

**Institute of Management Studies**  
Devi Ahilya Vishwavidyalaya, Indore



*Syllabus*

**M.B.A. (MARKETING  
MANAGEMENT) 2 Year**

**Semester – I TO IV**

**2019 - 21**



**INSTITUTE OF MANAGEMENT STUDIES  
DEVI AHILYA VISHWAVIDYALAYA INDORE  
MBA (MARKETING MANAGEMENT)  
BATCH (2019-21)**

**Programme Objectives:**

1. To empower students with a 360degree exposure of marketing as a unique yet integral functional area of business management.
2. To impart in-depth knowledge of the varied functionalities of marketing to ensure global employability of students.
3. To encourage and to empower students with requisite knowledge, skills and abilities to start their own ventures.

**Programme Outcome:**

By completing MBA (Marketing Management) Programme students are expected to be empowered and encouraged postgraduates with requisite knowledge, skills, abilities and 360 degree exposure of marketing as unique yet integral functional area of business management. Moreover, they are expected to have in-depth knowledge of the varied functionalities of marketing ensuring their own global employability as well as possess requisite knowledge, skills and abilities to start their own ventures.

## IMPORTANT POINTS TO BE NOTED BY STUDENTS

The programs at IMS are governed by "ORDINANCE NO. 14" of the university. The ordinance is available on the university website. The selected important points that MUST be noted by the students are as follows:-

8. Requirement of attendance will be as per University Ordinance governing the examinations or the guidelines of the statutory body. In general attendance of at least **seventy-five percent of lectures and practical separately** will be required in each course to sit in the semester end examination. For special reasons such as prolonged illness deficiency in percentage of attendance not exceeding fifteen percent of the total number of lectures delivered and practical/sessional held in each course may be condoned by the Vice Chancellor.

10.1 Each course will be assessed for **100 marks, out of which 60 marks will be for end semester examination and 40 marks will be for continuous evaluation.**

10.2 During the semester, a teacher offering the course will do the continuous evaluation of the student at three points of time by **conducting three tests of 20 marks each. Of these, two must be written tests and the third may be written test / Quiz / Seminar/ Assignment for theoretical courses. Marks obtained in two best tests out of three will be awarded to the student.** In each course, there shall be End Semester Exam. of 60 marks. Each student has to appear in at least two tests and End Semester Examination; otherwise, the student will be awarded Ab Grade in that course.

10.4 Total of marks obtained in end-semester examination and best two tests under continuous evaluation will decide the grade in the course.

**NEW CODE LIST AS FOR UNIVERSITY  
(BATCH 2019-21)**

<b>S.No.</b>	<b>CODE</b>	<b>COURSE NAME</b>	<b>CREDITS</b>
<b>SEMESTER I</b>			
1.	MS5D-501	Fundamentals of Management	3
2.	MS5D-503	Quantitative Methods	3
3.	MS5D-505	Organizational Behavior	3
4.	MS5D-507	Business Accounting	3
5.	MS5D-509	Marketing Management	3
6.	MS5D-511	Business Ethics & Management by Indian Values	3
7.	MS5D-513	IT for Business Applications	3
8.	MS5D-515	Business Communication	3
9.	MS5D-551	Comprehensive Viva Voce	3
<b>SEMESTER II</b>			
10.	MS5D-502	Operations Research	3
11.	MS5D-504	Sales Management	3
12.	MS5D-506	Supply Chain Management	3
13.	MS5D-508	Marketing Research	3
14.	MS5D-510	Consumer Behavior	3
15.	MS5D-512	Human Resource Management	3
16.	MS5D-514	Managerial Economics	3
17.	MS5D-516	Financial Management	3
18.	MS5D-552	Comprehensive Viva Voce	3
<b>SEMESTER III</b>			
19.	MS5D-601	Data Analytics	3
20.	MS5D-603	Business to Business Marketing	3
21.	MS5D-605	Retailing	3
22.	MS5D-607	Product Management	3
23.	MS5D-609	Brand Management	3
24.	MS5D-651	Comprehensive Viva Voce	3
<b>ELECTIVES- ANY TWO</b>			
25.	MS5D-621	Public Relations & Corporate Communication	3
26.	MS5D-623	Customer Relationship Management	3
27.	MS5D-625	Global Marketing	3
28.	MS5D-627	Marketing Innovation Management	3
29.	MS5D-629	Social Marketing	3
<b>SEMESTER IV</b>			
30.	MS5D-602	Strategic Management	3
31.	MS5D-604	Business Law	3
32.	MS5D-606	Service Marketing	3
33.	MS5D-608	Integrated Marketing Communication	3
34.	MS5D-652	Comprehensive Viva Voce	3

<b>ELECTIVES- ANY THREE</b>			
35.	MS5D-624	Digital Marketing	3
36.	MS5D-626	Rural Marketing	3
37.	MS5D-628	Direct and Event Marketing	3
38.	MS5D-630	Marketing Models	3
39.	MS5D-632	Marketing of Financial Services	3
<b>ELECTIVES GENERIC (Any One)</b>			
40.	MS5D-654	Research Project	3
41.	MS5D-656	Decision Making Skills	3

# **SEMESTER - I**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester– I</b>			
<b>Subject Name</b>	<b>FUNDAMENTALS OF MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-501</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>To expose the students to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the roles through real life examples and cases;</li> <li>To provide the necessary foundation for all other courses based on management practices across the world</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>Define management and explain how management differs according to level and whether a manager is a line manager or an enabling role.</li> <li>Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems</li> <li>Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.</li> </ol>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Management Concept and Theories</b>	<b>1.1.</b> Concept and Nature of Management. <b>1.2.</b> Role and Responsibility and Functions of Manager. <b>1.3.</b> Managerial Skill and Organization Hierarchy. <b>1.4.</b> Evolution of Management Thoughts – (Classical School, Taylor, Fayol & Weber’s Contribution) <b>1.5.</b> Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)		<b>07</b>
<b>Unit-2 Planning</b>	<b>2.1.</b> Nature and Purpose of Planning. <b>2.2.</b> Types of Planning.		<b>08</b>

	<b>2.3.</b> Planning Process. <b>2.4.</b> Nature and Objectives, MBO; Process, Benefits and Limitations.	
<b>Unit-3 Strategies, Policies and Planning</b>	<b>3.1.</b> Nature and Process of Planning. <b>3.2.</b> Strategies Planning Process. <b>3.3.</b> TOWS Matrix.Porter’s Model <b>3.4.</b> Porter’s Generic Competency Model. <b>3.5.</b> Planning & Forecasting.	<b>08</b>
<b>Unit-4 Organizing</b>	<b>4.1.</b> Nature and Purpose of Organizing, <b>4.2.</b> Organizational Design & Types. <b>4.3.</b> Organizational Structure; Departmentalization. <b>4.4.</b> Line/Staff Authority & De centralization, Delegation.	<b>09</b>
<b>Unit-5 Controlling</b>	<b>5.1.</b> Concept and Process of Control. <b>5.2.</b> Control Techniques. <b>5.3.</b> Human aspects of Controlling. <b>5.4.</b> USE of IT in Controlling.	<b>08</b>
<b>Unit-6 Decision Making</b>	<b>6.1.</b> Decision Making. <b>6.2.</b> Nature, Types & Scope of Managerial Decision Making Process <b>6.3.</b> Models of Decision Making <b>6.4.</b> Certainty in Decision Making	<b>05</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Learning Resources:**

**Text Books:**

1. Horold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management' New Delhi, Tata McGraw Hill, Latest Edition.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill Latest Edition.

**Reference Books:**

1. Horold Koontz, Heinz Weihrich, "Management: A Global Perspective" New Delhi Tata McGraw hill, Latest Edition.
2. Robert Krietner, "Management" Houghton Mifflin CO. Latest Edition.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson Latest Edition.



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>QUANTITATIVE METHODS</b>	<b>Subject Code</b>	<b>MS5D-503</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: INTERDISCIPLINARY</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;</li> <li>To provide the necessary foundation for all other courses.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>Interpret the data to get solutions to the problems in the corporate world.</li> <li>Classify, present the data as per the requirements of the practicing managers.</li> <li>Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision-making and control.</li> </ol>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Sets, Functions, and Progressions</b>	<b>1.1.</b> Sets, Functions, and Progressions, <b>1.2.</b> Functions, <b>1.3.</b> Progressions (with specific applications to compounding and discounting techniques)		<b>08</b>
<b>Unit-2 Determinants and Matrices</b>	<b>2.1.</b> Determinants and Matrices Types of Matrices, <b>2.2.</b> Operations on Matrices, <b>2.3.</b> Adjoint Matrix and Inverse Matrix, <b>2.4.</b> Solution of Simultaneous Linear Equations using Matrices, <b>2.5.</b> Input / Output Analysis.		<b>07</b>
<b>Unit-3 Introduction to Statistics</b>	<b>3.1.</b> Introduction to Statistics, <b>3.2.</b> Introduction to Measurement of Central Tendency, <b>3.3.</b> Introduction to Measurement of Variations.		<b>06</b>
<b>Unit-4 Probability Theory and Probability Distributions</b>	<b>4.1.</b> Probability: Concepts, <b>4.2.</b> Additive and Multiplicative Theorem, <b>4.3.</b> Conditional Probability, Baye's Theorem, <b>4.4.</b> Binomial, Poisson and Normal Distributions - Their Characteristics and Applications.		<b>08</b>

<b>Unit-5 Correlation &amp; Regression</b>	<b>5.1.</b> Correlation (Karl Pearson's and Spearman's Coefficient), <b>5.2.</b> Methods of computing simple regression.	<b>06</b>
<b>Unit-6 Time Series</b>	<b>6.1.</b> Time Series and its Components, <b>6.2.</b> Models of Time Series, <b>6.3.</b> Methods of Studying Components of Time Series: Measurement of Trend, Measurement of Seasonal Variations Measurement of Cyclic Variations.	<b>06</b>
<b>Unit-7 Statistical Decision Theory</b>	<b>7.1.</b> Decision making process <b>7.2.</b> Decisions under Uncertainty and Decisions under Risk	<b>04</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency.
3. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice Hall of India.
4. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons.
5. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**", New Delhi: Sultan Chand and Sons.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

**M.B.A. (MARKETING MANAGEMENT)****Batch 2019-21****Semester I**

<b>Subject Name</b>	<b>ORGANISATIONAL BEHAVIOUR</b>	<b>Subject Code</b>	<b>MS5D-505</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERICs</b>			
<b>Course Objective:</b> This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to: <ol style="list-style-type: none"> <li>1. Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories.</li> <li>2. Understand group behavior in organizations, including group and team development leadership, conflict management</li> <li>3. Understand the organizational system, including organizational culture, change and stress management.</li> </ol>			
<b>Learning Outcome:</b> <ol style="list-style-type: none"> <li>1. Students will find keys to understand people</li> <li>2. Students can find the basis of individual and group behavior</li> <li>3. Students will develop various soft skills</li> </ol>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections, A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of case(s).			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Introduction</b>	<b>1.1.</b> Definition, concept, need and importance of OB <b>1.2.</b> Nature and scope of OB <b>1.3.</b> OB models <b>1.4.</b> Case(s) on OB concepts to be discussed in class	<b>04</b>	
<b>Unit-2 The Individual Behaviour</b>	<b>2.1. Personality:</b> Determinants and attributes <b>2.2. Perception:</b> Factors influencing perception, process, Attribution theory <b>2.3. Learning:</b> Concept, Theories of learning <b>2.4. Attitude:</b> Concept and types, cognitive dissonance theory <b>2.5. case(s)</b> on individual behavior to be discussed in class	<b>08</b>	
<b>Unit-3 Motivation</b>	<b>3.1. Concept</b> <b>3.2. Early Theories:</b> Maslow's Hierarchy of Needs, Gregor's theory X and Y, Two factor theory of Herzberg <b>3.3. Contemporary theory of motivation:</b> Vrooms Expectancy	<b>05</b>	

	Reinforcement theory 3.4. One case on Motivation to be discussed in class	
<b>Unit-4 Group Behaviour</b>	4.1. Defining and classifying group 4.2. Group development, properties, structure, process 4.3. Group Dynamics: Group think, Group shift 4.4. Teams: Types, creating effective teams 4.5. One case on Group behavior to be discussed in class.	<b>07</b>
<b>Unit-5 Leadership</b>	5.1. Nature and significance of leadership 5.2. Trait theories 5.3. Behavioural theories: Ohio studies, Michigan studies managerial grid 5.4. Contingency theories: Fiedler model, SLT theory, LMX theory Path goal theory 5.5. One case on leadership to be discussed in class	<b>08</b>
<b>Unit-6 Conflict</b>	6.1. Meaning of conflict, types, transition in conflict thoughts 6.2. Conflict Process 6.3. Conflict management Techniques 6.4. One case on conflict management to be discussed in class	<b>05</b>
<b>Unit-7 Dynamics of OB</b>	7.1. Organizational Change: forces of change, resistance to change Lewin's change management model 7.2. Work stress: Understanding stress, Potential sources consequences and coping strategies 7.3. Organizational culture: creating and sustaining culture 7.4. One case on change and stress management to be discussed in class	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Books:**

2. Fred Luthans, "**Organizational Behaviour**", New York, McGraw Hill.
3. Bill Scott, "**The Skills of Communications**", Jaico Publications, Bombay.
4. John W. Newstrom and Keith Davis, "**Organizational Behaviour: Human Behaviour at Work**" New Delhi, Tata McGraw Hill.

