of the marketing manager and provides a framework for the analysis of marketing management problems. A key focus is to develop the planning and analytical skills necessary to manage marketing plans and strategy. Specific topics include the role of marketing in the competitive environment, the impact of technology on marketing opportunities, selection of target markets, market segmentation, the development of problem solving skills and marketing strategies in the global marketplace.

Subject Code	Subject	Credits	Subject Code	Subject	Credits
SEMESTER I			SEMESTER III		
MBA-01	Managerial Tasks and Behavioural Dynamics	5	MBA-13	Research Methodology	5
MBA-02	Corporate Communication and Managerial Economics	5	MBA-14	Total Quality Management	5
MBA-03	Legislative Framework of Business	5	MBA-15	International Business Management	5
MBA-04	Accounting and Taxation for Managers	5	MM-01	Consumer Behaviour and Marketing Psychology	5
MBA-05	Quantitative Techniques for Managerial Decisions	5	MM-02	Strategic Marketing Communication	5
MBA-06	Business Development and Entrepreneurship	5	MM-03	Brand Valuation and Management	5
SEMESTER II			SEMESTER IV		
MBA-07	Human Asset Management	5	MM-04	Global Marketing Management	5
MBA-08	Corporate Finance and Services	5	MM-05	Marketing Models and Competitive Analytics	5
MBA-09	Marketing Planning and Management	5	MM-06	Distribution and Channel Management	5
MBA-10	Production Technology and Industrial Engineering	5	MM-07	Services Marketing	5
MBA-11	Information Science for Managers	5	MM-08	Rural and Green Marketing	5
MBA-12	Strategic Management and Corporate Governance	5	MBA-16	Project Work Viva voice	6 3
				Grand Credits	124

SUBJECT CODE: MBA-01**SUBJECT: MANAGERIAL TASKS AND BEHAVIOURAL DYNAMICS**

This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

OBJECTIVES:

1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES**

- Unit 1: Manager Role, Responsibilities and Tasks
- Unit 2: Managerial Functions and Their Characteristics
- Unit 3: Evolution of Management and Schools of Thought
- Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

BLOCK 2 PLANNING AND ORGANIZING FUNCTION

- Unit 1: Planning Nature, Types and Process
- Unit 2: Decision Making and MBO
- Unit 3: Organizing Principles and Structural Design
- Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION

- Unit 1: Directing, Motivating, And Leadership
- Unit 2: Controlling Nature and Techniques
- Unit 3: Co Ordination the Essence of Management
- Unit 4: Contemporary Trends in Management

BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS

- Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour
- Unit 2: Personality and Behavioural Assessment
- Unit 3: Emotions and Learning
- Unit 4: Perceptions and Stress Management

BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS

- Unit 1: Change Management
- Unit 2: Organizational Climate
- Unit 3: Management of Conflicts
- Unit 4: Organizational Development Interventions

REFERENCE BOOKS:

1. Peter F Druker, Management Tasks and Responsibilities, Truman Talley Books, New York.
2. Stephen P Robbins, Fundamental of Management, Pearson 2003
3. Koontz & Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
4. Stephen P Robbins, Organization Behaviour, Prentice Hall Of India, 6th Edition
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
6. L M Prasad, Organization Behaviour, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
9. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing

SUBJECT CODE: MBA-02**SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS**

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

OBJECTIVES

1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION**

- Unit 1: Meaning Importance Principles and Objectives Of Communication
- Unit 2: Verbal and Non Verbal Communication
- Unit 3: Speech & Technical and Non Technical Presentation
- Unit 4: Group Discussion, Conference and Interview Techniques

BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS

- Unit 1: Business Letters: Concept And Introduction
- Unit 2: Inquiries, Circulars, Quotation, Order, and Acknowledgement
- Unit 3: Complaints, Collection, Memos, Minutes and Resume Preparation
- Unit 4: Banking, Insurance, and Sales Correspondences

BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS

- Unit 1: Managerial Economics Role and Responsibilities
- Unit 2: Law of Demand and Elasticity Of Demand
- Unit 3: Utility Analysis and Indifference Curve
- Unit 4: Demand Forecasting and Demand Distinctions

BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE

- Unit 1: Production Functions and Laws of Returns
- Unit 2: Cost Functions and Marginal Cost Theory
- Unit 3: Market Structure and Price Determination
- Unit 4: Pricing Strategies and Techniques

BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS

- Unit 1: Corporate Environment and Assessment
- Unit 2: Indian Economic Environment
- Unit 3: International Trade and Trends
- Unit 4: Money, Banking, Inflation and Business Cycles

REFERENCE BOOKS

1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi
4. N S Raghunathan & B Santhanam, Business Communication, Margham Publication, Chennai.
5. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
6. Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
7. Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.

SUBJECT CODE: MBA-03**SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS**

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

OBJECTIVES

1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION**

- Unit 1: The Contract Act 1872, And Their Special Contracts
- Unit 2: Indian Partnership Act 1932
- Unit 3: Sale of Goods Act 1930
- Unit 4: Negotiable Instruments Act 1881

BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION

- Unit 1: Information Technology Act 2000
- Unit 2: The Consumer Protection Act 1986
- Unit 3: The Environment Protection Act 1986
- Unit 4: Competition Law 2002
- Unit 5: Intellectual Property Tax Laws

BLOCK 3 BANKING AND INSURANCE LAWS

- Unit 1: The Banking Regulation Act 1949
- Unit 2: The Reserve Bank of India Act 1934
- Unit 3: The Insurance Act and IRDA Regulations

BLOCK 4 LABOUR LEGISLATION

- Unit 1: Factories Act 1948 & Workmen Compensation Act 1923
- Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous Provisio`n Act 1952
- Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926
- Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936
- Unit 5: The Payment Of Bonus Act 1965 & The Payment Of Gratuity Act 1972.

