

# **BBA COMMON – 1<sup>st</sup> YEAR - SEM-I – SYLLABUS**

**Course Name: PRINCIPLES OF MANAGEMENT**

**Course Code:**

**Course Objectives:** At the end of the semester the students would be able to-

- Explain & understand management, evolution of management thought, social and ethical responsibilities of management, span of control and various functions management in the organization.

## **Module I: Introduction of Management**

- Definition of Management
- Need of Management Principles
- Management Science or Art
- Management as an Art
- Management as Science
- Management as both Science and Art
- Functions of Management
- Needs of Levels of Management
- Levels of Management
- Managerial Skills
- Managerial Roles

## **Module II: Evolution of Management Thought**

- Early Approaches to Management
  - Robert Owen: Human Resource Management Pioneer
  - Charles Babbage
  - Andrew Ure & Charles Dupin
  - Henry Robinson Towne
- Classical Approach
- Scientific Management
  - 4 Steps of Scientific Management
  - Taylor's Approach to Management
  - Limitation of Scientific Management
- Administrative Theory
  - Fayol Outlined 14 Principles of Management
- Bureaucratic Management
  - Mary Parker Follet: Focusing on Group Influences
  - Elton Mayo: Focusing on Human Relations

- Four Parts of Hawthorne Studies / Experiments
- Conclusions of Hawthorne Studies / Experiments
- Criticism of Hawthorne Studies / Experiments
- Abraham Maslow: Focusing on Human Needs
- Douglas McGregor
- Chris Argyris
- Quantitative Approach
  - Management Science
  - Operations Management
- Modern Approaches to Management
  - Systems Theory
  - Contingency Theory

### **Module III: Social and Ethical Responsibilities of Management**

- Social Responsibilities of Management
- Arguments for Social Responsibilities of Business
- Arguments Against Social Responsibilities of Business
- Social Stakeholders
- Measuring Social Responsiveness
  - Social Audits
- Managerial Ethics
  - Factors that Influence Ethical Behavior
  - Stages of Moral Development
  - Ethical Guidelines for Managers
  - Geographic Segmentation

### **Module IV: Span of Control**

- Meaning of Span of Control
- Importance of Span of Control
- Factors Affecting Span of Control
- Graicuna's Formula

### **Module V: Managerial Decision Making**

- Introduction
- Significance of Rational Decision Making
- Limitations of Rational Decision Making
- Managers as Decision Makers
  - The Rational Model
  - Non-Rational Model
- Decision Making Process
- Types of Managerial Decisions
  - Decision Making Under Certainty
  - Decision Making Under Risk
  - Decision Making Under Uncertainty
  - Modern Approaches to Decision-making under Uncertainty
- Management Information System Vs Decision Support System
- The Systems Approach to Decision Making
- Group Decision Making

- List of the advantages of Group Decision Making
- List of the disadvantages of Group Decision Making
- Forms of Group Decision Making
- Decision Making Techniques

## **Module VI: Fundamentals of Organizing**

- Introduction
- Definitions of Organizing
- Modern Organization vs. Traditional Organization
- Closed Systems Vs Open Systems
  - Characteristics of Open Systems
  - Developing an Open System Model
- Formal vs. Informal Organization
- Span of Management
- Factors Determining an Effective Span
- Use of Objective Standards
- Uses of Staff Assistance

## **Module VII: Strategic Organization Structure**

- Introduction
- Strategy or Structure
- Factors Influencing Organization Design
- Major Structural Alternatives
  - Functional Structure
  - Divisional Structure
  - Matrix Structure
  - Hybrid Structure
- Other Bases for Departmentation
  - Departmentation by simple numbers
  - Departmentation by time
  - Departmentation by process or equipment
- Strategic Business Units
- Choosing the Pattern of Departmentation

## **Module VIII: Group Decision Making**

- Introduction
- Developing a Culture for Group Decision Making
- Advantages of Group Decision Making
- Disadvantages of Group Decision Making
- Effective Practices in Group Decision Making
  - Deal with Conflict as it Arises

## **Module IX: Conflict Negotiation and Intergroup Behavior**

- Introduction
- Sources of Conflict
- Classification of Conflict
- The Conflict Process

- Negotiation
  - Distributive Bargaining
  - Integrative Bargaining
- Negotiation Process
- Issues in the Negotiation Process
- Intergroup Relations
  
- **Reference Books:**
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi

## Course Name: **PRINCIPLES OF MICRO ECONOMICS**

### Course Code:

Course Objectives: To familiarize the students with the basic concept of microeconomics.

To make student understand the demand and supply analysis in business applications. To understand the pricing and output decisions under various market structure.

### **Module 1: Introduction Micro Economics**

- Definition of Micro-Economics
- Difference between Micro and Macro-economics
- Introduction to Micro-Economics
- Circular flow

### **Module 2: Consumer Equilibrium & Demands**

- Law of demand
- Difference between demand and quantity demanded
- Demand curve
- Equilibrium

### **Module 3: Producer Behavior & Supply**

- Law of supply
- Difference between supply and quantity supplied
- Supply curve
- Equilibrium

### **Module 4: Form of Marketing**

- What is market
- Market structure
- Types of market
- Perfect competition and its features
- Monopoly and its features
- Monopolistic competition and its features
- Oligopoly and its features

### **Module 5: Price Determination**

- Price determination under perfect competition
- Price determination under monopoly
- Price determination under oligopoly

## **Module 6: Economics of Consumer Analysis**

- Law of diminishing marginal utility
  - Law of substitution and consumer analysis
  - Price elasticity of demand
  - Income elasticity of demand
  - Gross elasticity of demand
  - Total revenue elasticity of demand
- 
- **Reference Books:**
  - Microeconomics: For BBAT. R. Jain
  - Principles of Microeconomics, 7th Edition (Mankiw's Principles of Economics) by N. Gregory Mankiw
  - Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) by Campbell McConnell, Stanley Brue, and Sean Flynn

**Course Name: BUSINESS ACCOUNTING- I**

### **Course Code:**

**Course Objectives:** To impart to the learners the basic accounting knowledge. To train in the accounting process from entering business transactions to Journal, understand ledger posting, cash book and preparation of trial balance.

### **Module 1: Introduction –Accounting:**

- Accounting & Accountancy
- Advantages of Accounting
- Origin of Accounting
- Distinction between Accounting & Accountancy
- Accounting– An Art or Science

### **Module 2: Journal:**

- Introduction, Features,
- Advantages, Performa
- Journalizing & Journal Entry
- Problems on Journalizing

### **Module 3: Ledger:**

- Introduction, Importance of Ledger
- Distinction Between journal & ledger
- Format of ledger
- Ledger posting and steps involved in posting
- Balancing of ledger accounts

### **Module 4: Subsidiary Books:**

- Introduction, Subsidiary Books & IT features
- Advantages of subsidiary books
- Types of subsidiary books

### **Module 5: Trial Balance:**

- Introduction, features of trial Balance
- Preparation of trial Balance

### **Module 6: Bank Reconciliation Statement**

- Bank Reconciliation statement – Meaning & need
- Need of preparing Bank Reconciliation Statement
- Preparation of Bank Reconciliation statement
  
- **Reference Books:**
  - Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
  - Khatri, 'Financial Accounting', Tata McGraw Hill
  - Libby, 'Financial Accounting', Tata McGraw Hill
  - S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.
  - Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing

**Course Name: BUSINESS COMMUNICATION**

**Course Code:**

**Course Objectives:** To make students knowledgeable of communication skills.

### **Module 1: Fundamentals of Communication**

- The importance of communication
- The basic forms of communication
- The process of communication
- Barriers to communication
- Dealing with communication barriers