**Reference Books:**

1. Change Management – Murthy, C. S. V.
2. How to study an Organization – Prof. Giuseppe Bonaz.

**M.B.A. (MARKETING MANAGEMENT)  
BATCH 2019-21  
SEMESTER I**

<b>SUBJECT NAME</b>	<b>BUSINESS ACCOUNTING</b>	<b>SUBJECT CODE</b>	<b>MS5D-507</b>
		<b>TOTAL CREDITS</b>	<b>03</b>

**SUBJECT NATURE:GENERIC**

**COURSE OBJECTIVE:**

To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.

**LEARNING OUTCOME:**

At the end of the course students should be able to;

1. Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.
2. Finalize Accounting Statements of Individuals.
3. Understand basic of Cost Accounting and related decision criteria.

**EXAMINATION SCHEME:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have **two** theory questions out of which a student will be required to do any **one**. Section B will be of 48 marks and have **five** numerical/cases out of which a student will be required to do any **four**.

## Course Contents

**Class  
Room  
Contact  
Sessions**

<b>Unit-1 Introduction to Accounting</b>	<b>1.1.</b> Accounting Evolution, Significance, <b>1.2.</b> Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, <b>1.3.</b> Accounting Equation, <b>1.4.</b> Concept of Capital and Revenue, <b>1.5.</b> Types of Accounts, <b>1.6.</b> Rules of Debit and Credit.	<b>08</b>
<b>Unit-2 Accounting Cycle</b>	<b>2.1.</b> Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numericals. <b>2.2.</b> Preparation of Financial Statements: Trading and P & L Account and Balance Sheet- Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical & Horizontal Formats), including Numericals.	<b>12</b>
<b>Unit-3 Treatment of Depreciation</b>	<b>3.1.</b> Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. <b>3.2.</b> Methods of Depreciation: SLM and WDV Methods including Numericals.	<b>05</b>

<b>Unit- 4 Introduction to Cost Accounting</b>	<b>4.1.</b> Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, <b>4.2.</b> Preparation of Cost Sheet and Tender including Practical and Numericals.	<b>10</b>
<b>Unit -5 Standard Costing, Variance Analysis and Budgetary Control</b>	<b>5.1.</b> Meaning of Standard Cost & Variance, Cost Variance – Determination of Direct Material Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numericals. <b>5.2.</b> Types of Budgets. <b>5.3.</b> Relationship of Standard Costing and Variance Analysis with Budgetary System including Numericals.	<b>09</b>
<b>Unit-6 Contemporary Issues in Accounting</b>	<b>7.1.</b> Concept of Inflation Accounting, <b>7.2.</b> Human Resources Accounting.	<b>1</b>
	<b>TOTAL SESSIONS</b>	<b>45</b>

**Learning Resources:**

**Text Books: Latest Edition of-**

R.L. Gupta, and V.K. Gupta, “**Principles of Accountancy**”, Sultan Chand & Sons.

S.N. Maheshwari, “**Introduction to Accounting**”, Vikas Publishing House, New Delhi.

S. N. Maheshwari, “**Cost Accounting, Theory and Problems**”, Vikas Publications, New Delhi.

**Reference Books: Latest Edition of-**

S.P. Iyengar, “**Cost Accounting**”, Sultan Chand & Sons.

Robert N. Anthony and James S. Recee, “**Accounting Principles**”, A.I.T.B.S. Pub. and Distributions, New Delhi.

R.P. Rastogi, “**Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>MARKETING MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-509</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Marketing.</li> <li>• The students will be able to plan, design and carry out marketing using the techniques discussed.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>4. Help to get a basic understanding of marketing concepts.</li> <li>5. Develop skills for marketing.</li> <li>6. Attain some elementary level of knowledge of sales and marketing.</li> </ol>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Marketing Concepts</b>	<b>1.1.</b> Customer Value and Satisfaction <b>1.2.</b> Customers Delight <b>1.3.</b> Conceptualizing Tasks and Philosophies of Marketing Management <b>1.4.</b> Value chain <b>1.5.</b> Scanning the Marketing Environment.		<b>07</b>
<b>Unit–2 Market Segmentation, Targeting, Positioning</b>	<b>2.1.</b> Market segmentations <b>2.2.</b> Levels of market segmentations, patterns, procedures, requirement for effective segmentation <b>2.3</b> Evaluating the market segments, selecting the market segments, <b>2.4.</b> Tools for competitive differentiation <b>2.5.</b> Developing a positioning strategy <b>2.6.</b> Marketing Information System <b>2.7.</b> Marketing Research Process.		<b>08</b>
<b>Unit–3 Product Decision</b>	<b>3.1.</b> Objectives, Product classification, <b>3.2.</b> Product-Mix, <b>3.3.</b> Product life cycle strategies, <b>3.4.</b> Introduction and factors contributing the growth of packaging, <b>3.5.</b> introduction of labeling.		<b>06</b>

<b>Unit– 4 Pricing Decision</b>	<b>4.1.</b> Factors affecting price, <b>4.2.</b> Pricing methods and strategies.	<b>05</b>
<b>Unit –5 Distribution Decisions</b>	<b>5.1.</b> Importance and Functions of Distribution Channel, <b>5.2</b> Considerations in Distribution Channel Decisions, <b>5.3.</b> Distribution Channel Members.	<b>10</b>
<b>Unit–6 Promotion Decisions</b>	<b>6.1.</b> A view of Communication Process, <b>6.2.</b> developing effective communication, <b>6.3.</b> Promotion-Mix elements	<b>05</b>
<b>Unit – 7 Emerging Trends in Marketing</b>	<b>7.1.</b> An introduction to Internet Marketing <b>7.2.</b> Multi level Marketing <b>7.3.</b> Introduction of CRM & EVENT marketing.	<b>04</b>
	<b>Total Classes</b>	<b>45</b>

**Text Reading: Latest Editions**

1. Philip Kotler “**Principles of Marketing Management**”, New Delhi: Prentice Hall of India.
2. Philip Kotler, “**Marketing Management, Planning Analysis and Control**”, New Delhi, Pearson Education.
3. William L. Pride and O.C. Ferrell, “**Marketing Concepts and Strategies**”, Boston: HoughtonMifflin Co.
4. Marketing Management, Rajan Saxena, Tata McGrahill.



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES</b>	<b>Subject Code</b>	<b>MS5D-511</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: INTERDISCIPLINARY</b>			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>• To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making.</li> <li>• To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations.</li> <li>• To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior.</li> </ul>			
<b>Learning Outcomes:</b>			
At the end of the course, students should be able to;			
<ol style="list-style-type: none"> <li>1. Understand nature and purpose of ethics and ethical norms.</li> <li>2. What exactly business ethics is and how it is different from corporate social responsibility.</li> <li>3 .Learn and apply important theoretical frameworks in business situation and decision making.</li> <li>4 .Learn and understand various concepts of Indian ethos and how they impact various key business decisions.</li> <li>5. Understand importance of self-management and work place spirituality.</li> </ol>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Nature and purpose of Ethics, Ethical Norms</b>	<b>1.1.</b> Concept and Nature of Ethics - Business Ethics <b>1.2.</b> Role and purpose of Ethics for business <b>1.3.</b> Ethical Norms and Principles for business	<b>03</b>	
<b>Unit-2 Theories of Business Ethics</b>	<b>2.1.</b> Different Theories of Business Ethics <b>2.2.</b> Business Ethics and Corporate Social Responsibility <b>2.3.</b> Nature of Utilitarian view of Business Ethics	<b>03</b>	
<b>Unit-3 Corruption and Whistle</b>	<b>3.1.</b> Nature and types of Corruption in India <b>3.2.</b> Method and means of checking corruption in India <b>3.3.</b> Whistle Blowing.	<b>03</b>	

<b>Blowing</b>		
<b>Unit-4 Indian Ethos</b>	<b>4.1.</b> Management and Culture, Management is Culture bound (Discussion) <b>4.2.</b> Concept and Nature of Indian Ethos for Management <b>4.3.</b> Sources of Indian Ethos in Management and problems in understanding them	<b>03</b>
<b>Unit-5 Representative Sources of Indian Ethos and Management</b>	<b>5.1.</b> Vedas, Shastras, Smritis, Puranas, Upanishads <b>5.2.</b> Ramayana, Mahabharata- Special Reference to Bhagwat Geeta <b>5.3.</b> Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh <b>5.4.</b> Guru Granth Sahib, Teachings of Buddha and Mahaveer <b>5.5.</b> The Holy Bible, The Holy Quran (Should they be included in Indian Ethos: Discussion) <b>5.6.</b> Kabir, Rahim, Ramkrishna Paramhansa, Swami Vivekananda, Local folk songs, idioms and folk tales	<b>10</b>
<b>Unit-6 Values for Indian Managers</b>	<b>6.1.</b> Values v/s Skills, Value System <b>6.2.</b> Values and Purity of Mind <b>6.3.</b> Indian Values and Wisdom relevant to modern management	<b>04</b>
<b>Unit-7 Human Behavior</b>	<b>7.1.</b> Models of motivation and Leadership in Indian thoughts, Examples from scriptures <b>7.2.</b> Guna Theory, Karma Theory and Sanskar Theory.	<b>08</b>
<b>Unit-8 Work Ethics and Models of Motivation and Leadership</b>	<b>8.1.</b> Work Ethics & Ethics in Work <b>8.2.</b> Life Goals or Purusharthas, Professionalism and Karma Yoga	<b>03</b>
<b>Unit-9 Indian Heritage and Corporate Social Responsibility</b>	<b>9.1.</b> Five-fold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)	<b>02</b>
<b>Unit-10 Management of the Self and Workplace Spirituality</b>	<b>10.1.</b> Management of the Self and Workplace Spirituality.	<b>06</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Learning Resources: (Latest Editions of the Books and Material)**

1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson
2. Weiss, Business Ethics Concept & Cases, Cengage Learning
3. Velasquez, Business Ethics, Concepts & Cases, PHI
4. Murthy, Business Ethics, Himalaya Publishing House
5. Al Gini, Case Studies in Business Ethics, Pearson Education.
6. Shashtri J.L., Ancient Indian Tradition and Mythology , Motilal Banarsidas, New Delhi
7. F. Max Muller , Sacred Books of East , Motilal Banarsidas, New Delhi
8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>IT FOR BUSINESS APPLICATION</b>	<b>Subject Code</b>	<b>MS5D-513</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ABILITY ENHANCEMENT</b>			
<b>Course Objective:</b> <ul style="list-style-type: none"> <li>• To get a thorough update of Information Technology used in Business Organizations.</li> <li>• To develop understanding of managerial aspects to use Information Technology effectively and efficiently.</li> <li>• To develop capability to integrate different but related aspects of Information Technology.</li> <li>• To develop a view of IT Management, especially, for a large organization.</li> <li>• To appreciate IT Management as an independent and important field of work, different from IT for Management.</li> <li>• To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business.</li> <li>• To learn to use Information Technology to gain competitive advantage in business.</li> <li>• To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce.</li> </ul>			
<b>Learning Outcome:</b> <ul style="list-style-type: none"> <li>• The student will be able to apply the basic IT tools for managerial decision-making.</li> <li>• The student will be able to apply data management tools in corporate organizations.</li> <li>• The student will be able to work in MIS enabled organizations.</li> <li>• The student will be able to communicate using internet facilities.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Over View of Computer</b>	Data , Information , Hardware , Software , Operating Systems, Computer Language, Number Systems		<b>08</b>
<b>Unit-2 Application Software Management</b>	Overview of General Purpose Application Software : Word processing, Spread Sheet , Business Presentation such as Software Suites, Messaging, Groupware, Commercial and Corporate software tools – (Assignment & Presentation)		<b>08</b>

<b>Unit-3 Data Management</b>	Database Concepts and Development - Types of Databases – Application Development thru DBMS (Project work / Case Studies)	<b>04</b>
<b>Unit-4 Networking Management</b>	Networking Trends – Internet Basics – Intranet and Extranet – Overview of Networking, Networking types, Networking media, Networking software, Networking architecture and Networking protocols.	<b>04</b>
<b>Unit-5 System Software Management</b>	Overview of Operating Systems, Network Management Programs, Database Management Programs, Servers, System Utilities, Performance and Security Monitors, System Development Programs. Managerial considerations in selection, maintenance, controlling, replacement of Software.	<b>04</b>
<b>Unit-6 Management Information Systems</b>	Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage. Business Intelligence and Analytics - Group Decision Support Systems – Executive Information Systems - Executive Support Systems – Geographical Information Systems - Expert Systems and Knowledge Based Expert Systems, DSS, Artificial Intelligence. (Project / Case Studies)	<b>06</b>
<b>Unit-7 Digital firm Perspective</b>	Information System Development Life Cycle - All phases , System Analysis , System Design, MIS Model for a digital firm – Organization Structure for digital firm – E-Business Models and Applications ( Project / Case Studies)	<b>04</b>
<b>Unit-8 Security Management</b>	Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products. Types of Computer Crime – Cyber Law - Security Defenses – System Controls and Audit. (Assignment / Case Studies)	<b>04</b>
<b>Unit-9 Latest Trends in IT</b>	Mobile computing, Cloud Computing, Mobile Computing etc. Data Warehousing and Data Mining	<b>03</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

1. Management Information System Obrien, Marakas, Behl 9th Edition Tata McGraw Hill
2. Management Information Systems W S Jawadekar, 4th Edition Tata McGraw Hill
3. IT system Management by Rich Schiesser
4. Enterprise Computing by Alan R. Simpson
5. Computer Applications in Management (With Cd), Dr. Niranjan Shrivastava, Wiley India Pvt. Limited,
6. Management Information Systems by Jaiswal and Millal, Oxford University Press
7. Business Information Systems, 5th edn: Technology, Development and Management for the E-Business: Author Paul Bocij, Andrew Greasley, Simon Hickie, Pearson Education Limited,
8. Management Information Systems by C.S.V. Murthy
9. Management Information System by Davis and Olson, Tata McGraw Hill.