BLOCK 5 CORPORATE LEGISLATION

- Unit 1: The Indian Companies Act 1956
- Unit 2: The Securities Contracts and Regulation Act 1956
- Unit 3: sebi rules

REFERENCE BOOKS

1. N D Kapoor, elements of merchantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k Kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,

5. Business Law – S.S. Gulshan
6. Saravanel & Sumathi- Business Law for Management – HPH
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
 - Indian Contract Act 1872
 - Negotiable Instruments Act 1881
 - Indian Partnership Act 1932
 - Foreign Exchange Management Act 1999
 - Sale Of Goods Act 1930
 - Consumer Protection Act 1986
 - Information Technology Act 2000
 - Companies Act 1956
 - Environmental Protection Act 1986
 - Right To Information Act

SUBJECT CODE: MBA-04

SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

OBJECTIVES

1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC ACCOUNTING CONCEPTS AND PRINCIPLES

Unit 1: Accounting Principles and Theory

Unit 2: Indian Accounting Standards

Unit 3: Users of Accounting Information and Accounting Equation

Unit 4: Double Entry Principles – Journal, Subsidiary Books, Ledger and Trial Balance

BLOCK 2 FINANCIAL STATEMENTS ANALYSIS

Unit 1: Financial Statements – Corporate and Non Corporate Bodies

Unit 2: Financial Statement Analysis and Ratio Analysis

Unit 3: Funds Flow and Cash Flow Analysis

BLOCK 3 COST ACCOUNTING

Unit 1: Elements of Cost and Cost Statement

Unit 2: Marginal Costing and Break Even Analysis

Unit 3: Budgeting and Budgetary Techniques

Unit 4: Standard Costing and Variance Analysis

BLOCK 4 MANAGEMENT ACCOUNTING

Unit 1: Long Term Investment Appraisal

Unit 2: Costing For Decision Making

Unit 3: Process and Service Costing

Unit 4: Responsibility Accounting and Transfer Pricing

BLOCK 5 TAXATION FOR MANAGEMENT

Unit 1: Taxation Principles and System

Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act

Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act

Unit 4: service tax

RECOMMENDEND TEXT BOOKS

1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
3. S P Jain and K L Narang Advanced Accountancy, Kalyani Publishers, New Delhi.
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
5. V S Datey, Indirect Taxation, Taxmann Publications. New Delhi.
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

SUBJECT CODE: MBA-05

SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

This course presents the various statistical and optimization models for managerial application

OBJECTIVES

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC STATISTICAL ANALYSIS

Unit 1: Meaning Of Statistics, Data Types and Collection
Unit 2: Tables, Graphs and Frequency Distribution
Unit 3: Measures of Central Tendency, Variation and Skewness
Unit 4: correlation and regression

BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING

Unit 1: Theory of Probability and Probability Distribution
Unit 2: test of hypothesis – t test, f test and chi square test.
Unit 3: Statistical Decision Making
Unit 4: Time Series and Index Numbers

BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I

Unit 1: Operation Research and Linear Programming – Meaning and Uses
Unit 2: Graphical Method
Unit 3: Simplex Method
Unit 4: dual programming

BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II

Unit 1: Assignment
Unit 2: Transportation
Unit 3: Inventory Models
Unit 4: Replacement and Sequence Analysis

BLOCK 5 RESOURCE OPTIMIZATION TECHNIQUES - III

Unit 1: game theory
Unit 2: queuing theory
Unit 3: pert and cpm
Unit 4: simulation

REFERENCE BOOKS

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2nd Edition,
4. V K Kapoor, Operation Research, Sultan Chand & Sons, New Delhi.
5. Statistics and Quantitative Techniques - M.G.Dhaygude
6. Operations Research - V.K.Kapoor

7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
9. Introduction to Operations Research – Hiller
10. Introduction to Operations Research - Gillett

SEMESTER 1: SUBJECT CODE: MBA-06

SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

OBJECTIVES:

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical know how in a pragmatic business application.

STRUCTURE OF THE COURSE CONTENT

BLOCK I BUSINESS INNOVATION AND CREATIVITY

Unit 1: Skills and Styles of Innovation and Creativity

Unit 2: Creative Organization

Unit 3: Functional Innovation

Unit 4: Personal Innovation and Self Awareness Plan

BLOCK II ENTREPRENEURSHIP

Unit 1: Role and Functions of Entrepreneurs

Unit 2: Entrepreneurial Competencies and Culture

Unit 3: Entrepreneurial Motivation and Performance

Unit 4: Women and Social Entrepreneurship

BLOCK III BUSINESS IDEAS

Unit 1: Sources of Business Ideas

Unit 2: Business Planning and Measurement of Success

Unit 3: Commencement of Internet Business

Unit 4: Presentation of Feasibility Report

BLOCK IV ENTREPRENEURIAL TRANSITITONS

Unit 1: Entrepreneurial Growth and Management Structure

Unit 2: Legal and Intellectual Property Issues

Unit 3: Venture Capital and Entrepreneurial Finance

Unit 4: Crisis and Symptoms of Business Failures

BLOCK V INSTIUTIONAL FRAMEWORK OF ENTREPRENEUR

Unit 1: Role of Government for Promotion of Entrepreneur

Unit 2: Agencies for Entrepreneurship Development

Unit 3: Turnaround Strategies and Rehabilitation Measures

Unit 4: Global Entrepreneurship

REFERENCE BOOKS:

1. Bellon Whittington, "Competing Through Innovation", Prentice.
2. Peter F Drucker, "Innovation and Entrepreneurship"
3. Vasant Desia, Management of Small Scale Enterprise, Himalaya Publishing House, New Delhi.
4. J C Verma and Gurpal Singh, Small Business and Industry – A Handbook for Entrepreneurs, Sage Publications, New Delhi.
5. Brandt, Steven C., The 10 Commandments for Building a Growth Company, ThirdEdition, Macmillan Business Books, Delhi, 1977
6. Bhide, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
7. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition).
8. Dollinger, Mare J., Entrepreneurship: Strategies and Resources, Illinois, Irwin,1955.
9. Holt, David H., Entrepreneurship: New Venture Creation, Prentice-Hall of India,New Delhi, latest Edition.