### **Module 2: Group Communication**

- Definition of Group Communication
- Advantages of Group Communication
- The Do's and Don'ts of participating in a GD
- Essential Traits & Skills for GD
- Characteristics of GD
- language for Group Discussion

### **Module 3: Interpersonal Skills**

- Building Positive Relationships
- Giving praise
- Dealing with criticism
- Managing conflict

### **Module 4: Interviewing**

- Introduction
- Different Types of Interview
- Planning for the Interview
- Conducting an Interview
- Ethics of an Interview

- Interview Skills

### **Module 5: Letter Writing**

- An Introduction to Letter Writing
- objectives of letters writing
- Types of Letter
- Main Elements of a Letter
- Key Points of Better Letter Writing
- Elements of a Letter at a Glance

### **Module 6: Presentation Skills**

- Definition
- Features of Presentation Skill
- Types of Presentation Skill
- Preparing Slides for Presentation
- How to Improve Your Presentation Skills

### **Module 7: Negotiation Skills**

- Definition
- Types of Negotiation
- BATNA in Negotiation
- Negotiation Techniques
- Body Language for Negotiation
- Negotiation Skills

### **Module 8: Nonverbal Communication**

- Nonverbal Communication Skills
- Nonverbal Communication Forms
- Para Language

➤ **Reference Books:**

- Business Communication Paperback – 1 Dec 2009 by R. C. Bhatia
- Business Communication by Pal Rajendra & Korlahalli : Publication - Sultan Chand & Company
- Business Communication by M.J. Mathew : Publication - RBSA Publications
- Business Communication by Pandey H.S, Neelima Pareek, Avantika Srivastava, Rakhi Gulati, Neha Sharma : Publication - RBD Publications

**Course Name: COMPUTER FUNDAMENTAL**

**Course Code:**

**Course Objectives:** Computers are a part of life-personal, social and professional. Use of computers has pervaded all forms of activities and all aspects of human society. It has become inevitable for students of management to learn computers and its application. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyze data for decision making using data of different kinds? To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

**Module 1: Computer fundamentals**

- Definition of Computers
- Characteristics of Computers
- Evolution of Computers
- Basic Anatomy of the Computers
- Types Of Computers
- Storage Unit (Primary and Secondary)
- Processing Unit
- Input Devices & Output Devices
- Computer Output Microfilm (COM)
- Computer softwares
  - High-level programming language – COBOL, Fortran, BASIC, PASCAL, ADA, LISP
- Disc operating system
- features of WINDOWS-95
- Unix, Linux
- Data Backup
- Relationship between hardware and software
- Software License

**Module 2: Data Communication and Networks**

- Data Communication Definition
- Network Definition
- Types of Network – LAN, MAN, SAN, WAN
- Network Structure - Server based network, client server network, Peer to Peer network, Star Network, Bus Network, Mesh Network
- Network Media
- Network Hardware
- Common Terms In Internet World: WWW



- Types of internet connection : Analog: Dial-up Internet Access, DSL – Digital Subscriber Line, ADSL - Asymmetric Digital Subscriber Line
- Cyber crime, Cyber terrorism, Cyber extortion
- Social Engineering

### **Module 3: Office Packages**

- What is Microsoft Word 2010?
- Starting Microsoft Word
- **Ribbon Menu system in MS WORD** : Home” Ribbon Menu, Insert” Ribbon Menu, Page Layout” Ribbon Menu, References” Ribbon Menu, Mailings” Ribbon Menu, Review” Ribbon Menu, View” Ribbon Menu
- **Primary Tasks in MS WORD**: Creating a New Document, Opening an Existing Document, Saving a Document for the First Time, Saving a Document, Working With Text, Formatting – Margins, Formatting – Headers and Footers, Formatting – Page Numbers, Closing Documents
- Mail merge, Macros
- Templates in MS-Word
- Presentation using PowerPoint
- MS EXCEL - Understanding the Ribbon in MS EXCEL
- Customization Microsoft Excel Environment
- Settings for formulas MS EXCEL
- Important Excel shortcuts

### **Module 4: Advance excel and Multimedia**

- Functions in Excel – Average, MIN;MAX, COUNT IF, Function arguments
- How to enter a function
- Logical operators in EXCEL
- What are Excel Formulas: SUM, IF, Percentage, Subtraction, Multiplication, Division, COUNT, AVERAGE
- Definition of Multimedia
- Components of Multimedia
- Applications of Multimedia
  
- **Reference Books:**
- Fundamental of Computers =V. Rajaraman B.P.B. Publications
- Fundamental of Computers = P. K. Sinha
- Fundamental of Computers = ReemaThareja
- Computer Today = Suresh Basandra
- MS- Office 2000 (For Windows) = Steve Sagman

## **BBA COMMON – 1<sup>st</sup> YEAR - SEM-II – SYLLABUS**

**Course Name: ORGANIZATION BEHAVIOR**

## **Course Code:**

**Course Objectives:** After reading this lesson, you should be able to:

- Understand The Nature Of Management
- Identify And Describe The Functions Of Management
- Understand The Social Responsibilities Of Business
- Appreciate The Interests Of Various Stakeholders In The Business.

## **Module 1: Nature of Management**

- Social Responsibility Ties of Business
- Manager and Environment Levels in Management
- Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning –Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation
- Decision Making - Techniques and Processes

## **Module 2: Organizing**

- Organization Structure and Design
- Authority and Responsibility Relationships
- Functional Departmentation
- Delegation of Authority and Decentralization
- Interdepartmental Coordination
- Emerging Trends in Corporate Structure, Strategy and Culture
- Impact of Technology on Organizational design
- Mechanistic vs. Adoptive Structures
- Formal and Informal Organization

## **Module 3: Perception and Learning**

- Perception Definition
- Perception affects learning: Need Patterns
- Factors Influencing Perception - – the perceiver, the perceived and the situation
- Learning Theories - Classical Conditioning, Operant Conditioning
- Individual Differences and Impact on Behaviour
- Locus of Control
- Introversion and Extroversion
- Self – Monitoring
- Motivation and Job Performance - Values, Attitudes and Beliefs
- Importance of Values, Sources of Values, Types of Values
- Sources of Attitudes
- Types of Attitudes: job satisfaction, job involvement, and organizational commitment.
- Stress Management : Managing Work-Related Stress
- Employee Assistance Programmes, Receive Social Support
- Communication- Definition- Types-Process - Barriers - Making Communication Effective

## **Module 4: Group Dynamics**

- Group Dynamics – definition
- Types of Groups : Formal, Informal Group, Command and Task Groups, Interest and Friendship Groups
- Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - The Horizontal Dimension of Organisational Structure , Vertical Dimension of Organisational Structure
- Modern Organisational Structures
- Organizational Climate and Culture - Organizational Change and Development

## **Module 5: Comparative Management Styles and approaches**

- Management Styles – Controlling Style, Supporting Style, Leadership style
- Management by walking around
- Unique Features of Japanese Management
- Techniques of Japanese Management
- Creativity and Innovation : The Creativity Process
- Organizational Creativity and Innovation: Climate for Organizational Creativity.
- Factors Hamper Innovation
- Entrepreneurship
- Entrepreneurship vs. Managership
- Characteristics of Entrepreneurial Managers
- Benchmarking : Types of Benchmarking
- Management of Diversity : Meaning , Reasons for Diversity
- Individual Strategies for Dealing with Diversity
  
- **Reference:**
- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

## **Course Name: MACRO ECONOMICS**

### **Course Code:**

**Course Objectives:** To understand the functioning of economy at the macro level. To understand how the economy is regulated through monetary and fiscal policies. To study the important indicators of the economy and their significance.