**Text Reading: Latest Editions**

1. Management Information System Obrien, Marakas, Behl 9th Edition Tata McGraw Hill
2. Management Information Systems W S Jawadekar, 4th Edition Tata McGraw Hill
3. IT system Management by Rich Schiesser
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7. Business Information Systems, 5th edn: Technology, Development and Management for the E-Business: Author Paul Bocij, Andrew Greasley, Simon Hickie, Pearson Education Limited,
8. Management Information Systems by C.S.V. Murthy
9. Management Information System by Davis and Olson, Tata McGraw Hill.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>BUSINESS COMMUNICATION</b>	<b>Subject Code</b>	<b>MS5D-515</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ABILITY ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities.</li> </ul>			
<b>Learning Outcome:</b>			
<p>At the end of the course students should be able to;</p> <p>To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.</p>			
<b>Examination Scheme:</b>			
<p>The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).</p>			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Nature of Business Communication</b>	<b>1.1.</b> Need, importance and purposes of communication in organizations <b>1.2.</b> Elements and environment of communication <b>1.3.</b> Models of communication <b>1.4.</b> Forms and networks of organizational communication <b>1.5.</b> Types of communication barriers and how to overcome them <b>1.6.</b> Listening, types of listening and effective listening <b>1.7.</b> Elements of effective communication	<b>10</b>	
<b>Unit-2 Non-verbal Communication</b>	<b>2.1.</b> Importance of appearance and how to use it as a tool in communication <b>2.2.</b> Body language and oculesics <b>2.3.</b> Paralanguage <b>2.4.</b> Proxemics <b>2.5.</b> Chronemics <b>2.6.</b> Haptics <b>2.7.</b> Using non-verbal tools (oral and written) to communicate effectively	<b>07</b>	

<b>Unit-3</b> <b>Presentations,</b> <b>Interviews,</b> <b>Group</b> <b>Discussions and</b> <b>Business</b> <b>Meetings</b>	<b>3.1.</b> Preparation of content for presentation <b>3.2.</b> Understanding the audience <b>3.3.</b> Importance of rehearsals <b>3.4.</b> Using visual aids in presentations <b>3.5.</b> Handling questions <b>3.6.</b> Writing a resume' <b>3.7.</b> Types of interviews <b>3.8.</b> Preparation for an interview <b>3.9.</b> Do's and don'ts during an interview <b>3.10.</b> Understanding the group in a group discussion <b>3.11.</b> Do's and don'ts in a group discussion <b>3.12.</b> Meetings in business and its types <b>3.13.</b> Notice and agenda <b>3.14.</b> Minutes of a meeting 3.15 Mannerisms, etiquettes and assertiveness in oral communication	<b>10</b>
<b>Unit-4</b> <b>Business</b> <b>Writing</b>	<b>4.1.</b> Types of business letters <b>4.2.</b> Structure and format of letters <b>4.3.</b> Memorandums and circulars <b>4.4.</b> e-mails <b>4.5.</b> Text messaging <b>4.6.</b> Report writing <b>4.7.</b> Importance of written communication <b>4.8.</b> Appropriate tone in business writing	<b>08</b>
<b>Unit-5</b> <b>Negotiation</b> <b>Skills</b>	<b>5.1.</b> Need for negotiation <b>5.2.</b> Process of negotiation <b>5.3.</b> Barriers to negotiation and how to overcome them	<b>04</b>
<b>Unit-6</b> <b>Issues in</b> <b>Communication</b>	<b>6.1.</b> Handling diversity (gender, culture, ethnicity, etc.) <b>6.2.</b> Tolerance and acceptance of diversity <b>6.3.</b> Emotional intelligence and its impact on communication <b>6.4.</b> Social intelligence and its impact on communication <b>6.5.</b> Ethics in communication.	<b>06</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

M.Raman and P.Singh, **Business Communication**, latest edition, Oxford University Press, India.

William V. Ruch, **Business Communication**, Maxwell Macmillan, New York.

Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation**, McGraw-Hill, New York.

Bill Scott, **The Skills of Communication**, Jaico, Bombay.

Ronald E. Dulek and John S. Fielden, **Principles of Business Communication**, McMillan, New York.

Dalmer Fisher, **Communication in Organizations**, Jaico Publishing House, India.

M. E. Guffy, **Essentials of Business Communication**, Thomson Publication.

Shirley Taylor, **Communication for Business**, Pearson Education.



# **SEMESTER II**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>OPERATIONS RESEARCH</b>	<b>Subject Code</b>	<b>MS5D-502</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of this course are to help the students acquire quantitative tools.</li> <li>• The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
7. Develop models as per the requirements of the practicing managers and to get solutions from them.			
8. Describe and attain of decision science skills for the management processes.			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Quantitative Techniques and Operations Research</b>	<b>1.1.</b> Meaning, Scope of Quantitative Techniques and Operations Research in Management <b>1.2.</b> Modeling in OR <b>1.3.</b> Advantages and Limitations of Quantitative Techniques/Operation Research.	<b>06</b>	
<b>Unit – 2 Linear Programming</b>	<b>2.1.</b> Meaning of Linear programming <b>2.2.</b> General Mathematical Formulation of LPP <b>2.3.</b> Graphical Analysis <b>2.4.</b> Simplex Method and Big-M Method. <b>2.5.</b> Advantage and limitations of LPP.	<b>10</b>	
<b>Unit – 3 Non Linear Programming</b>	<b>3.1.</b> Concepts and Applications of Dynamic Programming, Quadratic Programming, Integer Programming and Non-linear Programming (Concepts and applications only)	<b>02</b>	
<b>Unit– 4Transportation Model and Assignment Problem</b>	<b>4.1.</b> Transportation Problem as a particular case of LPP Mathematical Formulation <b>4.2.</b> Initial Basic Feasible Solution, Vogel’s Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.	<b>10</b>	

	<p><b>4.3.</b> Assignment Model as a particular case of transportation model,</p> <p><b>4.4.</b>Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization).</p>	
<p><b>Unit–5</b> <b>Game Theory</b></p>	<p><b>5.1.</b> Introduction to Games</p> <p><b>5.2.</b>Maximin and Minimax Principles</p> <p><b>5.3.</b> Pure and Mixed Strategies</p> <p><b>5.4.</b> Rule of dominance</p> <p><b>5.5.</b> Solutions of Games using –Algebraic and Graphical Methods</p> <p><b>5.6.</b> Game theory and linear programming.</p>	<b>05</b>
<p><b>Unit –6</b> <b>Replacement Models</b></p>	<p><b>6.1.</b>Introduction and Scope in Management</p> <p><b>6.2.</b>Single Equipment Replacement Model and Group Replacement</p> <p><b>6.3.</b>Replacement of items, which deteriorate with time, and items, which fails suddenly.</p>	<b>04</b>
<p><b>Unit–7</b> <b>Waiting Line Models</b></p>	<p><b>7.1.</b> Introduction and Scope in Management Decisions,</p> <p><b>7.2.</b> Queuing Models M/M/1 (Infinite and Finite Population),</p> <p><b>7.3.</b> Concepts and applications of M/M/C.</p>	<b>06</b>
<p><b>Unit–8</b> <b>Simulation</b></p>	<p><b>8.1.</b> Concept of Simulation and its applications.</p>	<b>02</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

- 1 Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 2 Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 3 N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications.
- 4 V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons.
- 5 P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>SALES MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-504</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objective of this course is to understand concept of sales Management and to acquire the skills for managing sales efforts.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
9. Apply the various skills in selling.			
10. Prepare a strong foundation for creating a strong sales organization.			
11. Develop a strong sales team through audit and performance evaluation.			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Personal Selling</b>	<b>1.1.</b> The Role of personal selling in marketing mix. <b>1.2.</b> The personal selling process, Personal selling objectives <b>1.3.</b> Types of Sales Jobs		<b>08</b>
<b>Unit –2 Theories of Sales Management</b>	<b>2.1.</b> Objectives, Nature and Scope. <b>2.2.</b> Buyer - Seller Dyads, <b>2.3.</b> Theories of selling - AIDAS Theory, “Right set of circumstances” Theory, “Buying Formula” Theory, and Behavioral Equation Theory of selling.		<b>08</b>
<b>Unit –3 Sales Planning</b>	<b>3.1.</b> Sales Organization <b>3.2.</b> Sales Forecasting <b>3.3.</b> Sales Budgeting, Territory Design and Setting Quotas.		<b>08</b>
<b>Unit – 4 Operational Sales Management</b>	<b>4.1.</b> Sales Meetings <b>4.2.</b> Selection, Training, Motivation and Compensation.		<b>08</b>
<b>Unit –5 Controlling Sales Efforts</b>	<b>5.1.</b> Sales control and audit <b>5.2.</b> Performance evaluation and monitoring of sales force.		<b>07</b>

<b>Unit –6 Emerging Trends and Careers in Sales Management</b>	<b>6.1.</b> Emerging Trends in Sales Management. <b>6.2.</b> Emerging trends in Sales Management.	<b>06</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<b>Text Reading: Latest Editions</b>		
1. Cundiff and Govni, “Sales Management - Decisions, Strategy and Cases”, New Delhi: Prentice Hall of India.		
2. Ingram, Laforge, Avila, Schwepker and Williams, “Sales Management”,		
<b>Suggested Readings: Latest Editions</b>		
1. Johnson, Kurtz and Scheving–“Sales Management, Concept Practice and Cases”, TMH.		
2. Churchill/Ford/Walkar, Sales Force Management, TMH – 2010		
3. Spiro, Stanton, Rich, Management of Sales Force, TMH – 2009		
4. Hair – Sales Management – Cengage – 2010		
5. Manning, Selling Today: Creating Customer Value Pearson – 2009.		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>SUPPLY CHAIN MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-506</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: SKILL ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>The course is designed to explain basic theory and techniques of SCM to examine the issues and problems associated with logistics in a changing business environment and show how SCM can improve an enterprises effectiveness and competitiveness. Student would be encouraged to use computer software packages for problem solving.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>Understand the Supply Chain Structure.</li> <li>Develop, Establish &amp; Manage Supply Chain.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction to Supply Chain Management</b>	Concept, Scope, Objectives and importance of supply chain, Supply chain components, Drivers of supply chain management. Achieving strategic. Six sigma concept	<b>06</b>	
<b>Unit – 2 Planning Demand and Supply Chain</b>	Role of forecasting in supply chain, Forecasting Methods, Aggregate Planning in a Supply Chain, Managing Supply and Demand, Models for Supply Chain Decision Making.	<b>06</b>	
<b>Unit – 3 Managing Inventory</b>	Role of Cycle Inventory, Estimating Cycle Inventory, EOQ, continuous replenishment model, Costing Pricing, Role of Safety Inventory, Determining Level of Safety Inventory, Estimating and Managing Safety Inventory.	<b>06</b>	
<b>Unit – 4 Transportation and Facility Decisions</b>	Factors Affecting Transportation and Network Design Decisions, Modes of Transportation, Routing and Scheduling in Transportation, Models for Facility Location and Capacity Allocation.	<b>06</b>	
<b>Unit – 5 A Framework for Strategic Alliances</b>	Third Party Logistics; Retailer – Supplies Partnerships, Types and Key issues; Distribution Integration, Types and Key Issues; Procurement and Outsourcing Strategies.	<b>06</b>	