SUBJECT CODE: MBA-07

SUBJECT: HUMAN ASSET MANAGEMENT

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

OBJECTIVES:

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION

Unit 1: Human resource management – concept, scope, objectives, philosophy and trends

Unit 2: Functions organization and environment of human resource management

Unit 3: HRM models, theories, approaches and fish bone diagram approach

BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN

RESOURCES

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques

Unit 2: Job Analysis and Employment Security

Unit 3: Recruitment, Selection, Placement, Induction and Socialization

BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES

Unit 1: Employee Training

Unit 2: Executive Development and Managerial Growth

Unit 3: Career Planning and Management

Unit 4: Promotion, Transfer and Separation

Unit 5: Performance Appraisal and Merit Rating

BLOCK 4: WAGES AND SALARIES ADMINISTRATION

Unit 1: Theory of wages and job evaluation

Unit 2: Pay plans and executive compensation

Unit 3: Performance and financial incentives

Unit 4: Benefits and services and employee commitment

BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES

Unit 1: Discipline Administration, Grievances and Industrial Relations

Unit 2: Collective Bargaining and Trade Unionism

Unit 3: Employee Health, Safety and Security Welfare Measures

Unit 4: Human Resource Audit, Accounting, Report and Information System

Unit 5: Human Resource Empowerment

REFERENCE BOOKS

1. David A Decenzo & Stephen P Robbins, Personnel/Human Resource Management, Prentice Hall of India Ltd. Pearson.
2. N G Nair & Latha Nair, Personnel Management and Industrial Relations, Sultan Chand And Company New Delhi.
3. C B Mamaria and Mamaria, Personnel Management,
4. P C Tripathy, Human Resource Development, Sultan Chand & Sons, New Delhi
5. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Chopra, S, and P. Meindl, 2004, *Supply Chain Management ? Strategy, Planning and Operation*, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
7. Sople, V. V. (2004). Logistics Management: Supply Chain Imperatives, New Delhi: Pearson Education.
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
9. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi

SUBJECT CODE: MBA-08

SUBJECT: CORPORATE FINANCE AND SERVICES

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

OBJECTIVES:

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS

Unit 1: Corporate finance functions, scope, goals, organization and activities
Unit 2: Concepts of valuation and return
Unit 3: Portfolio theory, CAPM and Risk Diversification
Unit 4: Corporate financial policy & strategy and shareholder value creation

BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Avenues of Short Term Fund Procurement
Unit 2: Avenues of Long Term Fund Procurement
Unit 3: Avenues of International Fund Procurement
Unit 4: Indian and International Financial Environment

BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Investment Analysis and Capital Budgeting Process
Unit 2: Cost of Capital and Leverage Analysis
Unit 3: Capital Structure Theories and Debit Analysis
Unit 4: Dividend Policy and Theories

BLOCK 4 CORPORATE FINANCIAL SYSTEMS

Unit 1: Banking System in India
Unit 2: Development banks
Unit 3: Money market and capital market operations and their recent trends

BLOCK 5 CORPORATE FINANCIAL SERVICES

Unit 1: Mutual funds and derivatives

Unit 2: Merchant banking and corporate counseling

Unit 3: Housing, leasing, consumer and export finance

Unit 4: Factoring, venture capital, credit rating and depositories

REFERENCE BOOKS:

1. Van Horne, Financial Management and Policy, Prentice Hall of India Ltd.
2. I M Pandey, Financial Management, Vikas Publishing House, New Delhi
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
4. S Gurusamy, Financial Services, Vikas Publishing House, New Delhi
5. B Santhanam, Financial Services, Margham Publications, Chennai.
6. Saunders, Anthony, *Financial Markets and Institutions: A Modern Perspective*
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)

SUBJECT CODE: MBA-09

SUBJECT: MARKETING PLANNING AND MANAGEMENT

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

OBJECTIVES:

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p's in marketing system
4. To learn about the market and marketing analysis.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 MARKETING CONCEPTS AND TASKS

Unit 1: Customer value satisfaction and marketing tasks

Unit 2: Digitalization, customization and e marketing

Unit 3: Market and marketing research and information system

Unit 4: Concept, approaches and functions of marketing

BLOCK 2 MARKETING STRATEGIC PLANNING

Unit 1: Marketing Action Plans

Unit 2: Strategic Marketing Process

Unit 3: Marketing Audit and Evaluation System

Unit 4: Marketing Models and Competitor Analysis

BLOCK 3 MARKETING PROGRAMMES

Unit 1: Consumer Behavior

Unit 2: Marketing Segmentation

Unit 3: Services Marketing

Unit 4: Marketing Ethics and Legislation

BLOCK 4 PRODUCT MANAGEMENT

Unit 1: Meaning policy and development of product

Unit 2: Product line strategy

Unit 3: Product identification branding and packaging

Unit 4: Pricing of products

BLOCK 5 MARKETING COMMUNICATION MANAGEMENT

Unit 1: Sales Promotion Tools and Techniques

Unit 2: Advertising

Unit 3: Management of physical distribution

Unit 4: Sales force management

REFERENCE BOOKS

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
2. Gultman J P & Gordon W P , Marketing Management Strategies & Programmes, Mc Graw Hill, New York.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
4. SA Sherleker, Marketing Management, Vikas Publications.
5. S Jayachandran, Marketing Management, Tata Mc Graw Hill, 2003.
6. Border, N.H. and: Advertising Management-Text and Cases, Marshal, W.V Richard D. Irwin Inc. 1967.
7. Howard. J.M. : Consumer Behaviour in Marketing Strategies, Prentice Hall, 1989.
8. Montgomery, D.B.: Management Science in Marketing, & Urban. G.L. Prentice Hall, 197

SUBJECT CODE: MBA-10

SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

OBJECTIVES:

1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES

- Unit 1: Meaning and implication of technology
- Unit 2: Technology forecasting
- Unit 3: Machine tools process technology
- Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