On completion of this course, the students will be able to: To explain the concept of macroeconomics. To apply the circular flow of income and expenditure. To analyze the income determination through classical and Keynesian economics. To integrate the role of fiscal and monetary policies in regulating economy.

### **Module 1: Basic Concepts of Macro Economics**

- Definition and Nature of Macro economics
- Issues Addressed by Macroeconomists : Long-Run Economic Growth, Increased Output, Rates of Growth of Output, Business Cycles, Recessions, Unemployment, Inflation , The International Economy, Exports and Imports, Trade Imbalances, Budget Deficits, The Exchange Rate
- Macroeconomic Policy
- Effects of Inflation
- What Macroeconomists Do : Macroeconomic forecasting, Macroeconomic analysis, Macroeconomic research, Data development
- Economic Theory: The Classical Approach, The Keynesian Approach
- Evolution of the Classical Keynesian Debate

### **Module 2: National Income Accounting**

- Scope of Economic Territory
- Related aggregates of national income
- Domestic Aggregates, National Aggregates
- Methods of Estimation of National Income: National Income at Current Price, National Income at Constant Prices, Value of Output, Value added
- Problem of Double Counting in National Income
- Components of Final Expenditure in National Income
- Components of Domestic Income in National Income
- Net Factor Income from Abroad NFIA
- Net National Disposable Income (NNDI)
- Gross National Disposable Income
- Net National Disposable Income
- Concept of Value Added of One Sector or One Firm
- Personal Disposable Income from National Income

### **Module 3: Money & Banking**

- Introduction
- Money: Meaning and Functions : Primary and Secondary Function
- Classification of Money : Full Bodied Money, Credit Money, Fiat Money
- Supply of Money/ Money Supply
- Banking : bank Definition
- Central Bank : Definition, Features, Functions
- Supervision of Central Banks
- Credit Control Measures/Measures of Monetary Policy : Quantitative & Qualitative measures
- Money Creation by the Commercial Bank (Credit Creation)

### **Module 4: Determination of Income and Employment**

- Aggregate Demand: Components of aggregate demand
- Aggregate Supply: Components of Aggregate Supply(AS) or National Income(Y)
- Consumption Function (Propensity to Consume)
- Types of Propensities to consume
- Difference Between APC and MPC
- **Saving Function (Propensity to save):** Average Propensity to Save & Marginal Propensity to consume
- Investment function, Induced Investment & Autonomous investment
- When Aggregate Demand is more than Aggregate Supply, When AD is less than AS
- **Saving and Investment Approach** : When Saving is more than Investment, When Saving is less than Investment
- Full Employment Equilibrium, Underemployment Equilibrium, Over Full Employment Equilibrium
- Multiplier, Working of Multiplier,
- Excess of Demand, Inflationary Gap, Reasons for Excess Demand, Impact of Excess Demand
- Deficient Demand, Deflationary Gap, Reasons for Deficient Demand, Impact of Deficient Demand
- Measures to correct Excess Demand: Quantitative Instrument & Qualitative Instrument
- Measures to correct Deficient Demand: Quantitative Instrument & Qualitative Instrument

### **Module 5: Balance of payments**

- Introduction
- BoP Surplus and Deficit
- THE FOREIGN EXCHANGE MARKET
- Determination of the Exchange Rate
- Flexible Exchange Rates
- Fixed Exchange Rates
- Managed Floating

- Exchange Rate Management: The International Experience
- THE DETERMINATION OF INCOME IN AN OPEN ECONOMY
- TRADE DEFICITS, SAVINGS AND INVESTMENTS

### **Module 6: Government budget and Economics**

- Introduction
- COMPONENTS OF THE GOVERNMENT BUDGET
- Revenue Budget; Capital Budget
- FISCAL POLICY : Changes in Government Expenditure, Changes in Taxes

#### ➤ **Reference Books:**

- Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
- Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi.2006
- Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi.2002
- Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5th Ed.
- Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- William Branson – Macro Economics: Theory and Policy.1988 2nd Edn.
- Dr. T. G. Gite& others: “SthulArthshastra”, AtharvPrakashan, Pune. 2005.
- J. Harvey and H. Johnson – Introduction to Macro Economics
- D. N. Dwivedi – Macro Economics – Tata McGrew Hill, New Delhi-2006
- Samuelson, Nordhaus – Economics, Tata McGraw Hill, New Delhi-2007

## **Course Name: BASIC ACCOUNTING - II**

### **Course Code:**

**Course Objectives:** The objective of the course is to equip the students with the ability to analyze, interpret and apply the basic concepts and theories of accounting in business management. To understand Data Entry system of Book- Keeping, Petty Cash book. Preparing Final and branch Accounts.

### **Module 1: Depreciation:**

- What is Depreciation?
- How to calculate depreciation in small business?
- Types of depreciation
- Straight-line depreciation method
- Unit of Production method
- Double declining method

### **Module 2: Final Accounts**

- Definition of Final Accounts
- Components of Final Accounts : Trading Account, Profit and Loss Account, Balance Sheet
- Trading Account: Study of Debit side of Trading Account, Format of Trading Account
- Profit and Loss Account
- Balance Sheet : Assets & Liabilities

### **Module 3: ADJUSTMENT TO FINAL ACCOUNTS**

- Adjustment Entries in Final Accounts
- Usual adjustments

### **Module 4: CAPITAL AND REVENUE EXPENDITURE**

- Expenditure:
- Capital & Revenue Expenditure

### **Module 5: INTERNAL AUDITING**

- Internal Audit: Meaning,
- Internal Audit: Objectives
- Internal Audit: Advantages

### **➤ Reference Books:**

- Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
- Khatri, 'Financial Accounting', Tata McGraw Hill
- Libby, 'Financial Accounting', Tata McGraw Hill
- S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.

- Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing
- Accounting Made Simple – Accounting Explained in 100 Pages or Less by Mike Piper
- Financial Accounting -P. C. Tulsian
- Advance Accounting -Dr. Shukla&DrGrewal
- Modern Accountancy Volume - AMukherjee&M.Hanif

## **SEM- III**

**Course Name: HUMAN RESOURCE MANAGEMENT**

**Course Code:**

**Course Objectives:** After completing this course, the student should be able to –

- To have an understanding of the basic concepts, functions and processes of human resource management.
- To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, etc.

### **Module I: Introduction and Scope**

- Concept of HRM
- Characteristics of HRM
- Scope of HRM
- Objectives of HRM
- Importance of HRM
- Functions of HRM
- Roles of HRM
- Origin, Evolution and Development of HRM

### **Module II: Human Resource Planning (HRP)**



- Concept of HRP
- Factors affecting HRP
- Process of HRP

## **Module III: Job Design and its Techniques**

- Concept of Job Design
- Approaches to Job Design
- Factors affecting Job Design
- Techniques of Job Design

## **Module IV: Job Analysis and Description**

- Job Analysis
- Significance of Job Analysis
- Process of Job Analysis
- Methods of information collection for Job Analysis
- Job Description
- Components of Job Description
- Job Specification

## **Module V: Human Resource Procurement**

- Concept of Recruitment
- Importance of Recruitment
- Recruitment Process
- Sources of Recruitment
- Meaning of Employee Selection
- Selection Procedure

- Meaning of Employee Placement
- Meaning of Induction
- Induction in Indian companies
- Conducting Effective Induction Programme
  
- **Reference Book:**
- Human Resource Management by Dr. T. K. Jain, Dr. Preeti Chugh
- Organization Effectiveness and Change Management by V.G. Kondalkar
- O.D. Interventions and Strategies edited by S Ramanarain, T.V. Rao and Kuldeep Singh
- Human Resource Management by Gary Dessler