<b>Unit – 6 IT Technology and e-Business in Supply Chain Management</b>	Role of IT in Supply Chain, Importance and Use of Information in Supply Chain, Infrastructure and Interface Devices.	<b>06</b>
<b>Unit – 7 Green Supply Chain</b>	Environment Management, Carbon foot-print.	<b>03</b>
<b>Unit – 8 Distribution Management &amp; Customer Satisfaction</b>	Customer Service Through Effective and Responsive Supply Chain, Supply Chain for Customer Satisfaction, Enhancing Customer Relationship through Supply Chain Management.	<b>06</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. "Supply Chain Management", Sunil Chopra and Peter Meindl. Pearson Education. Delhi.</li> <li>2. "Designing and Managing the Supply Chain", David Simchi Levi, Philip Kaminsky and Edith Simchi-Levi, Tata McGraw Hill.</li> <li>3. "Business Logistics/Supply Chain Management", Ronald H. Ballou. Pearson Education. Delhi.</li> <li>4. B.S. Sahay Supply Chain Management, New Delhi: Wheeler.</li> <li>5. Wosmer – Supply chain management, Cengage</li> <li>6. Altekar – Supply chain Management – PHI .</li> <li>7. Supply Chain Management Jagat, Shah, Pearson.</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>MARKETING RESEARCH</b>	<b>Subject Code</b>	<b>MS5D-508</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report (s) / paper(s).</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>Apply the various skills in marketing research.</li> <li>Prepare a strong foundation for creating a strong marketing research base.</li> </ul>			
<b>Examination Scheme:</b>			
The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report (s) / paper(s).			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction to Marketing Research</b>	Role and Objectives of Marketing Research, Type of marketing research, Research process: Overview, problems encountered by researcher, Application of marketing research	<b>6</b>	
<b>Unit – 2 Research Design</b>	Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs (exploratory, descriptive, experimental and diagnostic research, hypothesis testing).	<b>7</b>	
<b>Unit – 3 Sources of Data &amp; Sampling Technique</b>	Secondary and primary sources, standardized sources, use of internet. Sampling Theory and Design of Sample Survey: Census vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.	<b>7</b>	
<b>Unit – 4 Measurement of Scaling Concepts</b>	Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interview guidelines.	<b>7</b>	
<b>Unit – 5 Data Collection and</b>	Collection, Organization, Presentation, Analysis and Interpretation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual	<b>6</b>	



<b>Analysis</b>	Mapping, Multidimensional Scaling, Discriminate and Canonical Analysis, Conjoint Analysis.	
<b>Unit – 6 Interpretations and Report Writing</b>	Meaning of interpretation, Techniques of Interpretation, precautions in interpretations, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.	<b>6</b>
<b>Unit – 7 Marketing Research Applications</b>	Traditional Applications of Marketing Research - Product, Price, Distribution and Promotion; Contemporary Applications – Brand Equity, Customer Satisfactions; Emerging Applications – Database Marketing, Relationship Marketing, CRM, SCM.	<b>6</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. Rajendra Nargundkar, Marketing Research Text and Cases, Tata McGraw Hill.</li> <li>2. Donald R. Cooper and P.S. Schindler, Marketing Research concepts and Cases, Tata McGraw Hill.</li> <li>3. P.E. Green, D.S. Tall and G. Albaum, Research for Marketing Decisions, PHI.</li> <li>4. H.W. Boyd, R. Westfall and S.F. Stasch, Marketing Research -Text and Cases, Richerd D. Irwin.</li> <li>5. Naresh K. Malhotra, Marketing Research An Applied Orientation, Pearson Education</li> <li>6. Elhance, Fundamental of Statistics, Kitab Mahal.</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>CONSUMER BEHAVIOR</b>	<b>Subject Code</b>	<b>MS5D-510</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>The objectives of this course is to help students gain an understanding of Consumer Behaviour and their applications. Guidance and Encouragement will be provided to enable the students with real expertise and understanding as well as judgment to excel through case studies, roleplaying &amp; power point presentation.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
12. Explain the concept behind Consumer Behavior			
13. Discuss consumer decision process			
14. Highlight the External and Internal factors that influences consumer behavior			
15. Discuss Future of Consumer Behavior.			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which, best of two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction to Consumer Behavior and Consumer Research</b>	<b>1.1</b> Nature <b>1.2</b> Scope and application of Consumer Behavior <b>1.3</b> Consumer Research		<b>08</b>
<b>Unit–2 Consumer Decision Processes</b>	<b>2.1.</b> Pre-purchase process: Information processing <b>2.2.</b> Purchase Processes: Consumer Decision rules <b>2.3.</b> Post Purchase Processes: Framework, dissonance satisfaction / dissatisfaction		<b>07</b>
<b>Unit–3 Consumer Behaviour Models</b>	<b>3.1.</b> Nicosia Model <b>3.2.</b> Howard Sheth Model <b>3.3.</b> Engel-Blackwell and Miniard Model <b>3.4.</b> Sheth Family Decision Making Model		<b>06</b>

<b>Unit– 4 Individual Determinants of Consumer Behavior</b>	<b>4.1.</b> Demographics Psychographics, Personality, Life Style, Perception, Motivation, Involvement, Knowledge, belief, Feelings, and attitudes.	<b>08</b>
<b>Unit –5 Environmental Influences on Consumer Behavior</b>	5.1 Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership.	<b>06</b>
<b>Unit–6 Future of Consumer Behaviour</b>	6.1 Future of Consumer Behaviour	<b>06</b>
<b>Unit – 7 Consumer Behaviour in Indian Context</b>	7.1 Consumer Behaviour in Indian Context.	<b>04</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<p><b>Text Readings:</b> (Latest Editions)</p> <ol style="list-style-type: none"> <li>1. Balckwell; R.D., Miniard, P.W. and Engel, J.F., “<b>Consumer Behaviour</b>”, Cengage.</li> <li>2. Schiffman L.G. and Kanuk L.L., “<b>Consumer Behaviour</b>”, Pearson 2011</li> <li>3. Mukharjee – Consumer Behaviour, Cengage – 2011</li> <li>4. Majumdar : Consumer Behaviour, PHI- 2010</li> </ol> <p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. Assel, H., “<b>Consumer Behaviour</b>”, Thomson</li> <li>2. Solomon M.R., “ <b>Consumer Behaviour</b>”, PHI</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-512</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>● To make students aware about different functions of human resource management.</li> <li>● To make an understanding among students about different terms closely associated with HRM.</li> </ul>			
<b>Learning Outcome:</b> At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Define HRM and understand its importance in managing diverse workforce.</li> <li>2. Help students to make themselves skilled in HR function for the present day organisation.</li> </ol>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Sessions</b>
<b>UNIT –1 The Field of HRM</b>	1.1Introduction- Nature, Scope, Function and Importance of HRM 1.2 Personnel to HRM 1.3 Models of HRM-ASTD, other HRM models 1.4 Formulations and essentials of sound HR policies	<b>10</b>	
<b>Unit-2 Human Resource Planning</b>	<b>2.1</b> Concept and Need of HRP, Factors affecting HRP 2.2 HR planning process- Environment scanning, HR demand forecast, HR supply forecast 2.3 Requisites for successful HRP 2.4 Job design and Job analysis- Job Description and Job Specification	<b>08</b>	
<b>Unit-3 Recruitment and Selection</b>	3.1 Recruitment-Concept, Factors affecting recruitment, Sources of recruitment 3.2 Selection- Concept, Selection Process, Evaluation of Selection Process 3.3 Placement and Induction.	<b>06</b>	

<b>Unit- 4 Training and Development of HR</b>	4.1 Training- Concept, Importance, determine training need, types of training methods 4.2 Development- Concept, Methods, Career development and Succession Planning 4.3 Performance Appraisal- Overview, Need, Appraisal Methods, Potential Appraisal 4.4 Placement Promotion and Transfer.	<b>06</b>
<b>Unit -5 Maintenance of HR</b>	5.1 Job Evaluation- Concept, Objectives, Techniques 5.2 Compensation Management- Overview, Components of compensation, factors affecting compensation 5.3 Employee Incentives Schemes and Benefits 5.4 Recent trends in compensation management.	<b>06</b>
<b>Unit-6 Employee Separation and Work Environment</b>	6.1 Separation- Retirement, Layoff, Discharge, VRS 6.2 Grievance handling procedure 6.3 Quality of Work Life	<b>05</b>
<b>Unit – 7 Contemporary Issues in HRM</b>	7.1 Basics of balance score card, Six sigma 7.2 Competency mapping and learning organization 7.3 HRIS and KM	<b>04</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

1. David S. Decenzo and Stephen P. Robbins, “**Personnel/Human Resource Management**”, New Delhi, Prentice Hall.
2. Michael Armstrong, “**A Handbook of Human Resource Practice**”, London, Kogan Page.

**Suggested Readings**

1. William B. Werther Jr. and Keith Davis, “**Human Resources and Personnel Management**”, Singapore, McGraw Hill.
  2. P Subba Rao, “**Essentials of Human Resource Management and industrial Relations: Text, Cases and Games**”, Mumbai, Himalaya.
  3. Biswajeet Patanayak, “**Human Resource Management**” New Delhi, Prentice Hall India.
  4. Holloway J. Ed., “**Performance Measurement and Evaluations**”, New Delhi, Sage Publications.
- Guy V. & Mattock J., “**The New international Manager**”, London, Kogan Press.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Subject Code</b>	<b>MS5D-514</b>
		<b>Total Credits</b>	<b>3</b>
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To expose the students analyze and understand economic environment through real life examples and cases;</li> <li>• To develop abilities to help them apply economic concepts in business.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
1. Define fundamental concepts of economics.			
2. Briefly analyze demands and its relationship with price and would be able to forecast the demand.			
3. Apply the concept of cost and price and relationship between them to determine the profit of the organization.			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction to Economics and Managerial Economics</b>	<b>1.1.</b> Nature and scope of Managerial Economics. <b>1.2.</b> Characteristic and significance of Managerial Economics. <b>1.3.</b> Relationship between Managerial Economics and Economics, Operation Research, decision making, Statistics, and Accounting.	<b>05</b>	
<b>Unit – 2 Fundamental Concepts</b>	<b>2.1.</b> Incremental reasoning, Marginal analysis, Equi-marginal utility <b>2.2.</b> Time perspective of economics, Opportunity cost, Consumer surplus, <b>2.3.</b> Time value of money theories- Managerial and Behavioral	<b>08</b>	
<b>Unit-3 Demand Analysis</b>	<b>3.1.</b> Concept, Determinates and types of demand <b>3.2.</b> Utility and its types, Law of Diminishing Marginal Utility <b>3.3.</b> Law of Demand, Elasticity of demand-price, <b>3.4.</b> Income, Cross, Advertising & price expectation <b>3.5.</b> Demand forecasting	<b>07</b>	
<b>Unit- 4 Production and Cost</b>	<b>4.1.</b> Meaning of production, production function, short term and long term production analysis <b>4.2.</b> Isoquant curve and Isocost lines, Ridge lines	<b>12</b>	

<b>Analysis</b>	4.3. Equilibrium production, expansion path, Intro to cost 4.4. Cost function, short run and long run cost function. 4.5. Economies and diseconomies of scale. Law of supply.	
<b>Unit -5 Pricing</b>	5.1. Pricing, Price determination under perfect competition 5.2. Monopoly and price discrimination, Monopolistic competition 5.3. Oligopoly- kinked demand curve 5.4. Cartel formation, Price leadership	<b>09</b>
<b>Unit-6 Profit</b>	6.1. Meaning of profit 6.2. Types and theories of profit 6.3 Profit planning – Break even analysis	<b>04</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<b>Text Books and Suggested Readings:</b>		
<p>1.P. L. Mehta – Managerial Economics, Sultan Chand, New Delhi.</p> <p>2.Mishra &amp; Puri- Micro Economics –Himalayan Publishing House, New Delhi.</p> <p>3.G. S. Gupta: Managerial Economics – Tata McGraw Hills, New Delhi</p> <p>4.Peterson &amp; Lewis- Managerial Economics, Princeton Hall of India, New Delhi</p>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester II</b>			
<b>Subject Name</b>	<b>FINANCIAL MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-516</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.			
<b>Learning Outcome:</b> At the end of the course students should be able to: <ol style="list-style-type: none"> <li>1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation.</li> <li>2. Use Financial Management Tools for Managerial Decision Making.</li> </ol>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit – 1 Introduction</b>	<ol style="list-style-type: none"> <li>1.1. Meaning and Objectives of Financial Management.</li> <li>1.2. Scope and Functions of Financial Management.</li> <li>1.3. Wealth Maximization v/s Profit Maximization.</li> <li>1.4. Short Term and Long Term Sources of Finance in India.</li> </ol>	<b>06</b>	
<b>Unit–2 Cost-Volume-Profit Analysis</b>	<ol style="list-style-type: none"> <li>2.1. Concept, BEP in units, BEP in Rupees,</li> <li>2.2. Multiproduct BEP.</li> <li>2.3. Margin of Safety.</li> <li>2.4. P/V Ratio.</li> <li>2.5. Relationship between Cost, Volume and Profit.</li> </ol>	<b>05</b>	
<b>Unit–3 Ratio Analysis</b>	<ol style="list-style-type: none"> <li>3.1. Liquidity Ratios.</li> <li>3.2. Profitability Ratios.</li> <li>3.3. Leverage Ratios.</li> <li>3.4. Activity Ratios.</li> <li>3.5. Calculation and Interpretation of Ratios.</li> </ol>	<b>03</b>	
<b>Unit– 4 Investment and Financing Decisions</b>	<ol style="list-style-type: none"> <li>4.1. Concept of Time Value of Money.</li> <li>4.2. DCF and Non DCF Methods for Evaluating Projects,</li> <li>4.3. Relationship between Investment and Financing Decisions,</li> <li>4.4. Cost of Debt &amp; Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.</li> </ol>	<b>06</b>	



