

## MBA (MASTER OF BUSINESS ADMINISTRATION) - COURSE MATRIX

### I Semester MBA

<b>Paper Code</b>	<b>Subject</b>	<b>IA</b>	<b>Exam</b>	<b>Total</b>
1.1	Management and Organizational Behaviour	30	70	100
1.2	Managerial Accounting	30	70	100
1.3	Business Planning and Regulations	30	70	100
1.4	Economics for Business Decisions	30	70	100
1.5	Business Statistics	30	70	100
1.6	Marketing Management	30	70	100
1.7	<b>SOFT CORE</b> Employability Skill Development – I	30	70	100
<b>Total</b>		<b>210</b>	<b>490</b>	<b>700</b>

## 1.1 MANAGEMENT AND BEHAVIORAL PROCESS

### COURSE OBJECTIVES

**60 Hours**

1. Present a thorough coverage of management theory, human behaviour, organizational behaviour and practice. The objective is to help the students understand the fundamental concepts and principles of management; the basic roles, skills, and functions of management. It is also intended to give an overview of the historical development, theoretical aspects and practical application of managerial process.
2. To appraise the students on the application oriented case studies on functions of management and behavioural processes

### LEARNING OUTCOMES

By the end of the course, the student should be able to –

1. Demonstrate their conceptual skills, understanding and application of principles and functions of management, managerial actions of planning
2. Demonstrate their ability in applying the managerial and behavioural concepts in real time problems.

### MODULE1: INTRODUCTION

**10 Hours**

Nature of Management – The Evolution of Management – Science or Art: Functions of management- Planning and decision making, organizing and Staffing, Controlling and Directing.

### MODULE 2: ORGANISATION STRUCTURE, DESIGN, AND DEVELOPMENT

**12 Hours**

Determinants and Parameters of Organizational Design-Organization and Environment, Organisational Strategy, Organisation and Technology, Types of Organisational Structures, Organisational Decision-Making and strategy-Formulation, Organisational Culture , Organisational Failure and Pathology, Organisational Learning and Transformation

**MODULE 3: INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR** **08 Hours**

Individual Behaviour and Learning – Personality – Transactional Analysis – Values & value systems – Emotions – Attitudes – ABC Model – Types of attitudes – Job related outcomes – Perception processes, Nature – Factors influencing individual decision making – Implications in the organizational Context.

**MODULE 4: LEADERSHIP AND MOTIVATION** **10 Hours**

Introduction – Leadership versus Management – Transition in Leadership theories – Leadership theories – Expectancy and the Path-goal theory of leadership, Situational Leadership Theory, Contingency theories of leadership, Exchange theories of leadership, Transformational Leadership Theory- Leadership and change, Contemporary Leadership Theories

Motivation in work settings – Managerial issues and challenges – Theories - Maslow's Need theory, McGregor XY Theory, Herzberg's Two Factor Theory, Vroom's Valence and Instrumentality, New ideas in motivation – Eustress, Strength and Hope, Positive energy and full engagement.

**MODULE 5: GROUP DYNAMICS AND TEAM BUILDING** **10 Hours**

**Group Dynamics** – Individual and Group Behaviour – Norms of Behaviour, Group cohesion, social loafing, loss of individuality, Group Formation and Development – The five-stage model, Factors that influence Group Effectiveness – Work team structure, work team process, diversity, creativity – Empowerment Skills and Self-Managed Teams – Johari Window.

**Team building** – Working teams and Team effectiveness – Intra team dynamics – Influence of the group on individual – Group decision making – Inter group relations – Negotiation Skills - Collaboration and Conflict – Conflict management Styles – Avoiding, Accommodating, Competing, Compromising and Collaborating

**MODULE 6: ORGANIZATIONAL CHANGE: DEVELOPMENT & TRANSFORMATION** **10 Hours**

Introduction to organizational change, forces of change, reinventing Kurt Levin, organisational routines and mental models, change need analysis, content of change, types and styles of change, building capability for change, providing leadership for change, action research and dialogue, types of change, organisational vision, cultural change, strategic planning, creating support system and managing transition, process oriented strategies, competitor oriented strategies and customer oriented strategies, emerging trends & transformation.

## **PEDAGOGY / METHODOLOGY**

(Lectures, Case Study, Assignments, Seminar, Discussion, Role plays, Group Activity, Simulation, Business Games, Industrial and Field Visit etc.). Focus on practical exercises help students to maintain their interest levels in learning and also enhance their understanding of the subject. These activities will make the students industry ready.