**Course Name: MARKETING MANAGEMENT**

**Course Code:**

**Course Objectives:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices

### **Module I: Introduction to marketing**

- Introduction to marketing
- Marketing concepts
- Marketing process
- Marketing environment
- Buyer Behavior
- Market segmentation, targeting and positioning
- Introduction to marketing mix

### **Module II: Product Marketing**

- Product Decisions
- Concept Of A Product
- Product Mix Decisions
- Brand Decision
- New Product Development Strategies
- Product Life Cycle Strategies

### **Module III: Pricing**

- Pricing Decisions
- Pricing Objectives and Approaches
- Pricing Policies and Constraints
- Pricing Methods

### **Module IV: Place (Marketing Channels)**

- Nature of marketing channels
- Structure and design of marketing channels
- Retailers and Wholesalers

### **Module V: Advertising and Promotion**

- Promotion Decision
- Promotion Mix
- Advertising Decision
- Objective And Campaign
- Ad Effectiveness
- Sales Promotion And Publicity
- Sales Force Decision

### **Reference Book:**

- Sales and Marketing Management (Mathur Prakash)
- The Practical Guide to Sales & Marketing Management Gene Garofalo

**Course Name: LEGAL ASPECTS OF BUSINESS**

**Course Code:**

**Course Objectives:** The objectives of the course are: To provide a basic understanding of various statutory provisions that confronts business managers while taking decisions.

## **Module 1: Indian**

## **Contract Act – 1872**

- Introduction – Definition of contract – agreement – offer – acceptance – consideration
- Contractual capacity – contingent contract – Quasi contract – performance – Discharge –
- Remedies to breach of contract.

## **Module 2: Partnership & Sale of Goods Act**

- Essentials of partnership,
- Rights and duties of partner
- Types of partners.
- Dissolution of partnership.
- Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees,
- Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller

## **Module 3: Contract of Agency**

- Essentials of Contract of Agency – Creation of Agency
- Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent and Independent Contractor
- Relationship of Principal and Agent – Duties of an Agent – Rights of an Agent
- Duties and Rights of the Principal – Delegation of authority by an Agent –
- Sub Agent Position of Principal and Agent in relation to third Parties
- Termination of Agency.

## **Module 4: Company – Formation**

- Memorandum – Articles – Prospective Shares – debentures
- Directors – appointment – Powers and duties.
- Meetings – Proceedings – Management
- Accounts – audit – oppression & mismanagement – winding up.

## **Module 5:**

# The Consumer Protection Act, 1986

- Object – Rights of Consumers –Important Terms
  - Consumer Complaint - Consumer Protection Councils
  - Redressal Machinery – District Forum – State Commission - National Commission.
  - Cyber Law -Need for Cyber laws
  - Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime –
  - Types of Cyber Crimes – Preventing of Computer Crime
- 
- **Reference Book:**
  - Law of Business contracts in India by Sairam Bhat, Sage, [www.sagepublications.com](http://www.sagepublications.com)
  - Company law, Ashok K Bagrial Vikas publishing House.
  - Business Law, chandra Bose, PHI learning India PVT Ltd.

**Course Name: COST AND MANAGEMENT ACCOUNTING**

**Course Code:**

## **Course Objectives**

1. To impart basic knowledge of both financial and cost accounting.
2. To understand financial statements and reports to make decisions.

## **Module I: Overview of Cost Management Accounting and Introduction to cost Terms**

- Definition, Scope and functions of Management Accounting
- Difference between Management Accounting and Financial Accounting
- The Management Accountant: Strategic Decisions, Decision making, Planning and control, Cost-Benefit Approach
- The Chief Financial Officer and The Controller
- Costs and Cost Terminology: Direct Costs and Indirect Costs, Cost Allocation, Variable Costs and Fixed Costs, Cost Drivers, Relevant Range, Total Costs and

Unit  
Costs, Inventoriable Costs and Period Costs, Prime Cost and Conversion Cost  
➤ Relationship Of Types Of Costs

### **Module II: Cost concepts**

- Introduction
- Determination of costs
- Elements of Cost
- Cost classification

### **Module III: Overheads**

- Introduction
- Allocation, Apportionment, Absorption
- Control over Factory
- Administration
- Selling and distribution overheads

### **Module IV: Marginal costing**

- Introduction
- Characteristics/Features of Marginal Costing
- Need for Marginal Costing
- Advantages & Disadvantages of Marginal Costing
- Distinction between absorption costing and marginal costing
- Cost volume profit (CVP) Analysis
- Break Even Analysis
- Margin of safety

### **Module V: Budget and budgetary control**

- Introduction
- Objectives

- Advantages and limitations
- Production budget
- Sales budget
- Cash budget
- Flexible budget
  
- **Reference Book:**
  - Management Accounting – My Khan & P K Jain. Tata Mcgraw hill.
  - Management Accounting – A. Murthy and S. Gurusamy – By Tata Mcgraw Hill.
  - Management Accounting – Paresh shaw – Oxford University Press.
  - Management Accounting – NM Singhvi and Ruzbeh J. Bodhanwala PHI learning PVT Ltd.
  - Management Accounting, Principles and Applications – HUGH Coombs, David Hobbs and Ellis Jenkuis – By Sage [www.sagepublications.com](http://www.sagepublications.com)
  - Managerial Accounting – Indian Edition Ronald W.Hicton, G. Ramesh and M. Jayadev by Tata Mcgraw Hill.

**Course Name: CONFLICT MANAGEMENT& NEGOTIATION SKILLS**

**Course Code:**

**Course Objectives:** To enhance and improve the techniques and skills in conflict management; To manage interpersonal disputes among parties; To understand and acquire different negotiation skills.

## **Module 1: Introduction to Conflict Management**

- Meaning and Source of Conflict
- Types of Conflict
- Levels of Conflict

- Traditional and Modern Approaches to Conflict
- Functional and Dysfunctional Conflicts
- Conflict Process
- Management of conflict Resolution & Stimulation Techniques
- Dual Concern Model of Conflict

## **Module 2: Conflict Handling Styles**

- Four Myths about Conflict
- Team Conflict
- Understanding individual styles for handling Inter Personal Conflict
- Cross Cultural differences in Approaches to Conflict
- Importance of Emotional Intelligence

## **Module 3: Overview of Negotiation**

- Elements of Negotiation
- Multiparty Negotiations
- Stages of Negotiation Process
- Issues for Negotiation
- Preparation for Negotiations
- Types of Negotiation
- Strategies and Tactics in Negotiation
- Bargaining & Negotiation- Differences and similarities
- BATNA
- Context of Mediation
- Conciliation
- Arbitration
- Principles of Persuasion
- Persuasion Strategy and its Effectiveness

## **Module 4: Effective Negotiations Skills**



- Need for Developing Negotiation Skills
- Breakdown of Negotiation- Causes and Consequences
- Third Party Intervention
- Impasse and Alternative Dispute Resolution (ADR)
- Intractable Negotiations, Characteristics that make a Negotiation more intractable
- Effective Negotiation- Mutual Trust and Understanding
- Challenges for Effective Negotiators

## **Module 5: Cultural Dimensions in Negotiation**

- Understanding Cultural Differences in Negotiation
- Hofstede's Cultural Dimensions
- Seven Pillars to Negotiation Wisdom
- International Negotiations
- Best Practices in Negotiations

➤ **Reference Book:**

- Booth, A., Crouter, A. C., & Clements, M. (Eds). Couples in Conflict. Mahwah, NJ: Lawrence Erlbaum.
- Casing a Promised Land by Goodall: Carbondale: Southern Illinois University Press.
- Conflict Management & Organization Development by Willem F.G. Mastenbroe: John Wiley & Sons.
- Coser, L. The Functions of Social Conflict. New York: Free Press.
- Cupach, W.R. & Canary, D.J (1997). Competence in Interpersonal Conflict. Prospect Heights, IL: Waveland.
- International Journal of Conflict Management by Jones, T.S., Reiland, NonVerbal Communication and Conflict Escalation: An attribution Based Model.
- Leading Through Conflict, How Successful Leaders Transform Differences into Opportunities by Mark Gerzon: Harvard Business School Press.
- Nagy, M. Philosophical Issues in the Psychology of C.G. Jung. Albany: SUNY Press.  
"Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts" by Malhotra

## **SEM- IV**

**Course Name: ENTREPRENEURSHIP DEVELOPMENT**

**Course Code:**

**Course Objectives:** The students develop and can systematically apply

an **entrepreneurial** way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully. process; protection of intellectual property involving patents, trademarks, and copyrights.