<b>Unit –5 Leverage Analysis</b>	<b>5.1.</b> Determination of operating leverage, financial leverage and total leverage, <b>5.2.</b> Leverage and Financial Distress.	<b>06</b>
<b>Unit–6 Statement of Changes in Financial Position</b>	<b>6.1.</b> Funds Flow Statement. <b>6.2.</b> Total Resource Method. <b>6.3.</b> Working Capital Method. <b>6.4.</b> Cash Method. <b>6.5.</b> Cash Flow Analysis.	<b>06</b>
<b>Unit – 7 Capital Structure and Firms Value</b>	<b>7.1.</b> Net Income Approach. <b>7.2.</b> Net Operating Income Approach. <b>7.3.</b> Traditional Approach. <b>7.4.</b> MM Approach. <b>7.5.</b> EBIT --- EPS Analysis. <b>7.6.</b> ROI --- ROE Analysis.	<b>03</b>
<b>Unit – 8 Dividend Decisions</b>	<b>8.1.</b> Dividend Theories. <b>8.2.</b> Factors Affecting the Dividend Policy. <b>8.3.</b> Alternative Forms of Dividend. <b>8.4.</b> Dividend Discount Model.	<b>03</b>
<b>Unit – 9 Working Capital Management</b>	<b>9.1.</b> Cash and Liquidity Management. <b>9.2.</b> Credit Management. <b>9.3.</b> Determination of Working Capital and its Financing. <b>9.4.</b> CMA form for Working Capital.	<b>02</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<b>Text Reading: Latest Editions</b>		
<ol style="list-style-type: none"> <li>1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.</li> <li>2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.</li> <li>3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.</li> <li>4. Chandra, Prasanna; Financial Management TMH, New Delhi.</li> <li>5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.</li> <li>6. Brigaham &amp; Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.</li> <li>7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.</li> <li>6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “<b>Fundamentals of Statistics</b>”, Allahabad: Kitab Mahal.</li> </ol>		

# **SEMESTER III**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT) (BATCH 2019-21)</b>			
<b>SEMESTER III</b>			
SUBJECT NAME	DATA ANALYTICS	SUBJECT CODE	MS5D-601
		TOTAL CREDITS	03
<b>SUBJECT NATURE: INTERDICIPINARY</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To familiarize participants with concepts and applications of data analytics.</li> <li>• To acquaint participants with the challenges of data preparation and implementation.</li> <li>• To understand and design data driven models for business decision making.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>• To understand the role of data analytics, data mining and business analytics within an organization.</li> <li>• Compute and analyze data using statistical and data mining techniques</li> <li>• Design and develop process of improving the decision making (relevance and quality).</li> </ul>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			Sessions
<b>Unit - 1 Introduction to Data Analytics</b>	Understanding need of data analytics for business organization, application of data analytics at different levels of business organization, concept of data, information, knowledge discovery, data quality issues, analytics, data mining, data analytics, applications of data analytics, business analytics and business intelligence.		<b>06</b>
<b>Unit - 2 Examining Data – Exploration and Transformation</b>	<p>Creating MS- Excel sheet and performing operations on MS-Excel Sheet - Formatting cells, inserting functions (min, max, average, sum, count, countif, etc.), copying functions and text, analysis using if – else, performing descriptive statistics&amp; summary statistics on the data set, data analysis using Pivot charts &amp; graphs, VLOOKUP, What-if Analysis, sorting, filtering.</p> <p>Creating charts/ graphs (histogram, scatter plot, line chart etc.) and Data Visualization using XLMiner for data exploration.</p> <p>Overview of statistical perspective – Understanding mean, median, mode, correlation analysis, normal distribution, standard deviation, variance, histogram, testing of normality, Kurtosis</p> <p>Handling Missing values, detection and handling of Outliers using Box- Whisker method, Data Exploration and Dimension Reduction using Principal Component Analysis (PCA).</p>		<b>12</b>
<b>Unit - 3 Data Modeling</b>	Supervised and unsupervised learning, inferential and predictive statistics, data types, variables types, data normalization and		<b>12</b>

	preparation, partitioning of data into training, validation and test data sets, Data driven modeling, Introduction to regression modeling, model preparation using regression techniques, data modelling using multiple linear regression, tree regression and introduction to Logistic Regression. Decision making using data driven models.	
<b>Unit-4 Data Modeling using ANN</b>	Data analytics using non-parametric, Concepts and structure of an Artificial Neural Networks (ANN), Fitting in network to data and understanding various parameters of ANN. Introduction to Support Vector Machine and Evolutionary Techniques for data analytics.	<b>06</b>
<b>Unit - 5 Introduction to Latest Trends</b>	Introduction to the latest trends in Data Analytics for business organizations - Introduction to association rule, Discovering association rules in traditional Datasets, text mining, social network analysis. Case study, simulations, discussion and applications in various functional areas.	<b>09</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

1. Galit Shmueli, Nitin R. Patel and Peter C. Bruce, "Data Mining for Business Intelligence – Concepts, Techniques and Applications", Wiley India, 2016 (reprint).
2. Anil Maheshwari, "Data Analytics", McGraw Hill Education, 2019
3. Software used - MS- Excel and Frontline Solvers XLMiner (Cloud based or student version)

**Reference Books:**

4. Michael J. Berry and Gordon S. Linoff, Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, Wiley & Sons, 3rd Edition.
5. Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson, Multivariate Data Analysis, Pearson Education, 7th Edition, 2010.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>BUSINESS TO BUSINESS MARKETING</b>	<b>Subject Code</b>	<b>MS5D-603</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objectives of this course are to expose the students to various aspects of B2B Marketing and develop abilities in market orientation.			
<b>Learning Outcome:</b> At the end of course students will be able to understand corporate structures and business models, the importance and effects of efficient value chains and networking, interaction between organizations and how this can be seen in a strategic perspective.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks out of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1</b>	<b>1.1.</b> The nature and concept of B2B marketing, <b>1.2.</b> difference between B2B and B2C marketing, <b>1.3.</b> Market orientation, Knowing your market <b>1.4.</b> Reseller marketing.		<b>8</b>
<b>Unit-2</b>	2.1 Understanding B2B marketing, Organizational Customers, Governmental agencies, Institutions, 2.2 Characteristics of organizational procurement 2.3 B2B marketing environment, The strategies for managing the B2B marketing Environment.		6
<b>Unit-3</b>	3.1.Organizational buying and Buyer Behaviour; Concepts and models of Organizational buying behavior, 3.2 Interpersonal dynamics of organization’s purchasing behavior, Buying center involvement and interaction patterns, 3.3 Joint decision making, conflict and resolution in joint decision making, the buying committee, supplier choice and evaluation.		<b>8</b>
<b>Unit- 4</b>	4.1 The strategic planning process in B2B marketing.		3
<b>Unit -5</b>	5.1 Analyzing the organization market, 5.2 B2B market segmentation 5.5 Basis for Segmenting B2B markets, Target, Marketing and Positioning.		8

<b>Unit -6</b>	6.1 Formulating channel strategies; Marketing channel participants, Physical distribution and customer service, 6.2 Formulating the marketing communication – Personal selling, Advertising, Sales promotion and publicity.	<b>7</b>
<b>Unit -7</b>	7.1 Business Pricing; Price determinants, Pricing decisions, price policy, distribution pricing.	<b>5</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Robert R. Reeder, Edward G. Brierty, and Betty H. Reader. **“Industrial Marketing, Analysis, Planning and Control”**, New Delhi, Edward, PHI.
2. Krishna K. Havldar, **“Industrial Marketing”**, Tata McGraw Hill, Delhi.
3. Michael H. Morris – **“Industrial and Organizational Marketing”**, New York, Macmillan.

<p style="text-align: center;"><b>INSTITUTE OF MANAGEMENT STUDIES</b>  <b>M.B.A. (MARKETING MANAGEMENT)</b>  <b>Batch (2019-21)</b>  <b>Semester III</b></p>			
<b>Subject Name</b>	<b>RETAILING</b>	<b>Subject Code</b>	<b>MS5D-605</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Option: Compulsory</b>			
<b>Course Objective:</b> The course enables the students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools and techniques.			
<b>Learning Outcome:</b> On successful completion of this course students will be able to: <ol style="list-style-type: none"> <li>1. Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.</li> <li>2. Critically analyze and summarize market information to assess the retailing environment and formulate effective retail strategies.</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1 Marketing Channels and Supply Chains</b>	1.1 Emergence, Roles and types of marketing channels, Channel members and their characteristics, 1.2 choosing various channel options, factors affecting the choice 1.3 Supply Chain Management (SCM) – advantages gained, physical flow of merchandise, logistics of e – retailing.		8
<b>Unit-2 Retailing</b>	2.1 Nature and importance of retailing, wheel of retailer, 2.2 Types of retailing - ownership based, store based, non – store based, web based. 2.3 Retail management decisions 2.4 Recent trends in retailing.		9
<b>Unit-3 Strategic Planning in Retailing</b>	3.1 Situation analysis, objectives, Identification of consumers and positioning, overall strategy, specific activities and control.		7
<b>Unit- 4 Identifying and Understanding Customers</b>	4.1 Consumer demographics & lifestyle, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer’s action. 4.2 Location, Operation & Merchandise Management: Trading Area Analysis, Site selection.		8

<b>Unit -5 Operation and Merchandise Management</b>	5.1 Trading area analysis, site selection, store formation size and space allocation, store security and credit management. 5.2 Merchandise plans – forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing.	7
<b>Unit -6 Retail Promotion</b>	6.1 Building retail store image, atmosphere, layout planning 6.2 Retail promotional mix strategy 6.3 Retail stores sales promotional scheme.	6
<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>		<b>45</b>
<p><b>Learning Resources:</b>  <b>Text Reading:</b> Latest Edition</p> <ol style="list-style-type: none"> <li>1. Berman, Berry and Joel Evans, Retail Management.</li> <li>2. Cooper, J. Strategy, Planning in Logistics and Transportation.</li> <li>3. Cox, Roger and Paul Brittain, Retail Management.</li> <li>4. Levy &amp; Weitz, Retailing Management.</li> <li>5. Kotler, Philip, Marketing Management.</li> </ol>		



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>PRODUCT MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-607</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objectives of this course are to acquire the conceptual understanding of product management and its applications for corporate growth and development.			
<b>Learning Outcome:</b> Upon completion of this course students will develop fundamental understanding of product management process, product life cycle and also the methods of successful product development.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1 Introduction to Product Management</b>	1.1 Why product management, Relationship between marketing and product management, 1.2 Product management process, 1.3 Functions of product manager, 1.4 Role and responsibilities of product manager.		<b>16</b>
<b>Unit-2 Product Life Cycle</b>	2.1 Concept of PLC, Operationalizing the aspect of PLC concept, 2.2 PLC as a forecasting model, 2.3 PLC as guideline for marketing strategy, 2.4 Extension of PLC.		<b>16</b>
<b>Unit-3 New Product Development</b>	3.1 Characteristics of successful product development, 3.2 New product development process and organization.		<b>8</b>
<b>Unit- 4 Emerging Trends</b>	4.1 Emerging Trends in Product Management		<b>5</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>		<b>45</b>
<b>Learning Resources:</b> <b>Text Reading:</b> Latest Edition 1. Majumdar, Ramanuj, <b>“Product Management in India”</b> , PHI.			

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>BRAND MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-609</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objectives of this course are to expose the students to the concepts, techniques and strategies for managing brands in a competitive market.			
<b>Learning Outcome:</b> Upon completion of this course students will develop fundamental understanding of how to build, measure, and manage a brand.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Sessions</b>
<b>UNIT-1 Branding Concept</b>	1.1 Marketing, Product Brand Interface, Concepts, Elements 1.2 Brand Identity, Brand Image, Personality, Brand Experience.		<b>8</b>
<b>Unit-2 Brand Equity</b>	2.1 Brand Loyalty, Brand Awareness, Perceived Quality 2.2 Brand Association and Proprietary Brand Assets.		<b>9</b>
<b>Unit-3 Branding Strategies</b>	3.1 Corporate vs. Product Branding 3.2 Brand Portfolio, Multi Brand Strategy 3.3 Brand Positioning – Repositioning, Brand Extensions.		<b>10</b>
<b>Unit- 4 Brand Evaluation</b>	4.1 Managing Brand/ Performance 4.2 Financial Evaluation of Brands 4.3 Revitalizing the Brand.		<b>10</b>
<b>Unit -5 Contemporary Issues</b>	5.1 Creating Mega Brands, Retail Branding, Global Branding, Integrated Brand Promotion.		<b>8</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>			<b>45</b>
<b>Learning Resources:</b>			
<b>Text Reading:</b> Latest Edition			
1. Kapferer, J.N., “Strategic Brand Management”, Free Press			
2. Aaker, D., “Managing Brand Equity” Free Press			
3. Keller, K.L., “Strategic Brand Management”, PHI.			
<b>Suggested Readings</b>			
1. Moorthi, Y.L.R., “Brand Management”, Vikas			
2. Kumar Ramesh, S., “Managing Indian Brands”			
3. Oguinn, T.C., Allen, C.T. and Semenik, R.J. Vikas, “Advertising and Integrated Brand Management”. Thomson.			