BLOCK 2: PRODUCTION PLANNING

- Unit 1: Integrated Production Planning System
- Unit 2: Procurement Planning and Inventory Policy
- Unit 3: Scheduling and Optimization
- Unit 4: Production Monitoring System

BLOCK 3: PRODUCTION DESIGN AND ECONOMICS

- Unit 1: Facilities Location and Layout
- Unit 2: Capacity and Work System Design
- Unit 3: Management Information System for Production Technology
- Unit 4: Maintenance and Waste Management

BLOCK 4: PRODUCTIVITY

- Unit 1: Measurement of productivity
- Unit 2: Work study and sampling
- Unit 3: Cost reduction and value analysis
- Unit 4: Cost and financial impact of operational activities

BLOCK 5: INDUSTRIAL ENGINEERING

- Unit 1: Quality assurance
- Unit 2: Methods of engineering and ergonomics
- Unit 3: Manufacturing Automation
- Unit 4: Materials Handling
- Unit 5: Stores and Purchase Management

REFERENCE BOOKS

1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi

3. T Hill, Production/Operation Management, Prentice Hall, London
4. Berk J and Berk S, Total Quality Management, Implementing Continuous Improvement, Excel Books, New Delhi.
5. Chary S N, Production and Operation Management, Tata Mcgraw Hill, New Delhi.
6. Willie Harruner, Occupational Safety Management and Engineering, latest edition. Prentice-Hall. ISBN 0-13-629437-5.
7. M.S. Sanders, Human Factors in Engineering and Design, 7th Edition. McGraw-Hill, 1993.
8. R.S. Bridger, Introduction to Ergonomic. McGraw-Hill, ISBN 0-07-007741-X.
9. Laudon & Laudon, Management Information Systems: A Contemporary Perspective, latest edition. MacMillan, 1991.

SUBJECT CODE: MBA-11

SUBJECT: INFORMATION SCIENCE FOR MANAGERS

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e mail, e commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e commerce and e communication or complicated decision making in computerized environment.

OBJECTIVES:

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: COMPUTER SYSTEM

Unit 1: Computer and data processing

Unit 2: Computer peripherals and hardware

Unit 3: Operating system an introduction

Unit 4: Selection and analysis of computer system

BLOCK 2 : MANAGEMENT INFORMATION SYSTEM

Unit 1: Structure and Development of MIS

Unit 2: Prerequisites and Installation of MIS

Unit 3: MIS Reports

Unit 4: Computer Based MIS

BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS

Unit 1: electronic data processing system and flow charts

Unit 2: computer application in accounting

Unit 3: computer application in inventory control

Unit 4: computer application in payroll

BLOCK 4: SYSTEM ANALYSES AND DESIGN

Unit 1: System development phases

Unit 2: Master development plan

Unit 3: System documentation

Unit 4: System implementation

BLOCK 5 DATA PROCESSING

Unit 1: Data Representation

Unit 2: Data processing resources

Unit 3: Data processing standards and documentation

Unit 4: Data processing and EDP environment

REFERENCE BOOKS

1. Davis Gordon B & Olson Margrethe H, Management Information System Tata Mc Graw Hill International Edition
2. Mundick Robert G, Ross, Joel E and Claggett, James R, Information Systems for Modern Management, Prentice Hall of India. New Delhi.
3. V K Kapoor, Information Technology and Computer Application, Sultan Chand & Sons, New Delhi.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

SUBJECT CODE: MBA-12

SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

OBJECTIVES:

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

STRUCTURE OF THE COURSE CONTENT

BLOCK I INTRODUCTION TO STRATEGY

Unit 1: What Is Strategy And Strategic Management?

Unit 2: Strategic Management Process and Models

Unit 3: Role of Top Management and Board Of Directors

Unit 4: Strategic Intent

BLOCK II RESOURCES DYNAMICS

Unit 1: Scanning and Diagnosis of Environment

Unit 2: Strategic Advantage Profile

Unit 3: Corporate and Industry Analysis

Unit 4: Business Level Strategies

BLOCK III STRATEGIC IMPLEMENTATION AND CONTROL

Unit 1: Strategic Choice and Analysis

Unit 2: Strategic Implementation

Unit 3: Strategic Control and Audit

Unit 4: International Strategic Issues

BLOCK IV BUSINESS ETHICS

Unit 1: Concept of Business Ethics

Unit 2: Value Based Organizations

Unit 3: Discriminatory and Prejudicial Employee Practice

Unit 4: Ecological Consciousness

BLOCK V CORPORATE GOVERNANCE

Unit 1: Overview of Corporate Governance

Unit 2: Directorial Competence and Board Effectiveness

Unit 3: Disclosure and Investor Protection

Unit 4: Corporate Reputation, Legitimacy and Crime

REFERENCE BOOKS:

1. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting And
2. Executing Strategy Concepts And Cases Tata Mcgraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy And Strategic Management Tata Mcgraw- Hill Publishing 2002
4. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
5. John A Pearce Richard B Robinson Strategic Management Tata Mcgraw- Hill Publishing 2005
6. M.Jeyarathnam Business Policy And Strategic Management Himalaya Publishing House 2007
7. Bhatia S K, Business Ethics And Managerial Values, Deep And Deep Publication, 2001.
8. Manual G Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
9. N. Gopalasamy, Corporate Governance, Wheeler Publishing, 1998.