## **Module I: Introduction**

- Meaning, Definition And Concept Of Entrepreneur
- Entrepreneurship And Entrepreneurship Development
- Factors Affecting Entrepreneurship
- Characteristics And Skills Of An Entrepreneur
- Entrepreneur V/S Manager
- Concepts Of Intrapreneurship
- Types Of Entrepreneurs, Functions Of Entrepreneur
- Advantages Of Becoming An Entrepreneur
- Entrepreneurial Decision-Process, Challenges Faced By Entrepreneurs
- Common Mistakes In Entrepreneurship, And Changing Role Of Entrepreneur
- Women Enterprises
- Social Entrepreneurship
- Rural Entrepreneurship

## **Module II: Entrepreneurial Finance & Development Agencies**

- Estimating Financial Funds Requirement
- Sources of finance – Banks VIEW
- Various Financial institutions (including IFCI, ICICI, IDBI and SIDBI)
- Financing of small scale industries in Developing Countries
- Role of Central Government and State Government in Promoting Entrepreneurship with Various incentives, Subsidies, Grants
- Export Oriented units – Fiscal & Tax Concessions
- Role of Agencies Assisting Entrepreneurship:
- DICs, SSIs
- NSICs, EDII
- NIESBUD, NEDB
- Entrepreneurship Development Institute (EDI)
- New initiatives taken by Government to Promote Entrepreneurship in India at Larger Scale

## **Module III: Developing Entrepreneurial Mind-set**

- Idea Generation-Sources and Methods
- Identification and Classification of ideas
- Individual Creativity: Roles and Process
- idea to Business opportunity
- Entrepreneurial Motivation, Meaning of Entrepreneurial Competencies
- Major Entrepreneurial Competencies
- Developing Entrepreneurial Competencies
- Opportunity Assessment
- Business opportunities in Various Sectors
- Challenges of New Venture Start-Up
- Reasons for failure of New Venture
- How to begin with Low investment

## **Module IV: Developing a Business Plan**

- Environmental Scanning and SWOT analysis
- The Business Plan as an Entrepreneurial Tool
- Business Planning Process:
  - Elements of Business Planning
  - Preparation of Project Plan
- Components of an ideal Business Plan:
  - Market Plan, Financial Plan
  - Operational Plan
  - Feasibility Analysis Aspects
  - Economic Analysis
  - Financial Analysis
  - Market and Technological feasibility

## **Module V: Launching a New Venture**

- Steps involved in launching a business (Process Charts)
- Various Forms of business ownership
- Registration of business units
- Start-up to going IPO
- Revival, exit and end to a Venture

➤ **Reference Book:**

1. “Entrepreneurial Development” by Khanka S S
2. “Entrepreneurial Development and Small Business Management” by Dr P T Vijayashree & M Alagammai
3. “Entrepreneurial Development” by Desai

**Course Name: LEADER SKILLS AND MANAGERIAL EFFECTIVENESS**

**Course Code:**

**Course Objectives:** After completing this course, participants should be able to:

1. Understand the fundamental aspects of managing and leading organizations
2. How to practice effective leadership and management
3. How to create Team giving best output.
4. How to Manage Change, Communication and Action Plan

## **Module 1: Introduction to Leadership & Management**

- Differentiating between Management and Leadership
- Factors of Leadership
- Leadership challenges at work
- Management challenges at work

## **Module 2: Practicing Effective Leadership**

- Recognising Leadership Styles:
- Effective delegation and situational leadership
- The Managerial Grid: Blake and Mouton
- Four development levels of followers
- The four situational leadership styles
- Adapting your leadership style
- Influencing and motivating your team
- The Art of Persuasion and Negotiation
- The Speed of Trust – The Heart of Leadership

## **Module 3: Practicing Effective Management**

- The Essentials of Management: Planning, Organising, Controlling
- The Top Ten Qualities of an Excellent Manager
- Interviewing and Selection Skills
- Running Effective Meetings
- Making Effective and Impactful Presentations
- Managing Performance
- Decision Making and Delegation Skills

## **Module 4: Creating High Performance Teams**

- Teamwork in Action
- Team Learning and Performance
- Team Evolution Stages
- Managing Remote Teams
- Coaching and Mentoring Skills for Managers
- Managing of Challenging Behaviors
- Managing Pressure: Urgency vs Important
- Strategies for Different Quadrants on the Matrix

## **Module 5: Managing Change, Communication and Action Plans**

- Understanding Change and How Teams Respond
  - The content and process dimensions of change
  - Why do Organisations Resist Change?
  - Overcoming Resistance
  - Managing Change Effectively
  - Effective Communication Skills
  - Improving internal communications
  - Getting Things Done: Practical Action Planning
- 
- **Reference Book:**
  - Bass, B.M. (1990). Bass and Stogdill's Handbook of Leadership: Theory, Research and Managerial Applications. 3rd Ed. New York: Free Press.
  - Bing, John W. (2004, February).—Hofstede's Consequences: The impact of his work and on consulting and business practices. The Academy of Management Executive. Briarcliff Manor: February 2004. Vol.18, No. 1: pp. 80-87.
  - Black, J. Stewart & Porter, Lyman W. (1991) Managerial Behaviours and Job Performance: A Successful Manager in Los Angeles May Not Succeed in Hong Kong. Journal of International Business Studies, 1991, 22(1): 99-114., Journal of International Business Studies, 22(1), 99-114
  - Bolman, Lee G., and Deal, Terrence E. (2003). Reframing Organisations: Artistry, Choice, and Leadership. San Francisco: Jossey-Bass Publishers.

**Course Name: PROJECT MANAGEMENT**

**Course Code:**

**Course Objectives:** 1. To develop critical thinking and knowledge in project Management's theory and

practice.

- To help students develop the competence of analyzing the feasibility of the project.
- To provide the student with analytical skills for solving problems relating to project management..

## **Module 1: Introduction to Projects**

- Definition of Project Management
- Project Management
- Project Manager and his Responsibilities
- PM as a Profession
- Selection of a Project Manager
- Fitting Projects into Parent Organization
- Project Management Team
- Phases of Project Management
- Project Environment
- The 7S of Project Management

## **Module 2: The Project Life Cycle**

- Concept of Project Management
- Project Life Cycle
- Project Classification Extended and Project Life Cycle

## **Module 3: Strategic Management and Project Selection**

- Selection Process of Project
- Project Selection and Criteria
- Nature of Project Selection Models
- Types of Project Selection Models
- Analysis under Certainty

## **Module 4: Project Analysis and Selection**

- Project Initiation and Resource Allocation
- Why is Resource Allocation needed?
- Market Analysis and Demand Analysis
- Criteria for a Good Forecasting Method
- Technical Analysis
- Material Inputs and Utilities
- Basis of Government Regulatory Framework
- Project Proposal and Project Portfolio Process

## **Module 5: Functions of a Project Manager**

- Functions of a Project Manager
- Roles and Responsibilities of a Project Manager
- Delegation of Authority
- Building Project Team
- Project Organisation
- Matrix Organisation
- Project Team and Human Factors

### **➤ Reference Books:**

- Clements/Gido, Effective Project Management, Thomson
- Clifford F. Gray and Erik W. Larson, Project Management, Tata McGraw Hill
- Dennis Lock, Project Management, Ninth Edition, Gower
- K. Nagarajan, Project Management, Third Edition, New Age International
- P.C.K. Rao, Project Management and Control, Sultan Chand & Sons
- Prasanna Chandra, Projects – Planning, Selection, Financing, Implementation, and Review, Sixth Edition, Tata McGraw Hill
- Vasant Desai, Project Management, Second Revised Edition, Himalaya Publishing House

**Course Name: SMALL BUSINESS MANAGEMENT**

**Course Code:**

**Course Objectives:** To enable the students to know the importance of small scale business in a developing economy like India and motivate the students to start small scale business.