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<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>PUBLIC RELATIONS &amp; CORPORATE COMMUNICATION</b>	<b>Subject Code</b>	<b>MS5D-621</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> Public Relations course aims at building understanding about its role in informing consumers. It explains that how marketers are using the concepts of Public Relations to fight in the competitive environment. Basic objective is to build ability in students to utilize public relations concepts as “communication professionals”. The course also helps the students acquire the basics of corporate communication so as to improve understanding of corporate communication skills and ability to understand others.			
<b>Learning Outcome:</b> On successful completion of this course students will be able to: <ul style="list-style-type: none"> <li>• Understand key theories of corporate communication and public relations.</li> <li>• Develop basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1 PR Concepts and Philosophy</b>	1.1 Defining PR, PR in India, scope of PR, 1.2 PR and allied disciplines, 1.3 Comparison of PR, propaganda, advertising and publicity, 1.4 PR function and process	<b>6</b>	
<b>Unit-2 PR Research</b>	2.1 Role of research in PR, 2.2 Various kinds of information sources, 2.3 various areas of research, PR and public opinion, 2.4 Publics of an organization – defining publics in PR, 2.5 Internal and external publics, their types and characteristics.	<b>9</b>	
<b>Unit-3 Tools of PR</b>	3.1 Advertising, films, periodicals, social events, media, oral and written communication, press conference etc., 3.2 PR and writing – role and scope of writing in PR, 3.3 writing press releases, feature writing.	<b>9</b>	
<b>Unit- 4 Relations with Public</b>	4.1 Media, Employees, Consumers, Middleman, Community, Government Shareholders, Financial Institutions etc.	<b>6</b>	

<b>Unit -5 Crisis Communication and Management</b>	5.1 Role of PR in crisis management, 5.2 Media handling in critical times.	<b>3</b>
<b>Unit -6 Corporate Communication</b>	6.1.Evolution, definition forms, 6.2. Concepts central to corporate communication.	<b>3</b>
<b>Unit - 7 Corporate Identity and Image</b>	7.1 Definition, relevance symbolism, 7.2 Types and methods of measurement image levels, 7.3 Importance of corporate image	<b>3</b>
<b>Unit-8 Organizing corporate communication</b>	8.1 Organization of communication function, 8.2 Communication process, co-coordinating of all forms of communication, 8.3 Critical success factors in organizing corporate communication.	<b>3</b>
<b>Unit - 9 Corporate Identity Programme</b>	9.1 Corporate identity policy planning, problem analysis. 9.2 Determining the image of organization.	<b>3</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Balan, K.R. (2003). Applied Public Relations and Communication, New Delhi Sultan Chand and Sons. Third Revised Edition.
2. Back, S. (2003). Practical Public Relations, New Delhi Universal Book Stall. Fourth Edition.
3. Cood, S., Customer Care, II Ed., Cogan Page, 120, Poutonvile Road, London.
4. Brown, S.A., Strategic Customer Care, John Wiley & Sons.
5. Cees B.M. van Reil (1995). Principles of Corporate Communication, Great Britain, Prentice Hall.

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<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-623</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objective of this course is to introduce customer centric operations, process and implications of CRM.			
<b>Learning Outcome:</b> Upon completion of this course, students will have achieved the following: Knowledge based outcomes: An understanding of the concept of customer relationship management. An understanding of the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1 Introduction</b>	1.1 Evolution of CRM, Customer satisfaction, Customer Loyalty, Customer experience, 1.2 Paradigm shift in marketing, Relationship Marketing, CRM, e-CRM 1.3 Significance and benefits of CRM to different business organizations and customers.		<b>7</b>
<b>Unit-2 Concepts of CRM</b>	2.1 Concept of Customer Lifecycle, Lifecycle Stages, Customer Lifecycle Management, 2.2 Customer Lifetime Value Assessment, 2.3 Customer – Product Profitability Analysis. 2.4 Consumer Behaviour theories and CRM		<b>8</b>
<b>Unit-3 CRM Process</b>	3.1 CRM Model, System approach to CRM, 3.2 CRM process, Objectives, Customer Segmentation, Customer Database 3.3 Strategy Formulation, Infrastructure Development, Designing System, Core processes, 3.4 Developing People, Customer retention, Recovering lost customers, Terminating Relationships.		<b>10</b>
<b>Unit – 4 Customer Experience</b>	4.1 Concept, Level of experience 4.2 Determinants of consumer experience, 4.3 Benefits to organization.		<b>7</b>

<b>Unit- 5 Database Management</b>	5.1 Information Management for customer acquisition, retention, attrition, and defection, 5.2 Data warehousing, Data mining.	<b>4</b>
<b>Unit -6 CRM Technology</b>	6.1 Hardware, Software, Web portals, Call Centers, IT enabled business solutions.	<b>5</b>
<b>Unit -7 Measuring CRM Effectiveness</b>	7.1 CRM Metrics – Financial and Non-financial measures. 7.2 Balanced scorecard.	<b>4</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Sheth, J.N., Parvatiyar, A. and Shainesh, G., “**Customer Relationship Management**”. THM.
2. Kincaid, J.W., “**Customer Relationship Management: Getting it right**”, Prentice Hall.
3. Sheth, J.N. and Parvatiyar, A., “**Handbook of Relationship Marketing**”, Sage Publication.
4. Chaturvedi, M. and Chaturvedi A., “**Customer Relationship Management – An Indian Approach**”, Excel Books.
5. Sugandhi, R.K., “**Customer Relationship Management**”, New Age International Pub.
6. Mohamed, H. P. and Sagadevan, A. “**CRM – A Step By Step Approach** ‘, Vikas
7. Greenberg, P., “**CRM at the speed of light**”, THM.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>GLOBAL MARKETING</b>	<b>Subject Code</b>	<b>MS5D-625</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Elective</b>			
<b>Course Objective:</b> The objectives of this course are to help the students to gain an understanding of concept of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.			
<b>Learning Outcome:</b> Upon completion of this course, students will be able to... <ul style="list-style-type: none"> <li>• Assess current issues in global marketing.</li> <li>• Assess the future of global marketing.</li> <li>• Identify and explain the variables involved in selecting pricing strategy in the global marketplace.</li> <li>• Analyze global value chains.</li> <li>• Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies.</li> </ul>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Sessions</b>
<b>UNIT -1 International Marketing</b>	1.1 Basis of International Trade, 1.2 Theories of International Trade, (Absolute Advantage, Comparative Advantage and Factor Endowment Theory ) 1.3 Difference Between Domestic, International, Multinational, Global Markets, EPRG Framework		<b>8</b>
<b>Unit-2 Scanning of International Environment</b>	2.1 Social, Political, Legal, Economic		<b>4</b>
<b>Unit-3 Factors Affecting International Trade</b>	3.1 Methods of Entry, 3.2 Types of Regional Agreements, Role of IMF and WTO in International Trade.		<b>5</b>
<b>Unit- 4 Foreign Trade Policy</b>	4.1 EXIM Policy 2002-2007 Salient Features. 4.2 Export Documentation and Procedure and Institutional Support for export promotion in India.		<b>6</b>

<b>Unit -5 Product</b>	5.1 Identify New Products, International Product Planning, Product Design Strategy, Product Elimination, 5.2 Adoption and Diffusion of New Products.	<b>7</b>
<b>Unit -6 Pricing Strategy</b>	6.1 Factors Affecting International Prices, 6.2 Methods of Pricing, Pricing an International Product, Transfer Pricing, Exchange Rates and Its Impact on Pricing, High Sea Pricing.	<b>4</b>
<b>Unit -7 Distribution System for International Markets</b>	7.1 Direct & Indirect Channels, 7.2 Factors Affecting International Channel, International Channel Management, 7.3 Whole selling and Retailing.	<b>7</b>
<b>Unit -8 Promoting Products / Services in Overseas Markets</b>	8.1 Perspective of International Advertising, 8.2 Standardization v/s Localization, Global Media Decisions, Global Advertising Regulations, and Industry Self – Regulation.	<b>4</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. W.J. Keegan – “**Global Marketing Management**”, New Delhi, PHI.
2. Sack Onkvisit and John J. Shaw. “International Marketing Analysis and Strategies”, PHI
3. Subhash S. Jain, “International Market Management” Delhi, CBS Publishers Distributors

**Suggested Readings**

1. M.R. Czinkota and Ronkainen, “**International Marketing**”, Dryden Forthworth 1998.
2. S.J. Poliwoda, “**International Marketing**”, New Delhi, Prentice Hall of India.



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>MARKETING INNOVATION MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-627</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Elective</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>To understand the commercialization and marketability of innovations.</li> <li>To channelize every stage in the evolution of an innovation such that it has maximum marketability.</li> </ul>			
<b>Learning Outcome:</b>			
<ul style="list-style-type: none"> <li>To understand the different stages of an innovation.</li> <li>To apply marketing concepts, strategies and tools for making innovative products and services commercially viable.</li> </ul>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1 Understanding Innovations</b>	1.1 What is an innovation? Types of innovations: Product innovation, Process innovation, Organizational innovation, Management innovation, Production innovation, Commercial & Marketing innovations, Price innovations. 1.2 Innovation and Market need 1.3 Handling FUD factors (Fear, Uncertainty , Doubt) 1.4 Scanning the external environment for assessing the present and future demand.		<b>11</b>
<b>Unit-2 Innovation Strategies</b>	2.1 Market based view, Resource based view 2.2 Linear Models (Technology Push, Market Pull), Simultaneous Coupling model, Interactive Model, Network Model, Open Innovation Concept. 2.3 New Product Development Phases Idea Phase: Idea Generation and Screening, Concept Phases (Concept Development, Concept Testing & Business Analysis) Labeling Phases		<b>9</b>
<b>Unit-3 Technology and Product Management</b>	3.1 Technology identification and mapping 3.2 Product/Service architecture, Functional elements, technical specifications, Level of the innovative product/ services 3.3 Product standardization 3.4 Intellectual property considerations.		<b>7</b>

<p><b>Unit- 4 Pricing and Distribution Decisions</b></p>	<p>4.1 Attaining Marketing objectives through price at each level of Product Life Cycle 4.2 3 Cs of a successful pricing strategy: Cost – Competition - Customers 4.3 Distribution Channel design and management. 4.4 Direct and indirect channels, types of intermediaries, evolution in channel structure over the technology life cycle. 4.5 Channel management and performance. 4.6 Distribution through e – commerce websites</p>	<p><b>12</b></p>
<p><b>Unit -5 Marketing Communication</b></p>	<p>5.1 Consumer decision making with respect to new products, CAB models 5.2 IMC; Choice of media; Media mix. 5.3 Internet advertising and promotion.</p>	<p><b>6</b></p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b></p>		<p><b>45</b></p>
<p><b>Learning Resources:</b>  <b>Text Reading:</b> Latest Edition          Jakki J. Mohr, Sanjit Sengupta, Stanley F. Stater (2009). Marketing of High-technology Products and Innovations.  <b>Referral Material:</b>          Ruth Maria Stock and Nicolas Andy Zacharias (2011). Patterns and Performance Outcomes of Innovation Orientation. Journal of Product Innovation Management 15(2), 124-135.</p>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>SOCIAL MARKETING</b>	<b>Subject Code</b>	<b>MS5D-629</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objectives are to focus the student's attention on use of modern marketing techniques to influence behavior of individuals or groups towards social and public welfare, and to measure and improve its efficiency.			
<b>Learning Outcome:</b> After studying this course, students will be able to: <ul style="list-style-type: none"> <li>• Understand the meaning and nature of social marketing.</li> <li>• Analyze social marketing problems and suggest ways of solving the problems.</li> <li>• Recognize the range of stakeholders involved in social marketing programmes and their role as target markets.</li> <li>• Able to use social marketing platforms.</li> </ul>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1</b>	1.1 Social Marketing; Definition, Evolution and growth 1.2 Steps of social marketing. 1.3 Examples of Social Marketing.	<b>9</b>	
<b>Unit-2</b>	2.1 Leading case studies of social marketing in spheres of Health, Environment, Social and Economic Empowerment. Relation of Social Marketing with other e-platforms. 2.2. Appropriate usage of social marketing platforms: Increasing awareness, escaping from social marketing platforms and usage of social media platforms.	<b>9</b>	
<b>Unit-3</b>	3.1 Analyzing Social Marketing, Research options, Selection of Purpose and Conducting Situation Analysis.	<b>9</b>	
<b>Unit- 4</b>	4.1 Social Marketing: Segmentation, Targeting and positioning, Setting of objectives and Goals. 4.2 Strategies driven by 4Ps- Packaging, Pricing, Promotion and Placement. 4.3. Relation of Social Marketing with other organization and managerial domain. 4.4. Contemporary Social Media Models and expected changes.	<b>9</b>	