SUBJECT CODE: MBA-13

SUBJECT: RESEARCH METHODOLOGY

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

OBJECTIVES:

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

STRUCTURE OF THE COURSE CONTENT

BLOCK I RESEARCH AN INTRODUCTION

Unit 1: Meaning and Types Of Research

Unit 2: Research Process

Unit 3: Problem Identification

Unit 4: Research Design

BLOCK II SAMPLING DESIGN

Unit 1: Meaning and Steps in Sampling

Unit 2: Types of Sampling

Unit 3: Data Collection

Unit 4: Data Processing

BLOCK III TESTING OF HYPOTHESIS

Unit 1: Meaning, Sources and Types of Hypothesis

Unit 2: Parametric Test of Hypothesis

Unit 3: Non Parametric Test of Hypothesis

Unit 4: Techniques of Measurement and Scaling

BLOCK IV DATA INTERPRETATION AND REPORT PRESENTATION

Unit 1: Meaning of Interpretation

Unit 2: Report Meaning and Types

Unit 3: Presentation of Report

Unit 4: Mechanics of Writing of Research Report

BLOCK V SOFTWARE APPLICATION OF RESEARCH

Unit 1: SPSS Application for Research Methodology

Unit 2: MS- Excel Application for Research Methodology

REFERENCE BOOKS

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
3. Rao K V, Research Methods for Management and Commerce, Sterling Publications.
4. P C Tripathy, Research Methods for Social Sciences, Sultan Chand & Sons, New Delhi.
5. Uma Sekeran, Research Methods for Business, Wiley Publications.
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
7. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
8. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
9. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

SUBJECT CODE: MBA-14

SUBJECT: TOTAL QUALITY MANAGEMENT

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

OBJECTIVES:

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

STRUCTURE OF THE COURSE CONTENT

BLOCK I CONCEPT OF QUALITY MANAGEMENT

Unit 1: Concept, Principles and Role of TQM Implementation.

Unit 2: Quality Control Techniques

Unit 3: Cost of Quality

Unit 4: Kaizen and Continuous Improvement

BLOCK II PRINCIPLES OF TQM

Unit 1: Customer Specification and Perception

Unit 2: Employee Involvement and Retention

Unit 3: Supplier Relationship Movement

Unit 4: Service Quality

BLOCK III QUALITY ANALYSES

Unit 1: Introduction to Statistics

Unit 2: Statistical Control Charts

Unit 3: Probability Estimation

Unit 4: Measurement of Reliability and Sampling

Unit 5: Experimental Designs

BLOCK IV QUALITY SYSTEMS

Unit 1: ISO 9000

Unit 2: Six Sigma

Unit 3: Certification Requirements

Unit 4: Standards for Quality

BLOCK V BENCHMARKING AND QUALITY CIRCLE

Unit 4: Introduction to Benchmarking

Unit 2: Quality function Deployment

Unit 3: Quality Circle

Unit 4: Quality Awards

REFERENCE BOOKS:

1. James Evans and William M Lidsay, The Management and Control of Quality, Thomson Learning, 2002
2. Narayana V and N S Sreenivasan, Quality Management-Concepts and Tasks, New Age International, 1996.
3. Shailendra Nigam, Total Quality Management, Excel Books, New Delhi.
4. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
5. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
6. Oakland.J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.
7. Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.
8. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.

SUBJECT CODE: MBA15

SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

OBJECTIVES

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

STRUCTURE OF THE COURSE CONTENT

BLOCK I INTERNATIONAL BUSINESS ENVIRONMENT

Unit 1: Nature and Scope of International Business Environment

Unit 2: Environmental Analysis

Unit 3: Theories of International Business

Unit 4: India's International Trade: Trends, Directions and Compositions

BLOCK II INTERNATIONAL INSTITUTIONS

Unit 1: WTO and GATT

Unit 2: World Bank and IMF

Unit 3: Regional Economic Integration

BLOCK III MNC AND FOREIGN INVESTMENT

Unit 1: FDI Theories

Unit 2: Nature and Management of MNC

Unit 3: Strategic Analysis of International Merger

Unit 4: Business Process Outsourcing

BLOCK IV INTERNATIONAL TRADE OPERATIONS

Unit 1: Export Documentation and Procedures

Unit 2: Export Financing Methods

Unit 3: Formalities of Claiming Export Incentives

Unit 4: Legal Framework of International Trade

BLOCK V INTERNATIONAL BUSINESS MANAGEMENT

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

REFERENCE BOOKS:

1. V K Bhalla, International Business, Anmol Publications, New Delhi.
2. Export Import Policy, Government of India,
3. S C Jain, International Marketing Prentice Hall, New Delhi.
4. Denies John D and Radebaugh Lee H, International Busines Environment and Operations.
5. Francis Cherunilam, International Business Environment, Prentice Hall of India.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
8. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
9. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

SUBJECT CODE: MM-01

SUBJECT: CONSUMER BEHAVIOUR AND MARKETING PSYCHOLOGY

BLOCK I: CONSUMER BEHAVIOUR – INTRODUCTION:

Unit 1: Consumer – Definition; Consumer Behaviour – Definition

Unit 2: Consumer Behaviour and Marketing Strategy

Unit 3: Consumer Involvement and Decision Making

Unit 4: Marketing Psychology

BLOCK II: CONSUMER MOTIVATION:

Unit 1: Information Search Process – Evaluation Criteria – Decision Rules

Unit 2: Consumer Motivation – Information Processing and Consumer Perception

Unit 3: Consumer Attitudes and Attitude Change

Unit 4: Impact of Consumer Behaviour in Business

BLOCK III: ENVIRONMENTAL INFLUENCES ON CONSUMERS

Unit 1: Introduction: Environmental Influences On Consumers

Unit 2 Culture, Social Class Influences

Unit 3: Family: Personal Influences

Unit 4: Opinion Leadership.