## **Module 1: Basics of Small Business Enterprise**

- Small Business – Definition – Features
- Role of Small Business in Economic Development
- Reasons for Establishing Small Business
- Quality of Small Businessmen
- Advantages and Disadvantages of Small Business
- Reasons for Failures of Small Business
- Characteristics of Successful Small Businessmen
- Different Stages of Small business



- Steps in Setting up a Small Business
- Crisis Management in Business
- Relationships between Small and Large Units
- Small Sector in India
- A note on Family Business.

## **Module 2: Dynamics of Small Business**

- Concepts and Definitions of Small Scale Industries (SSIs)
- Role of SSIs –
- Government Policy and Development of SSIs
- Growth and Performance –SSI
- Reservation of items for SSI
- Problems of SSI
- Sickness of SSI: Causes, Symptoms and Cures

## **Module 3: Institutions Supporting Small Business**

- Central, State and Other Institutional Support for SSI
- Technological Upgradation and Institutional facility for SSI
- Incentives and Subsidies for SSI.

## **Module 4: Management of Small Business**

- Production Management in Small Business Enterprises
- Financial Management in Small Business Enterprises
- Marketing Management in Small Business Enterprises
- Strategic Management in Small Business Enterprises
- Personal Management in Small Business Enterprises
- Office Management in Small Business Enterprises

## **Module 5: International Small Business**

- Preparing to go International
- International Business Plan
- Establishing Business in Another Country
- Exporting & Importing
- Financial Mechanisms for Going International
- The International Challenge
  
- **Reference Books:**
- Small Business Management Hardcover – 26 September 2013 by Leslie Palich (Author), Frank Hoy (Author), Justin G. Longenecker (Author), J. Petty (Author).

**Course Name: DIGITAL MARKETING & E-COMMERCE**

**Course Code:**

**Course Objectives:** The Course aims to provide an insight into the dynamic and exciting industry that is digital marketing and e-commerce.

### **Module 1: Introduction to E-commerce**

- E-Commerce – Meaning, Features of E-Commerce, Categories of E-Commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce
- E-Commerce Environmental Factors: Economic, Technological, Legal, Cultural and Social
- Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce.
- Impact of E-Commerce on Business, E-Commerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education
- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

### **Module 2: 2 E-Business and Applications**

- E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning.
- Bricks and Clicks Business Models in E-Business: Brick and Mortar, Pure Online,

Bricks and Clicks, Advantages of Bricks and Clicks Business Model, Superiority of Bricks and Clicks, E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading.

- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website: Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

### **Module 3: Payment, Security, Privacy and Legal Issues in E-Commerce**

- Issues Relating to Privacy and Security in E-Business.
- Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-Cash, E-Cheque, E-Wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security.
- E-Commerce Laws: Need for E-Commerce laws, E-Commerce Laws in India, Legal Issues in E-Commerce in India, IT Act 2000

### **Module 4: Digital Marketing**

- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing and Content Influencer Marketing, Campaign Marketing, E-mail Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts and Vodcasts.
- Digital Marketing on Various Social Media Platforms.
- Online Advertisement, Online Marketing Research, Online PR.
- Web Analytics.
- Promoting Web Traffic.
- Latest Developments and Strategies in Digital Marketing.

### **Module 5: Managing your career**

- What do Digital Marketers do?
- Where to work in Digital Marketing : Client-side, Vendor, Agency
- Digital Disciplines
- Preparing for Job in Digital Marketing & E-commerce

### **➤ Reference Books:**

- Risk Management for meeting and events by Julia Rutherford silvers
- Event Risk Management and Safety (The Wiley Event Management Series) by Peter. E. Tarlow

# **Bachelors for Business Administration in Marketing Management**

## **CURRICULUM & COURSE CONTENT FOR MARKETING**

### **MANAGEMENT – Third YEAR**

#### **SEM-V**

**Course Name: TOTAL QUALITY MANAGEMENT**

**Course Code:**

**Course Objectives:** To give the students an overview of quality and TQM and explaining the salient contributions of Quality Gurus like Deming, Juran and Crosby, General barriers in implementing

TQM. The students will understand the TQM concepts like customer Focus, Employee Focus and their involvement, continuous process improvement and Supplier Management. Exposure to students on the basic and new seven management tools, Quality concepts like six sigma, Failure mode effect analysis. To explore industrial applications of Quality function deployment, taguchi quality concepts and TPM. Detailed exposure to students on various quality systems like ISO and its standards.

#### **Module I: Introduction**

- Introduction – Need for quality – Evolution of quality – Definitions of quality – Dimensions of product and service quality –
- Basic concepts of TQM – TQM Framework – Contributions of Deming, Juran and Crosby –
- Barriers to TQM – Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention

#### **Module II: TQM PRINCIPLES**

- Leadership
- Quality Statements
- Strategic quality planning
- Quality Councils
- Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal
- Continuous process improvement – PDCA cycle,
- 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating, External Factors

### **Module III: TQM TOOLS AND TECHNIQUES I**

- The seven traditional tools of quality – New management tools
- Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT
- Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types

### **Module IV: TQM TOOLS AND TECHNIQUES II**

- Quality Circles
- Cost of Quality
- Quality Function Deployment (QFD)
- Taguchi quality loss function
- TPM – Concepts, improvement needs – Performance measures.

### **Module V: QUALITY MANAGEMENT SYSTEM**

- Introduction—Benefits of ISO Registration—ISO 9000
- Series of Standards—Sector-Specific Standards—AS 9100, TS16949 and TL 9000–
- ISO 9001 Requirements—Implementation—Documentation—Internal Audits—Registration- ENVIRONMENTAL MANAGEMENT SYSTEM:
- Introduction—ISO 14000 Series Standards—Concepts of ISO 14001—Requirements of ISO 14001—Benefits of EMS
  
- **Reference Book:**
  - James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
  - Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.
  - Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
  - ISO9001-2015 standards

**Course Name: CONSUMER BEHAVIOR**

**Course Code:**

**Course Objectives:**

To familiarize the students with the various aspects of consumer decision making process.

### **Module 1: Consumer Behavior**

- Definition of Consumer behavior
- Consumer and Customer
- Buyers and Users
- Development of consumer behavior field
- Development of marketing concept
- Disciplines involved in the study of consumer behavior

### **Module 2: Consumer an Individual**

- Consumer Motivation
- Personality, Perception
- Learning, Attitude
- Attitude change

### **Module 3: Consumer in their Social and Cultural setting**

- Consumer and cultural influences
- Social class influence and consumer behavior
- Group influences and consumer behavior
- Family influences

## **Module 4: Consumer decision making process**

- Consumer decision making
- Problem recognition
- Information search,
- Evaluation of alternatives and selection,
- Purchase & post-purchase behavior

## **Module 5: Organizational buyer behavior**

- Introduction to organizational buyers' behavior,
- Factors influencing organizational buying behavior
  
- **Reference Book:**
- Consumer Behaviour – Text and cases- by Satish K Batra and S H H Kazmi-II Edition Excel Books.
- 2. Consumer Behaviour-Ramanuj Majumdar
- 3. Consumer Behaviour - Suja Nair, Himalaya Publishing House.