<b>Unit -5</b>	5.1 Managing Social Marketing: Monitoring and Evaluation Plan.5.2 Establishment of Budgets and Sourcing of Funding, 5.3 Drafting Implementation Plan and Ethical Aspects. 5.4. Government policy on social media platforms: evolution to implementation..	
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<p><b>Learning Resources:</b>  <b>Text Reading:</b> Latest Edition  1. Sameer Deshpande and Nancy R. Lee, “<b>Social Marketing in India</b>”, Sage Publications.  <b>Suggested Readings</b>  1. Philip Kotler and Nancy R. Lee, “<b>Social Marketing Influencing Behaviors for Good</b>”, Third Edition. Sage Publications.</p>		

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<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>STRATEGIC MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5D-602</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b> This is a top-level management course, and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.			
<b>Learning Outcome:</b> Upon completion of this course students will be able to understand, and apply the strategic management process to analyze and improve organizational performance.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1</b>	1.5 Meaning, Need and Process of Strategic Management; 1.6 Business Policy, Corporate Planning and Strategic Management; 1.7 Single and Multiple SBU organizations; 1.8 Strategic Decision-Making Processes – Rational-Analytical, Intuitive-Emotional, Political – Behavioural; 1.9 Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; 1.10 Interpersonal, Informational and Decision Roles of a Manager.	<b>9</b>	
<b>Unit-2</b>	2.1 Mission, Business Definition and Objectives; 2.2 Need, Formulation and changes in these three; 2.3 Hierarchy of objectives, Specificity of Mission and Objectives.	<b>6</b>	
<b>Unit-3</b>	3.1 SWOT Analysis: General, Industry and International Environmental Factors; 3.2 Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP) 3.3 Internal Strengths and Weaknesses; 3.4 Factors affecting these; Techniques of Internal Analysis; 3.5 Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).	<b>6</b>	

<b>Unit- 4</b>	4.1 Strategy Alternatives: Grand Strategies and their sub strategies; 4.2 Stability, Expansion, Retrenchment and Combination; 4.3 Internal and External Alternatives; 4.4 Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; 4.5 International Strategy Variations.	<b>6</b>
<b>Unit -5</b>	5.1 Strategy Choice Making: Narrowing the choices; 5.2 Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; 5.3 Contingency Strategies; 5.4 Prescriptions for choice of Business Strategy; Choosing International Strategies.	<b>6</b>
<b>Unit -6</b>	6.1 Strategy Implementation: Implementation Process; 6.2 Resource Allocation; 6.3 Organizational Implementation; 6.4 Plan and Policy Implementation; 6.5 Leadership Implementation; 6.6 Implementing Strategy in International Setting.	<b>6</b>
<b>Unit -7</b>	7.1 Strategy Evaluations and Control: Control and Evaluation Process; 7.2 Motivation to Evaluate; 7.3 Criteria for Evaluation; 7.4 Measuring and Feedback; 7.5 Evaluation and Corrective Action.	<b>6</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Lawrence R. Jauch and William F. Glueck, “Business Policy and Strategic Management”, McGraw Hill Book Co., New York,
2. Glen Boseman and Arvind Phatak, “Strategic Management : Text and Cases “ , John Wiley and Sons, Singapore, 1989
3. Daniel J. McCarthy, Robert J. Minichiello, and Joseph R. Curran, “Business Policy and Strategy” Richard D. Irwin, AITBS, New Delhi, 1988
4. Roanld C. Christenesen,.Kenneth R. Andrews and Joseph L. Bower, “Business Policy – Text and Cases “ , Richard D. Irwin, Inc., Illinois, 1978
5. AzhaKazmi, “Business Policy”, Tata McGraw Hill, New Delhi, 1999.

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<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>BUSINESS LAW</b>	<b>Subject Code</b>	<b>MS5D-604</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: INTERDISCIPLINARY</b>			
<b>Course Objective:</b> The objectives of this course are to acquaint the student with various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.			
<b>Learning Outcome:</b> Upon completion of this course students will be able to understand important legal concepts affecting business and will also be able to identify and resolve many legal issues that arises in business environment.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit -1 The Indian Contract Act, 1872</b>	1.11 Essentials of a valid contract, void and voidable agreements, 1.12 Performance of contracts, 1.13 Breach of a Contract and its remedies, QuasiContracts.		<b>6</b>
<b>Unit-2 The Sales of Goods Act, 1930</b>	2.4 Formation of a Sales Contract.		<b>3</b>
<b>Unit-3 The Negotiable Instrument Act, 1881</b>	3.5 Nature and Types, 3.6 Negotiation and Assignment, 3.7 Holder in due course, Dishonor and Discharge and Negotiable Instruments.		<b>6</b>
<b>Unit- 4 The Companies Act,2013</b>	4.7 Types of companies, Memorandum and Article of Association, 4.8 Shareholders and Debenture holders, 4.9 Minority Protection, 4.10 Winding up.		<b>9</b>
<b>Unit -5 Law of Insurance</b>	5.4 Concept and guideline of marine, fire, life insurance policy.		<b>6</b>



<b>Unit -6 Law of Intellectual Property</b>	6.1 Law of Intellectual Property.	<b>3</b>
<b>Unit -7 Consumer Protection Act</b>	7.1 Consumer rights, exploitation of consumer, 7.2 consumer protection, utility of consumerism,	<b>3</b>
<b>Unit - 8 I D &amp; R Act</b>	8.1 Regulation of scheduled industries powers of IDRA. 8.2 Industrial licensing.	<b>3</b>
<b>Unit -9 FEMA</b>	9.1 Features, contravention and penalties, evaluation.	<b>3</b>
<b>Unit -10 SEBI</b>	10.1 Objective, powers and function, guidelines - for investor's protection, new issue and stock exchange	<b>3</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<b>Learning Resources:</b> <b>Text Reading:</b> Latest Edition 1. Chawala and Garg, Mercantile Law, New Delhi, Kalyani Publications, 1999. 2. M.C. Shukla, A Manual of Mercantile Law, New Delhi, S. Chand & Co. Ltd., 1999. 3. S.K. Mishra and V.K. Puri, Economic Environment of Business, New Delhi, Himalaya Publishing House, 2000. 4. Francis Cherunilam, Business Environment, New Delhi, Himalaya Publishing House, 8th Ed.,		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2019-21</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>SERVICES MARKETING</b>	<b>Subject Code</b>	<b>MS5D-606</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objective of this course is to expose students to the nature of industrial and service markets and develop abilities to help them apply marketing concepts in these markets.			
<b>Learning Outcome:</b> On completion of the course, students will be able to: <ul style="list-style-type: none"> <li>• Develop familiarity with the concepts of Services Marketing</li> <li>• The characteristics of services that affect customer experience.</li> <li>• Enhance their abilities to apply service marketing strategies in various and specific marketing situations.</li> </ul>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit - 1 Services</b>	1.1 Service Sector and Economic Growth, 1.2 Service Concept, Characteristics and Classification of Service.		<b>8</b>
<b>Unit-2 Challenges in Service Marketing</b>	2.1 Strategic issues in Service Marketing; Segmentation, 2.2 Differentiation and Positioning of Services.		<b>9</b>
<b>Unit- 3 Marketing Mix in Service Marketing</b>	3.1 Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.		<b>8</b>
<b>Unit-4 Designing of Service Strategy</b>	4.1 Service Management Process; Internal, External and Interactive Marketing Strategies.		<b>5</b>
<b>Unit -5 Managing Service Quality and Productivity</b>	5.1 Concept, Dimensions and Process; 5.2 Service Quality Models (Gronnos and Parsuraman), Applications and Limitations, Productivity in Services.		<b>8</b>

<b>Unit -6 Applications of Service Marketing</b>	6.1 Marketing of Financial, Hospitality, Health, Educational and Professional Services, 6.2 Marketing for Non – Profit Organizations and NGOs.	<b>7</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<p><b>Learning Resources:</b>  <b>Text Reading:</b> Latest Edition  1. Christopher H. Lovelock, Jochen Writz, Jayanta Chatterjee, “<b>Services Marketing</b>”, New Delhi:Prentice Hall of India, Latest Edition.  <b>Suggested Readings</b>  1. Ravi Shankar, “<b>Services Marketing</b>”, New Delhi, Global Press.  2. V. A. Zeithamal and M. J. Bitner, “<b>Service Marketing: Integrating Customer Across the Firm</b>”, Mc Graw Hill.</p>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>INTEGRATED MARKETING COMMUNICATIONS</b>	<b>Subject Code</b>	<b>MS5D-608</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objectives of this course are to provide insights into the realities of marketing communications, and imparting knowledge and developing skills to manage integrated marketing communications campaign.			
<b>Learning Outcome:</b> At the end of the course student will be able to: <ul style="list-style-type: none"> <li>• Analyze and respond appropriately to key issues in marketing communications within a given context;</li> <li>• Determine and evaluate marketing information required to plan and manage integrated marketing communications campaigns.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT - 1 Foundations of IMC</b>	1.1 Promotion Mix, 1.2 Shift from marketing communications to IMC 1.3 An overview of IMC, Growth of IMC, Element of IMC, Role of IMC in the marketing process.	<b>6</b>	
<b>Unit-2 IMC Partners</b>	2.1 Participant in IMC, 2.2 Role of advertising agencies, Media partners and other marketing communications agencies.	<b>3</b>	
<b>Unit-3 IMC Campaign Planning</b>	3.1 Marketing Communication Models, 3.2 IMC planning process, Key issues, Strategies	<b>4</b>	
<b>Unit- 4 Advertising Strategy</b>	4.1 Advertising campaign, Product market analysis, Setting advertising objectives, DAGMAR approach, 4.2 Budgeting, Creative strategy, Media strategy, Media planning and media scheduling, 4.3 Copy design and development, Advertising appeals, Message format, Copy writing, Script and Story Board.	<b>6</b>	
<b>Unit -5 Sales Promotion Strategy</b>	5.1 Role of Sales promotion, 5.2 Trade promotion and consumer promotion, 5.3 Sales promotion and other IMC tools.	<b>6</b>	

<b>Unit -6 Public Relations and Corporate Communications</b>	6.1 The PR process, Public and PR tools, 6.2 Corporate communications	<b>5</b>
<b>Unit -7 Direct and Interactive Marketing</b>	7.1 Database, Catalogue, Telemarketing, Mobile Marketing, Internet marketing.	<b>3</b>
<b>Unit -8 Personal Selling</b>	8.1 The role of personal selling in IMC, 8.2 Personal Selling process	<b>5</b>
<b>Unit – 9 Experiential Marketing</b>	9.1 Events, Sponsorship, and Designing environment.	<b>3</b>
<b>Unit – 10 Measuring IMC Effectiveness</b>	10.1 Pre and post launch effectiveness, 10.2 Quantitative and qualitative techniques.	<b>4</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Belch, G.E., Belch, M.A., and Purani, Keyoor, **Advertising and Promotion- An Integrated Marketing Communications Perspective**, Tata McGraw Hill, New Delhi.
2. David A. Aaker, Rajeev Batra and John G. Meyer. **“Advertising Management”**, New Delhi. PHI
3. Clow, K.E. and Baack, D., **Integrated Advertising, Promotion, and Marketing Communications**, Pearson, New Delhi.
4. Shah, K. and D’Souza, A., **Advertising and Promotion – An IMC Perspective**, Tata McGraw Hill, New Delhi.
5. J. Thomsas Russel and W. Ronald Lane. **“Kleppner’s Advertising Procedure”**, New Delhi, PHI.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT) MS5D</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>DIGITAL MARKETING</b>	<b>Subject Code</b>	<b>MS5D-624</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The course aims at developing an understanding of Digital Marketing and the various processes associated with it.			
<b>Learning Outcome:</b> The students will develop the expertise required to evaluate, analyze and create digital marketing and digital communication campaigns, digital advertising, e-business and web marketing.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Principles and Drivers of New Marketing Environment</b>	1.1 Digital media industry- Reaching Audience through Digital Channels 1.2 Traditional and Digital Marketing 1.3 Introduction to online marketing Environment 1.4 Dotcom Evolution, Internet Relationship, 1.5 Business in modern economy, 1.6 Integrating e - Business to an existing Business Model 1.7 Online Marketing Mix – Mobile Marketing – Digital Signage.	<b>10</b>	
<b>Unit-2 Purchase Behaviour of Consumers in Digital Marketing Format</b>	2.1 Online Customer Expectations, Online B2C Buying Process 2.2 Online B2C Buying Behaviour 2.3 Website Designing, Website content 2.4 Forms of Search Engines, Working of Search Engines, Revenue Models in search engine positioning – SEO – Display Advertising – Trend.	<b>8</b>	
<b>Unit-3 Product Attributes and Web Marketing Implications</b>	3.1 Augmented Product Concept – Customizing the Offering 3.2 Dimensions of Branding Online - Internet Pricing Influences – Price and Customer Value – Online Pricing Strategies and Tactics 3.2 Time based online pricing - Personalized Pricing – Bundle Pricing	<b>8</b>	
<b>Unit- 4 Internet Enabled</b>	4.1 Turning Experience Goods into Search Goods – 4.2 Personalization through Mass Communication – Choice Assistance – Personalized Messaging	<b>9</b>	