BLOCK IV: PERSONALITY:

Unit 1: Influence of Personality on Buying Behaviour

Unit 2: Influence of Self Concept on Buying Behaviour

Unit 2: Psychographics and Life Style

Unit 3: Reference Group Influence

BLOCK V: INDUSTRIAL BUYING BEHAVIOUR:

Unit 1: Diffusion of Innovation and Opinion Leadership

Unit 2: Family Decision making

Unit 3: Industrial Buying Behaviour - Models of Consumer Behaviour

Unit 4: Consumer Behaviour Audit - Consumer Behaviour Studies in India

REFERENCE BOOKS:

1. Schiffman, L.G. And Kanuk, L.L. Consumer Behaviour, New Delhi, Prentice Hall Of India, 1994
2. Mowen, John C. Consumer Behaviour, New York Macmillan, 1993
3. Howard, John A, Etc. Consumer Behaviour in Marketing Englewood Cliffs, New Jersey, Prentice Hall Inc. 1989.
4. Assael, H. Consumer Behaviour & Marketing Action, Ohio, South Western, 1995.
5. Kotler, Philip (2001) : Marketing Management. Millenium edition, Eastern Economy, Prentice Hail India, New Delhi
6. Schiffman. L.G. and Kanuk, L.L (1999): Consumer behaviour, 12th edition, Prentice Hall of India Pvt Ltd
7. Techniques of TQM - Reengineering - Empowerment - Benchmarking - down Sizing - Learning Organisations.
8. Latest Trends in Management - Quality Circles, Kaizen, 5-S, Just in Time, ISO 9000 – 2000, Six Sigma.

SUBJECT CODE: MM-02

SUBJECT: STRATEGIC MARKETING COMMUNICATION

BLOCK I: INTRODUCTION:

- Unit 1: Concept and Process Of Strategic Marketing Communication
- Unit 2: Elements of Strategic Marketing Communication
- Unit 3: Corporate Communication
- Unit 4: Evaluation of Marketing Communication Programmes

BLOCK II: ADVERTISING:

- Unit 1: Advertising – Introduction, Definition, Advantages and Disadvantages
- Unit 2: Advertising Planning Process
- Unit 3: Advertising Budget
- Unit 4: Advertising Content

BLOCK III: ADVERTISING AGENCIES

- Unit 1: Meaning and Service rendered by Advertising Agency
- Unit 2: Various Departments & Their Functions
- Unit 3: Evolution of Advertising Agency
- Unit 4: Organization of Modern Advertising Agency

BLOCK IV: MEDIA PLANNING:

- Unit 1: Creativity in Advertising Including Message Development
- Unit 2: Copy righting and Layout.
- Unit 3: Media Selection and Advertising Organization
- Unit 4: Media - Comparative Analysis

BLOCK V: SALES PROMOTION:

- Unit 1: Sales Promotion – Definition
- Unit 2: Different types of sales promotion – Relationship between Sales Promotion
And advertising.
- Unit 3: Publicity – Types of publicity – Relationship between Advertising and
Publicity.
- Unit 4: Personal Selling – Meaning – Types

REFERENCE BOOKS:

1. An introduction to branding and marketing communication management, edited by kojo yankah, dilip kumar sarma, ujjwal k. Chowdhury and rupak ghosh, manak, 2007, vedam books, new delhi.
2. Kazmi & batra, advertising & sales promotion – excel books.
3. Belch & belch, advertising & promotion – tata mcgraw hill.
4. Aaker, batra & myers – advertising management, ph, new delhi.
5. Ogilvy d, ogilvy on advertising – vintage books, New York.
6. Marketing Management: Analysis, Planning & Control: - Phillip Kotlar
7. Business Policy & Strategic Management – Azar Kazmi
8. Strategic Marketing-David W.Cravens ,Nigel f.Piercy
9. For contemporary case studies students should refer to the periodicals and journals.

SUBJECT CODE: MM-03

SUBJECT: BRAND VALUATION AND MANAGEMENT

BLOCK I: BRAND – INTRODUCTION:

- Unit 1: Brand – Meaning, Definition, Evolution
- Unit 2: Brand – Perspectives, Anatomy, Types Of Brand Names, Brand Name Associations
- Unit 3: Brands vs. Products – Advantages of Brands for Consumers and Firms
- Unit 4: Brand Elements: Components and Choosing Brand Elements, Branding Challenges and Opportunities

BLOCK II: BRAND VALUATION

- Unit 1: Brand Valuation – Methods of Valuation
- Unit 2: Implications for Buying and Selling Brands
- Unit 3: Branding Industrial Products, Services and Retailers – Building Brands Online - Indianisation of Foreign Brands – Taking Indian Brands Global
- Unit 4: Issues and Challenges

BLOCK III: BRAND POSITIONING

- Unit 1: Brand Positioning-Basic Concepts-Alternatives-Risks - Brands and Consumers
- Unit 2: Strategies for Positioning the Brand for Competitive Advantages
- Unit 3: Points of Parity-Points of Difference Buying Decisions
- Unit 4: Perspectives on Consumer Behaviour, Building a Strong Brand-Method and Implications

BLOCK IV BRAND IMAGE:

- Unit 1: Brand Image – Dimensions-Brand Associations and Image,
- Unit 2: Brand Identity-Perspective Levels and Prism. Managing Brand Image-Stages-Functional, Symbolic and Experiential Brands
- Unit 3: Brand Equity – Sources of Equity-Brand Equity Models,
- Unit 4: Brand Audits, Brand Loyalty and Cult Brands

BLOCK V: LEVERAGING BRANDS:

- Unit 1: Leveraging brands – Brand Extensions, Extendibility, Merits and Demerits, Line Extensions
- Unit 2: Line Trap-Co Branding and Licensing Brands
- Unit 3: Reinforcing and Revitalization of Brands-Need, Methods, and Brand Architecture- Product, Line, Range, Umbrella and Source Endorsed Brands
- Unit 4: Brand Portfolio Management

REFERENCE BOOKS:

1. Kevin lane keller, strategic brand management, phi/pearson, new delhi
2. Kapferer, strategic brand management, kogan page, new delhi.
3. Harsh varma, brand management, excel books, new delhi
4. Majumdar, product management in india, phi
5. Sengupta, brand positioning, tata mcgraw hill
6. Ramesh kumar, managing indian brands, vikas publications.
7. Chandrasekar, product management, himalaya publications.
8. Product management - Donal R. Lehmann, Russel S. Winer

SUBJECT CODE: MM-04

SUBJECT: GLOBAL MARKETING MANAGEMENT

BLOCK I: GLOBAL MARKETING – INTRODUCTION:

- Unit 1: The Concept of Global Marketing
- Unit 2: Promotion Decisions: Complexities And Issues
- Unit 3: Global Advertising
- Unit 4: Personal Selling, Sales Promotion and Public Relations

BLOCK II: DISTRIBUTION CHANNELS:

- Unit 1: Distribution Channels and Logistics
- Unit 2: Functions and Types of Channels
- Unit 3: Channels Selection Decision;
- Unit 4: Selection of Foreign Distribution/Agents and Managing Relations With Them

BLOCK III: GLOBAL LOGISTICS DECISIONS:

- Unit 1: Concept of Global Logistics
- Unit 2: Global Logistics Decisions
- Unit 3: Impact of Globalization
- Unit 4: WTO in Global Marketing

BLOCK IV GLOBAL MARKETING PLANNING:

- Unit 1: Global Marketing Planning, Organizing and Control
- Unit 2: Issues in Global Marketing – Planning
- Unit 3: Global Marketing Information System
- Unit 4: Organizing and Controlling the Global Marketing Operations

BLOCK V: ISSUES AND DEVELOPMENT IN GLOBAL MARKETING:

- Unit 1: Emerging Issues and Development in Global Marketing
- Unit 2: Ethical and Social Issues In Global Marketing
- Unit 3: Global Marketing of Services
- Unit 4: Information Technology and Global Marketing

REFERENCE BOOKS:

1. Czinkota, m.r: international marketing, dryden press, boston.
2. Fayerweather, john: international marketing, prentice hall, new delhi.jain, s.c.: international marketing, cbs publications, new delhi.
3. Keegan, warren j: global marketing management, prentice hall, New Delhi.
4. Onkvisit, sak and john j. Shaw; international marketing, analysis and strategy, prentice hall, New Delhi.
5. Paliwoda, s.j. (ed): international marketing, reader, routledge, london. Paliwoda, stanley j: the essence of international marketing, prentice hall, new delhi.
6. Sarathy, r and v. Terpstra: international marketing, dryden press, boston.

SUBJECT CODE: MM-05

SUBJECT: MARKETING MODELS AND COMPETITIVE ANALYSIS

BLOCK I: THEORETICAL MODELS IN MARKETING:

- Unit 1: Introduction to Theoretical Models in Marketing
- Unit 2: Marketing Model Formulation and Rationale
- Unit 3: Relationships between Marketing Variables: Graphs and Functions
- Unit 4: Theory of Brand Positioning and Attitudes

BLOCK II: LINEAR ALGEBRA AND SYSTEMS OF EQUATIONS IN MARKETING

- Unit 1: Linear Algebra and Systems of Equations in Marketing
- Unit2: Matrix Algebra: Brand Switching and Model Identification
- Unit3: Market Dynamics and Differential Equations
- Unit4: Product Diffusion Models and Fluctuations

BLOCK III: UNCONSTRAINED OPTIMIZATION:

- Unit 1: Calculus of Unconstrained Optimization
- Unit2: Comparative Static Response Analysis
- Unit3: Defender Positioning Model: Reaction to a Market Entrant
- Unit4: Constrained Optimization

BLOCK IV: GAME THEORY:

- Unit1: Introduction to Game Theory
- Unit 2: Retail Location Games
- Unit3: Sales Promotions
- Unit 4: Mixed Strategies

BLOCK V: Signaling Models:

- Unit1: Signaling Models
- Unit 2: Push and Pull Promotions - Brand Competition in a Channel
- Unit 3: Blending Marketing Theory and Experiments
- Unit 4: Social Psychology in Marketing Models

REFERENCE BOOKS:

1. Lilien, Gary L, Philip Kotler, Moorthy, K Sridhar, MARKETING MODELS, Prentice Hall Of India, New Delhi.
2. Michael Spence, "Signaling In Retrospect and the Informational Structure of Markets" Nobel Prize Lecture, December 8, 2001 Gerstner, Eitan and James Hess (1990), "Can Bait And Switch Benefit Consumers?" Marketing Science, 9, spring, 114-124.
3. Wilkie, William L., Carl F. Mela, and Gregory T. Gundlach (1998), "Does 'Bait And Switch' Really Benefit Consumers?" Marketing Science, 17, 275-283.
4. Hess, James and Eitan Gerstner (1998), "Yes, 'Bait And Switch' Really Benefits Consumers," Marketing Science, 17, 283-289.
5. Batra Myers and Aker - Advertising Management (Pearson/ Prentice Hall, 5th Ed.)
6. Neslin, Scott And Robert Shoemaker (1983), "A Model For Evaluating The Profitability Of Coupon Promotions," Marketing Science, 2: Fall, 361-388
7. Loudon D.L. and Bitta Della - Consumer Behaviour (Tata Mc Graw Hill, 4th Ed.)
8. Clow and Baack - Integrated Advertising, Promotion and Marketing Communication. (Pearson Education, 3rd Ed.)
9. Hawkins, Best and Coney - Consumer Behaviour (Tata Mc Graw Hill, 9th Ed.)

SUBJECT CODE: MM-06

SUBJECT: DISTRIBUTION AND CHANNEL MANAGEMENT

BLOCK I: PERSONAL SELLING:

- Unit 1: Types of Selling – Alternative Sales Structures: Network Marketing – Mail Order selling
- Unit 2: Elements of Direct Marketing – Tele Shopping – Telemarketing –System Selling
- Unit 3: The Selling Process – Strategies and Styles – Formulating Sales Objectives
- Unit 4: Sales Forecasting – Estimating Market and Sales Potentials

BLOCK II: SALES FORCE:

- Unit 1: Size of the Sales Force, Sales Organization Based on Customer, Geography, Product and Combinations
- Unit 2: Current Trends in Sales Force
- Unit 3: Sales Training Programs
- Unit 4: Motivating the Sales Force

BLOCK III SALES COMPENSATION

- Unit 1: Sales Force Compensation,
- Unit 2: Sales Incentives and Sales Force Evaluation
- Unit 3: Controlling the Sales Effort
- Unit 4: Sales Quotas, Sales Territories & Sales Audit