**Course Name: RETAIL MANAGEMENT**

**Course Code:**

**Course Objectives:** To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

Upon successfully completing the course, you should be able to: 1. Understand the impact of retailing on the economy. 2. Comprehend retailing's role in society and, conversely, society's impact on retailing. 3. See how retailing fits within the broader disciplines of business and marketing. 4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy. 5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

## **Module 1: Introduction to retailing**

- Definition and scope
- Evolution of retailing
- Types of retail
- Trends in retailing industry



- Benefits of retailing
- Retailing environment

## **Module 2: Retail purchasing and pricing**

- Purchase management: - Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance
- pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing
- Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing

## **Module 3: Retail marketing and promotion**

- Nature and scope:-relationship marketing, market strategies, retail research
- Understanding the retail customer: - retail market, population analysis, demographic analysis, consumer behavior
- Retail promotion Mix: - Retail promotion program, retail advertising media and promotional budget
- Customer services: - customer services, services quality gaps, service recovery

## **Module 4: Information system in retailing**

- Acquiring and using information strategies
- Technology in retail
- Information sources
- Retail information system

## **Module 5: Retailing in India**

- Evolution and trends in organized retailing
- Indian organized retail market
- FDI in Indian organized retail sector
- Retail scenario in India,
- Future trends of retail in India

## **Module 6: Ethical and legal issues in Retailing**

- Dealing with ethical issues
- Social responsibility
- Environmental orientation
- Waste reduction at retail stores.

➤ **Reference Book:**

- Retail Management, Michael Levy & Barton A Weitz, Tata McGraw Hill
- Retail Management, Dunne Lusch, South Western Cengage Learning
- Retail Management, Bajaj, Tulli & Shrivastava, Oxford University Press

**Course Name: RURAL MARKETING**

**Course Code:**

**Course Objectives:** On successful completion of this course, the students should have understood to give the basis of rural marketing and to emphasis on the significance of rural marketing. Students will gain following skills: To recollect the concepts, nature and significance of Rural Marketing. To understand and appreciate the differences and similarities between Rural and Urban Indian markets. To apply the rural marketing management strategies in real life. To analyze the marketing strategies that are unique to Rural India

**Module 1: Overview of Rural Marketing**

- Definition & Evolution of Rural Marketing
- Need for rural marketing & Issues & Challenges
- Characteristics & Classification of rural markets, Changing Patterns in rural demand, Challenges in developing rural markets, 4 P's of Rural Marketing

**Module 2: Profile of Rural Consumer**

- Profile of Rural Consumer
- Classification based on economic status
- Rural Consumer Behavior
- Factors that influence Rural Consumer Behavior

**Module 3: Rural Marketing Research & Distribution**

- Nature & Sources of conducting research, Methods/ Techniques
- Physical Distribution
- Channels of Distribution

**Module 4: Rural Communication**

- Factors affecting rural communication,
- Rural Media- Conventional & Non-Conventional
- Issues & Challenges

**Module 5: Agricultural marketing and major challenges**

- Nature, Definition
- Marketing of Agricultural Products, Agricultural Marketing Process
- Major Problems, Future Prospects/ Suggestions for improvement

**Module 6: Institutional Support**

- APEDA, NAFED, MARKFED, HPMC
- **Reference Book:**
- New Prospects in Rural & Agricultural Marketing- Ramkishen Y., second edition, Jaico Publishing House.

**Course Name: DISTRIBUTION & SALESMANSHIP**

**Course Code:**

**Course Objectives:** The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

### **Module 1: Introduction to Sales Management**

- Evolution of Sales Management
- Scope and importance: Skills of a Sales Personnel, Types of Sales Managers;
- Personal Selling - Theories, Psychology in Selling, Buying Situations, Sales Process
- Sales Forecasting
- Sales Territory Design

### **Module 2: Sales Force Management**

- Sales Organization structure
- Sales Force Size
- Recruitment & Selection of Sales force
- Training, motivation and Compensation of Sales Force
- Sales Quotas and Contests
- Evaluation of Sales performance

### **Module 3: Distribution Channels and Institutions**

- Functions of Intermediaries;
- Types and Role of Channel Intermediaries in India for Consumer and Industrial products Retail - Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India
- Wholesaling - Features, Classification, Decisions, Trends and Future Scenario

### **Module 4: Distribution Channel - Design, Management and Logistics**

- Channel Strategy and Design
- Selection, Motivation and Evaluation of Intermediaries
- Managing Channel Dynamics,
- Relationships and Channel Conflict
- Physical Distribution System - Objectives and Decision Areas
- Introduction to Logistics and Supply Chain Management

- Integration of Sales and Distribution Strategy

## **Module 5: Ethical and Legal Issues in Sales and Distribution Management in Indian context**

- Social and ethical issues
  - High Prices & High Pressure Selling
  - Shoddy or Unsafe products
  - Provide proper narration by sales people
  - Planned Obsolescence
  - Poor Service to Disadvantaged Consumers
  - Materialism & Too Few Social Goods
  - Cultural hazards & Hazards of capitalism
  
- Legal issues in marketing
  - Legislation and marketing
  - System of law in India
  - Government regulation and marketing management in organization
  - Major laws affecting marketing in India
  
- **Reference Book:**
- Badi & Badi : Rural Marketing
- Mamoria, C.B. & Badri Vishal : Agriculture problems in India
- Arora, R.C. : Integrated Rural Development
- Rajgopal : Managing Rural Business
- Gopaldaswamy, T.P. : Rural Marketing

## SEM-VI

**Course Name: – CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Code:**

**Course Objectives:** After successfully completing this course, a student should:

- 1) Understand the fundamentals of CRM, which include:
  - a) customer behavior, relationship marketing, customer satisfaction, loyalty, customer defection;
  - b) key concepts, such as Sales Management, Closed Loop Marketing, Drip Marketing;
  - c) CRM impact on sales and marketing strategies;
  - d) data, information and technology;
  - e) privacy, ethics: consumer and organization privacy concerns;
  - f) ways unsatisfied customers may use Internet to bring disrepute to company brand and products;
  - g) ways companies may use Technology including Internet to support corporate CRM strategy;
  - h) The role of CRM in managing customers as critical assets;
  - i) The role of Business Intelligence in CRM;
- 2) Recognize the basic technological infrastructure and organizations involved in current and emerging CRM practices.