<b>Retailing</b>	4.3 Selling through online intermediaries – Direct to Customer interaction – online channel Design for B2C and B2B Marketing.	
<b>Unit- 5</b>	5.1 Integrating online communication to IMC Process 5.2 Online Advertising – Email marketing – Viral Marketing – Affiliate Marketing 5.3 Participatory Communication Networks – Social Media Communities – Consumer Engagement – Co-created Content Management 5.4 Interactive Digital Networks 5.5 Customer Led Marketing Campaigns 5.6 Legal and Ethical Aspects related to Digital Marketing	<b>10</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<b>Learning Resources:</b>		
<b>Text Reading:</b> Latest Edition		
2. Smith PR Chaffey Dave, e-Marketing Excellence: The Heart of e-Business, Butterworth Heinemann, USA		
3. Strauss Judy, e-Marketing, Prentice Hall, India.		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>RURALMARKETING</b>	<b>Subject Code</b>	<b>MS5D-626</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objectives of this course are to expose the students to various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing.			
<b>Learning Outcome:</b> At the end of this course, students will be able to: <ul style="list-style-type: none"> <li>• identify the differences between rural marketing and urban marketing</li> <li>• understand problems in rural marketing</li> <li>• define rural marketing.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit - 1 Rural Marketing</b>	1.4 Nature Definition, Scope, Importance, Challenges and Opportunities in India 1.5 Factors influencing rural marketing: Socio-cultural factors, population, occupation, literacy level, land distribution and use, development programs, infrastructure, communication media, credit availability, local requirements. 1.6 Rural Market: Size & Structure, Segmentation of Indian Rural Market 1.7 Rural & Urban Market: A Comparative Analysis	<b>12</b>	
<b>Unit-2 Rural Marketing Research</b>	2.1 Rural Consumer Behaviour 2.2 Market Research (with special reference to seeds, fertilizers, farm equipment, new techniques, agricultural outputs and other services) 2.3 Product and Service Marketing in Rural India: Rural Marketing Mix, Product planning 2.4 New product development in Rural Markets, 2.5 Brand management in Rural Market and Communication Media & message 2.5 Distribution channels: Rural Retail Channel Management	<b>13</b>	
<b>Unit-3 e – Rural Marketing</b>	3.1 e – Choupal Model of ITC, 3.2 IT for Sustainable Rural Development and e – Governance in Rural Market	<b>11</b>	



	3.3 Corporate Sector in Agribusiness: Cultivation, Processing & Retailing Organized Rural Retaining	
<b>Unit - 4 Social Marketing</b>	4.1 Corporate Social Responsibility and Rural Marketing 4.2 Consumer Education and Consumer Movement in Rural India. 4.3 Role of government in Rural Marketing. 4.4 Role of NGO's in Rural Marketing.	<b>9</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Reading:** Latest Edition

8. Dogra, Guhman Rural Marketing 1<sup>st</sup> Tata McGraw Hill.
9. Krishnamacharyulu&Ramakrishnan," Rural Marketing", Pearson Education.

**Suggested Readings:**

1. Samiudin & Rehman, "Rural Marketing", National Publishing House.
2. Rajagopal, "Indian Rural Marketing", Rawat Publisher.
3. Sukhpal Singh, "Rural Marketing Management", Vikas Pub.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>DIRECT AND EVENT MARKETING</b>	<b>Subject Code</b>	<b>MS5D-628</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objectives of this course are to expose students to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing.			
<b>Learning Outcome:</b> Upon the successful completion of this course students will be able to understand basic concept of Direct and Event marketing along with various methods and strategies associated with it.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit –1</b>	1.14 Direct Marketing – Concept, growth & benefits, Limitations 1.15 Variants of Direct Marketing – Main Tasks – lead generation, customer acquisition, development and retention. 1.16 The key principles of targeting, interaction 1.17 Catalysts of change in modern marketing- from distance selling to interactive marketing. 1.18 Direct marketing in real time – interactive marketing, 1.19 Direct marketing vs. Marketing through channels 1.20 Traditional methods of Direct Marketing; a) Telemarketing b) Multi-level marketing (MLM) c) Personal selling d) Automatic vending machines e) Exhibition – Trade fares f) Catalogue marketing g) Direct Mail h) Company showrooms.	<b>9</b>	
<b>Unit-2</b>	2.1 Technology that enables Direct Marketing: Core marketing technology components, business intelligence appliances, campaign management applications, sales force automation, customer interaction and contact center applications. 2.2 Customer data, Different types, its value and management. 2.3 The impact of Databases – Consumer and Business Mailing Lists – Data fusion – Marketing research and the customer database – setting up a customer database – structure, function.	<b>6</b>	
<b>Unit-3</b>	3.1 Differences between direct marketing media and non-direct media	<b>6</b>	

	3.2 Unique characteristics of addressable media (direct mail, email, fax, phone, SMS) – lists, costs, duplications, privacy – Press, inserts and door-to-door – formats, costs and response.	
<b>Unit- 4</b>	4.1 Technology mediated marketing channels- interactive TV, mobile and SMS – the advances in digital marketing – Automatic Vending machines – Kiosk marketing direct mailing – Direct Response Methods – Home shopping/ teleshopping network– Creating Direct Mail Advertising – Online web advertising and email/ permission marketing.	<b>6</b>
<b>Unit -5</b>	5.1 Understanding Project Management – resources – activities- risk management – delegation – project selection – role of the event manager. 5.2 Conducting market research – establishing viability – capacities – costs and facilities - plans – timescales – contracts. 5.3 Clarity – SWOT analysis - estimating attendance – media coverage – advertising – budget – special considerations – evaluating success.	<b>6</b>
<b>Unit -6</b>	6.1 Crisis planning – prevention – preparation – provision – action phase – handling negative publicity – structuring the plan. 6.2 Different types of sponsorship – definition – objectives – target market – budget – strategic development – implementation – evaluation. 6.3 Purpose - venue - timing – guest lists - invitations – food & drink – room dressing – equipment – guest of honor – speakers – media – photographers – podium - Exhibition.	<b>6</b>
<b>Unit -7</b>	7.1 Types of advertising – merchandising – give away – competitions – promotions – websites and text messaging. 7.2 Media invitations – photo-calls – press releases – TV opportunities – radio interviews. Flyers – posters – invitations – websites – newsletters – magazines – blogs – tweets. 7.3 Celebrity endorsement – Ministerial/Presidential Visits – Security – personal image issues. 7.4 Staff recruitment and training – health and safety issues- insurance – licenses and permission. Budget – cost of event – return on investment – media coverage – attendance - feedback.	<b>6</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<b>Learning Resources:</b>		
<b>Text Reading:</b> Latest Edition		
1. S.S Gaur and S. V. Saggre, “ <b>Event Marketing &amp; Management</b> ”, Vikas Publishing House.		
2. Mary Robert, “ <b>Direct Marketing Management</b> ”, London: Prantice Hall.		
3. Gordon Lewis, “ <b>Direct Marketing Strategies and Tactics</b> ”, New Delhi.		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>MARKETING MODELS</b>	<b>Subject Code</b>	<b>MS5D-630</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objectives of this course are to expose the students to various models of marketing as an integral part of marketing management and developing abilities to apply these models in real marketing situations.			
<b>Learning Outcome:</b> On completion of the course, students will be able to: •Develop familiarity with various marketing models •Enhance their abilities to apply marketing models in specific marketing situations.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit –1 Marketing Models</b>	1.1 The 4 P’s Marketing Model ,The 4 C’s Marketing Model, Keller’s Brand Equity Model , The STP Model 1.2 7 P’s of marketing mix, USP (Unique Selling Proposition)model, BCG model, Brand positioning map, CLV (Customer Lifetime Value) model, Ansoff’s model, Loyalty ladder model, PESTLE model, Porter’s 5 force model, Diffusion innovation model, PR Smith’s SOSTAC model.	<b>9</b>	
<b>Unit-2 Advertising Models</b>	2.1 The AIDA model, The DAGMAR model, Ehrenburg model, DRIP model, David Bernstein’s VIPS checklist model, DMP model, PLC model, MECCAS model.	<b>9</b>	
<b>Unit-3 Marketing Decision Models</b>	3.1 Marketing Decision Models: Boxes and arrow model, Graphical model, Mathematical model, Descriptive & normative model.	<b>9</b>	
<b>Unit- 4 Pricing Model</b>	4.1 Cost based model, Value model, Freemium model, Portfolio model, Volume pricing model, Razor blade model, Feature pricing, Screening model, Process model, Resource allocator model	<b>9</b>	

<b>Unit -5 Digital Marketing Models</b>	5.1 Audit Models <ul style="list-style-type: none"> <li>• Forrester's 5Is</li> <li>• Lauterborn's 4Cs</li> <li>• Ten C's of Marketing</li> </ul> 5.2 Planning models <ul style="list-style-type: none"> <li>• 6Cs of customer motivation</li> <li>• Hofacker's 5 stages of information processing</li> <li>• RACE planning</li> <li>• Technology acceptance model</li> </ul> 5.3 Strategy models <ul style="list-style-type: none"> <li>• 4Cs for marketing communications</li> <li>• McKinsey's consumer decision journey</li> <li>• The Honeycomb model</li> </ul>	9
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<b>Learning Resources:</b> <b>Text Reading:</b> Latest Edition of Web Materials		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT) 2 YEAR</b>			
<b>Batch (2019-21)</b>			
<b>Semester IV</b>			
<b>Subject Name</b>	<b>MARKETING OF FINANCIAL SERVICES</b>	<b>Subject Code</b>	<b>MS5D-632</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> To enable the students to gain acumen, insight and through knowledge relating to the various aspects of corporate finance, emerging financial services and their regulatory frameworks.			
<b>Learning Outcome:</b> Upon successful completion of this course students will be able to be able to: 1. understand the distinctive characteristics of financial services; 2. Identify the problems and issues in marketing of financial services; 3. Apply the marketing framework for developing a marketing strategy for financial services.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit - 1 Introduction to Indian and Global Financial System</b>	1.1 Structure and Characteristics. 1.2 Regulatory Institutions: SEBI (Security Exchange Board of India) and RBI (Reserve Bank of India). 1.3 Capital Markets: Primary and Secondary Market, Structure, Nature, Significance and Players, 1.4 Introduction to Money Market: Structure, Operations, Players, Treasury Bills, Commercial Papers, Certificate of Deposit, Gilt Edged Securities and REPO's. 1.5 Introduction to Financial Institutions: SFC's & DFI's, their importance & scope (IDBI, IFCI, SIDBI).	<b>6</b>	
<b>Unit-2 Financial Services</b>	2.1 Nature and Scope of Financial Services, 2.2 Fund based and fee based services. 2.3 Marketing Efforts and Strategies.	<b>3</b>	
<b>Unit-3 Mutual Fund</b>	3.1 Concepts, types of mutual funds- income, growth and balance funds, 3.2 Advantages, and disadvantages, exit and entry load. 3.3. Marketing Efforts and Strategies.	<b>6</b>	
<b>Unit- 4 Leasing</b>	4.1 Meaning, concept and comparison, 4.2 Types of lease, financial evaluation of lease. 4.3. Marketing Efforts and Strategies.	<b>6</b>	

<b>Unit -5 Hire Purchase</b>	5.1 Concepts, Taxation aspects of hire purchase, 5.2 Consumer credit, financial evaluation of hire purchase. 5.3 Marketing Efforts and Strategies.	<b>6</b>
<b>Unit - 6 Factoring and Forfeiting</b>	6.1 Concepts, types, mechanism, 6.2 Advantages, disadvantages. 6.3 Marketing Efforts and Strategies.	<b>6</b>
<b>Unit - 7 Banking Services</b>	7.1 Concept, Types, 7.2 Structure and their Significance. 7.3 Marketing Efforts and Strategies.	<b>6</b>
<b>Unit - 8 Credit Cards</b>	8.1 Concepts, operational procedure, 8.2 Advantages, disadvantages. 8.3 Marketing Efforts and Strategies.	<b>3</b>
<b>Unit - 9 Venture Capital Finance</b>	9.1 Concepts, Procedure, and Importance 9.2. Marketing Efforts and Strategies..	<b>3</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>

**Learning Resources:**

**Text Readings**

1. M.Y. Khan, "Financial Services", Tata McGraw Hill, 2000.
2. B.S. Bhatia, G. S. Batra, "Management of Capital Markets, Financial Services and Institutions", Deep and Deep Publications, 2000.
3. Verma J.C., "Credit Rating: Practice and Procedure", Delhi: Bharat Law House Pvt., Ltd.

**Suggested Readings**

1. Machiraju H.R., "Merchant Banking", New Age International Pub.Ltd., Wiley Estern Ltd.
2. J.C.Verma, "Venture Capital Finance In India", Response Books, 1997.
3. Dr.Brahmaiah, "Lease Financing", Himalaya Publication, first edition 1998.
4. B.S.Bhatia, G.S.Batra, "Management of Financial Services", Deep and Deep Publications 1996.
5. O.S.Gupta, "Insurances", References to L.I.C.