BLOCK IV: PHYSICAL DISTRIBUTION:

- Unit 1: Participants in the Physical Distribution Function, The Environment of Physical Distribution
- Unit 2: Channel Design Strategies and Structures
- Unit 3: Selecting Channel Members, Setting Distribution Objectives and Tasks
- Unit 4: Target Markets and Channel Design Strategies

BLOCK V: MANAGING THE MARKETING CHANNEL

- Unit 1: Product, Pricing and Promotion issues in Channel Management and Physical Distribution
- Unit 2: Motivating Channel Members – Evaluating Channel Member Performance
- Unit 3: Vertical Marketing Systems – Retail Co-operatives, Franchise Systems and Corporate Marketing Systems
- Unit 4: E-enabled Selling and Distribution

REFERENCE BOOKS:

1. Futrell: sales management (pearson education)
2. Kapoor and kansal: basics of distribution management – a logistical approach (prentice-hall india)
3. Johnson, kurtz and scheuing : sales management (mc graw-hill)
4. Rosenbloom: marketing channels – a management view (dryden press)
5. Donaldson B - Sales Management : Theory and Practice (Palgrave)
6. Jobber David and Lancaster Geoff - Selling and Sales Management (Pearson Education)

7. Coughlan A.T., Stern Louis W., EL-Ansary A.I. and Anderson E - Marketing Channels (Prentice Hall of India, 6th Ed.)
8. Jobber David and Lancaster Geoff - Selling and Sales Management (Pearson Education)

SUBJECT CODE: MM-07

SUBJECT: STRATEGIC SERVICE MANAGEMENT

OBJECTIVE:

The course aims to make the students to understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

BLOCK I: Strategic Service Marketing System

- Unit 1: Introduction to Service Marketing System
- Unit 2: Customer Expectations and Zone of tolerance;
- Unit 3: Service Segmentation
- Unit 4: Targeting and positioning of Service

BLOCK II: Strategic Services Marketing Mix:

- Unit 1: Marketing Mix Development
- Unit 2: Product and Pricing Decisions
- Unit 3: Promotions and Distribution Methods
- Unit 4: Additional Dimensions in Services Marketing

Unit III: Strategic Services Delivery System:

- Unit 1: Service Communication Role
- Unit 2: People and Internal communication;
- Unit 3: Operations and Delivery services;
- Unit 4: Role of Technology in Services

Unit IV: Strategic Application of Service Marketing - I

- Unit 1: Strategic Hospital Business Services
- Unit 2: Strategic Financial Services
- Unit 3: Strategic Educational Services
- Unit 4: Strategic Insurance and Banking Services

Unit V: Strategic Application of Service Marketing – II

- Unit 1: Strategic Online Marketing Services
- Unit 2: Strategic Health and Hospital Business Service
- Unit 3: Strategic Public Utilities Services
- Unit 4: Strategic Professional Services

REFERENCE BOOKS

1. Lovelock- services marketing: people, technology and strategy (pearson education,5th edition) 2001.
2. Rampal and gupta –services marketing –sultan chand
3. Bhattacharjee-services marketing –excel publishers
4. Zeithaml- services marketing (tata mcgraw-hill, 3rd edition) 1999.
5. Rama mohana raok - services marketing (pearson education)
6. Govind apte- services marketing (oxford univ. Press)

SUBJECT CODE: MM-08

SUBJECT: RURAL AND GREEN MARKETING

BLOCK I: RURAL ECONOMY AND RURAL MARKETING:

Unit 1: Rural Economy - Rural - Urban Disparities Policy Interventions Required.

Unit 2: Rural Face to Reforms - The Development Exercises in the last few decades

Unit 3: Rural Marketing - Concept and Scope - Nature of Rural Markets –
Attractiveness of Rural Markets

Unit 4: Rural Vs Urban Marketing - Characteristics of Rural consumers

BLOCK II: PRODUCT AND PRICING STRATEGIES:

Unit 1: Buying Decision Process - Rural Marketing Information System - Potential
and Size of the Rural Markets

Unit 2: Selection of Markets - Product Strategy

Unit 3: Product mix Decisions - Competitive Product Strategies for Rural Markets

Unit 4: Pricing strategy -Pricing Polices - Innovative Pricing Methods for Rural Markets

BLOCK III: PROMOTION STRATEGIES:

Unit 1: Promotion Strategy

Unit 2: Selection of Appropriate Media

Unit 3: Designing Right Promotion Mix

Unit 4: Promotional Campaigns

BLOCK IV: DISTRIBUTION STRATEGIES:

Unit 1: Distribution Logistics Management

Unit 2 Problems Encountered

Unit 3: Selection of Appropriate Channels

Unit 4: New Approaches to Reach Out Rural Markets.

BLOCK V: GREEN MARKETING:

Unit 1: Green Marketing – Definition - Green Marketing: Emergence of new
Environmental market

Unit 2: Green marketing - Environmental strategy and Competitive advantage

Unit 3: The Concept of Green Supply Chain Management

Unit 4: Eco Designing - Eco- Labeling

REFERENCE BOOKS:

1. Philip kotler - marketing management, prentice - hall india ltd.
2. Agarwal a.n -indian economy-vikas publication
3. Ruddar dutt sundaram - indian economy- tata mcgraw hill. Publishers
4. Csg krishnamacharylu & laitha ramakrishna - rural marketing, pearson education asia.
5. Batra Myers and Aker - Advertising Management (Pearson/ Prentice Hall, 5th Ed.)
6. Loudon D.L. and Bitta Della - Consumer Behaviour (Tata Mc Graw Hill, 4th Ed.)
7. Schiffman Leon G. and Kanuk Leslie Lazar - Consumer Behaviour (Pearson/ Prentice Hall, 9th Ed.)
8. Clow and Baack - Integrated Advertising, Promotion and Marketing Communication. (Pearson Education,3rd Ed.)