### **Module I: Introduction to CRM**

- Definition and concepts of CRM
- Components of CRM
- Understanding the goal of CRM and Customer Touch Points

### **Module II: CRM Process**

- Introduction and Objectives of a CRM Process
- an Insight into CRM and eCRTA/online CRM
- The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase
- Modules in CRM,

- 4C's (Elements) of CRM Process
- CRM Process for Marketing Organization
- CRM Affiliation in Retailing Sector

### **Module III: Developing CRM Strategy**

- Role of CRM in business strategy
- Understanding Service Quality: Technical, Functional, and dimensions of service quality
- Managing Customer communications

### **Module IV: CRM Implementation**

- Choosing the right CRM Solution
- Framework for Implementing CRM: a Step-by-Step Process
- Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support

### **Module V: SALES FORCE AUTOMATION**

- Sales Process
- Activity, Contact, Lead and Knowledge Management
- Field Force Automation

### **Module VI: CRM LINKS IN E-BUSINESS**

- E-Commerce and Customer Relationships on the Internet
- Supplier

#### ➤ **Reference Book:**

- "Customer Relationship Management: Concepts and Cases" by Rai A K
- "Customer Relationship Management" by G Shainesh and Jagdish N Sheth
- "Customer Relationship Management (CRM)" by Dr K Govinda Bhat
- "Customer Relationship Management: A Strategic Approach to Marketing" by Mukerjee K

**Course Name: ADVERTISING & BRANDING**

**Course Code:**

**Course Objectives:** On completion of this course students will be able to: Examine advertising and its functions in relation to brand success; Critically evaluate how creative concepts and executions will contribute to brand success; Analyze advertising and branding techniques and apply them to a variety of different issues; Work effectively in teams to analyze and prepare presentations on advertising and brand management issues

### **Module I: Advertising industry**

- Advertisers, agencies, media companies and other organizations
- The communication model: communication process, stages and challenges
- Economic, social, ethical and regulatory aspects of advertising
- Demand creation role of advertiser in primary and secondary demand
- How advertising works" Hierarchy of effects model advertising objectives, routes to persuasion

### **Module II: Customer behavior and advertising**

- Segmentation, motivation analyses, and value proposition
- Advertising message: message objectives, recall, attitude, emotions and feelings, Message tact creative approaches
- Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and Cyberspace

### **Module III: Advertising Objectives & Effectiveness**

- Goals and objectives
- DAGMAR
- Media strategy: budgeting, approach and allocation
- Media planning types, class, vehicle, scheduling and new media forms
- Pro and post launch research
- Advertising in the evolving marketing environment

### **Module IV: Branding context**

- Assets and the asset, concept of value
- Brand and marketing metrics
- Brand meaning: brand image and personality
- Brand and product; Brand planning
- Brand vision and visioning process
- Business of brand: Brand audit brand reality check and brand appraisal

### **Module V: Brand positioning**

- Choice of context
- Parity and differentiation
- Repositioning brand equity: brand assets and liabilities, equity creation and management

#### ➤ **Reference Book:**

- Chunawala S.A., Sethia K.C., Foundations of Advertising Theory & Practice, Himalaya Publishing House, Mumbai, Fourth Edition
- Zeigler, Sherilyn K., Winter, Wills L. & Wright John S., Advertising, Fifth Edition.
- Batra, Rajeev, Myres, John G. & Aaker, David A., Advertising Management, Prentice-Hall of India, New Delhi, fifth Edition
- Strategic Brand Management Hardcover – March 14, 1994 by Jean-Noel Kapferer

**Course Name: INTERNATIONAL MARKETING**

**Course Code:**

**Course Objectives:** To familiarize the student to understand the international environment and policies. To enable the students to acquire necessary skills to deal in an international market.

### **Module 1: Introduction**

- Concept of International Marketing and its scope
- Objectives of International Marketing
- Challenges and Opportunities in International Marketing
- Underlying forces of International Marketing Channels
- Reason of entry in International Marketing

### **Module 2: International Policy**

- Recent Import Export Policies and Procedures
- Facilities and Incentives relating to Export Business

### **Module 3: Procedural Aspect**

- Export Documentation, Preparing Export Document
- Shipping and Customer Clearance of goods
- Processing/Manufacturing goods for Export and their inspection by Government Authorities
- Compulsory Quality Control and Pre-shipment Inspections, Excise Clearance
- Insuring goods against marine risk, Marine Insurance
- Submitting documents to Bank for purchase/Collection/ Negotiation under L/C. Export Credit Limit

### **Module 4: International Marketing Strategy**

- Rules for successful exporting
- International Market Segment Preliminaries for starting Export Business
- Registration of Exporters
- Sending/Exporting Samples.
- Appointing Overseas Agents obtaining a License (Export License)

### **Module 5: Pricing and Finance Strategy**

- International Pricing Decisions and factors influencing these decisions
- Uniform pricing Vs. Market by market pricing
- Arranging Finance for Exports : Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank
- Institutional support from Government, Semi Government and Autonomous Organizations for Exporters Obtaining export credit Insurance
- Exchange rates, Understanding foreign exchange rates and protection against their adverse movement

### **Module 6: Labeling, Packaging**

- Packing and Marketing Goods for Orientation to GATT
- Functions of W.T.O

- **Reference Book:**



- Winning The World Marketing – Bhattacharya
- International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar
- International Marketing Management – Varshney and Bhattacharya
- International Marketing Export Marketing – S.Shiva Ramu
- International Marketing – S.S. Rathor, J.S. Rathor
- Global Marketing Strategy – Douglas & Craig
- Export Marketing – Michael Vaz
- Export Marketing – Francis Cherunilam
- Export Marketing – B. Bhattacharya
- Export - What , Where & How – Parasram
- Essentials of Export Marketing – S.A. Chunnawala

**Course Name: SERVICES MARKETING**

**Course Code:**

**Course Objectives:** The Objective of the course is to familiarize the students with concepts, Theories and techniques in the field of Services Marketing.

### **Module 1: Introduction to Service Marketing**

- Meaning, Definition, Characteristics, Components, Classification of Service Marketing
- Factors Leading to a Service Economy

### **Module 2: Service Consumer Behaviour**

- Understanding the Service Customer as a Decision Maker
- Customer purchase is associated with Risk
- How Service Customers evaluate the Service
- The Service Consumer Decision Process and The Decision Making Process in the Service Sector
- Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions
- Components of nonverbal communication

### **Module 3: The service delivery process**

- Managing Service Encounters
- Common Encounter Situations
- Managing Service Encounters for Satisfactory Outcomes
- Service Failure, Service Recovery, Process of Service Recovery
- Customer Retention and benefits

### **Module 4: Strategic issues and challenges in service marketing**

- Market Segmentation in the Marketing of Services
- Target Marketing,
- Positioning of Services-How to Create a positioning Strategy
- Developing and maintaining Demand and Capacity
- Marketing Planning for Services
- Developing and Managing the Customer Service Function
- Developing and Maintaining Quality of Services

### **Module 5: Relationship Marketing**

- The levels of Customer Relationships
- Dimensions of a Relationship
- Goal of relationship marketing
  
- **Reference Book:**
- Philip Kotler and Paul N Bloom -Marketing Professional Services
- Lovelock - Services Marketing
- Adrian Payne - The Essence of Services Marketing
- Rathmell J M - Marketing in Service Sector
- S M Jha - Services Marketing
- Ravi Shankar - Service Marketing

**Course Name: VISUAL MERCHANDISING**

**Course Code:**

**Course Objectives:** To introduce the students to the modern and complex subjects of Visual merchandising. The course deals with the important topic of Visual merchandising which deals with the art and science of tastefully displaying the merchandise to the customers in order to enhance store ambience and at the same time aiding the customer in all stages of the purchase cycle

### **Module 1: The world of Visual merchandising**

- Definition Of Visual merchandising
- History of Visual merchandising
- Understanding the current trend in Visual merchandising

### **Module 2: Display Basics**

- Store Exterior & Interiors Element of Display
- AICDS
- The basics Of Visual merchandising

### **Module 3: Planning for Visual creativity**

- Short-term and long term shop planning
- Importance of a shop-planning sequence
- To list proper VM setup procedures

### **Module 4: Store Planning & fixtures, Calendar**

- Store Planning & Fixtures
- Circulation plan
- Plano gram

### **Module 5: Merchandise planning, Window display& Tools**

- Merchandise presentation
- Window display
- Visual merchandising hands on

- **Reference Book:**
- “Visual Merchandising, Third edition: Windows and in-store displays for retail” by Tony Morgan
- “Visual Merchandising for Fashion (Basics Fashion Management)” by Sarah Bailey and Jonathan Baker
- “Visual Merchandising and Display” by Martin M Pegler