## **SKILL DEVELOPMENT EXERCISES**

1. Leadership – Role play, case studies
2. Motivation – Role play, management games, Movie
3. Role of IT in overall organizational performance – Group Discussion, Seminar
4. Team work – Management games
5. Attitude – Ice breakers, short exercises ex: experience sharing, case studies, roleplay
6. Perception – Group Discussion, Visual exercises, quizzes
7. Management functions (PODL) – Real time activities like arranging for cultural, sports and other events for the department, for an external agency like NGO etc.
8. Change management- Management games, case studies, Workshop, roleplay
9. Decision making- Group Discussion, case studies, management games, roleplay
10. Personality Profiling Exercises

## **RECOMMENDED BOOKS**

1. Williams & Nelson, “Management and ORGB”, Cengage Learning
2. Griffin, “Management: Principles and Practices”, Cengage Learning
3. Fred Luthans, “Organizational Behaviour”, McGraw-Hill International
4. Stephen P. Robbins, “Organizational Behaviour”, Prentice Hall
5. Ashwathappa K, “Organizational Behaviour”, Himalaya Publication
6. Waddell, Creed, Cummings & Worley ; “Organisational Change : Development & Transformation”, Cengage Learning

## **REFERENCE BOOKS**

1. Nelson, Quick and Khandelwal “ORGB – A South-Asian Perspective”, Cengage
2. Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya, Madhu shree Nanda Agarwal, “Fundamentals of Management”, Pearson Education
3. Kreitner, “Management Theory and Applications”, Cengage Learning
4. Stephen P. Robbins and Mary A. Coulter, “Management”, Pearson Education
5. Harold Koontz, O'Donnell and Heinz Weihrich, “Essentials of Management”, Tata McGraw Hill
6. P C Tripathi, P N Reddy, “Principles of Management”, McGraw Hill Education
7. Richard L. Daft, “Principles Of Management”, Cengage Learning

## 1.2 MANAGERIAL ACCOUNTING

### COURSE OBJECTIVES

**60Hours**

1. To enable the students to obtain knowledge about the concepts of accounting principles, techniques of accounting and to introduce students to modern accounting software and IFRS.
2. The syllabus also contains the practical components of the subject which enable the students gain more practical knowledge under each module.

### LEARNING OUTCOMES

1. To familiarize the students with financial statements and principles underlying them and to develop their skills in reading Annual Reports. To lay a foundation for developing student's skills in interpreting financial statements
2. To familiarize the students with cost records / statements and principles underlying them and to develop their skills in understanding and appreciating cost information. To develop an appreciation about the utility of cost information as a vital input for management information and decision making process

### MODULE 1: INTRODUCTION TO FINANCIAL ACCOUNTING

**08 Hours**

Purpose and objectives of accounting information – Uses and users of accounting information – Branches of accounting – Basic terminology in accounting – GAAP and the accounting environment – Accounting Concepts and Conventions

### MODULE 2: RECORDING ACCOUNTING TRANSACTIONS

**16 Hours**

Concept of Double Entry System – Basic knowledge of Accounting Process: Journal, Ledger-subsidary books, Trial Balance (Theory and Problems), reconciliation statement – An overview of Accounting Standards in India – Preparation of Final accounts – Income statement and Balance sheet (Problems on Vertical method).

### MODULE 3: MEASURING AND REPORTING ASSETS AND LIABILITIES

**12 Hours**

Accounting for Tangible & Intangible Assets: Fixed Assets (AS-10) and Depreciation (AS-6) – Inventory Valuation (AS-2): Valuation of Goodwill

### Module 4 : Analyzing and Interpreting Financial Statements

**12 Hours**

Objectives of financial statements analysis, sources of information, standards of comparisons, quality of earnings, techniques of financial statement analysis, analyzing financial statements using ratio analysis, cash flow statement, understanding annual reports and earnings relations.

### MODULE5: COSTING

**08 Hours**

Meaning- Classification of Cost – Cost Sheet-cost reduction techniques, standard costing-Marginal Costing –CVP and BEP analysis (problems)– Budgetary Control—Types of budget— Problems on Flexible budget and Cash budget only.

## **MODULE 6: EMERGING TRENDS**

**04 Hours**

IFRS – Inflation accounting – Human Resource Accounting – Responsibility Accounting- Forensic Accounting – Environmental Accounting – Corporate Social Reporting- Carbon Accounting.  
(Only Concepts)

### **SKILL DEVELOPMENT EXERCISES**

1. Prepare a chart of accounting cycle
2. prepare a specimen of journal, ledger and trial balance
3. Analyse any one MNC company P&L account and balance sheet
4. Draw cost sheet for manufacturing a product
5. Preparation of budget for a company
6. Preparing BEP analysis for a new product of a company

### **RECOMMENDED BOOKS (Latest Editions)**

1. Narayanaswamy. R, “Financial Accounting: A Managerial Perspective”, Prentice Hall of India(PHI)
2. Paresh Shah, “Basic Financial Accounting For Management”, Oxford University Press
3. Ramachandran, N. & Kakani, R.K., “Financial Accounting for Management”, Tata McGraw Hill.
4. Godwin/Alderman/Sanyal, “Financial ACCT: A South-Asian Perspective”, Cengage Learning.
5. Bhattacharya, S.K “Accounting for Management : Text and Cases”, Vikas Publishing House
6. M.N. Arora, “Accounting for Managers”, Himalaya Publications
7. Bhattacharya, H., “How to Read a Balance Sheet: Adapted to Indian laws & requirements”, Oxford and IBH Publishing Company Pvt.Ltd

### **REFERENCE BOOKS (Latest Editions)**

1. Shankarnarayan/Ramanath, “Financial Accounting for Management”, Cengage Learning
2. Grewal, T.S. Introduction to Accounting. S. Chand & Company, NewDelhi
3. Horngren, Charles T., Sundem, Gary L., Elliott, John.A and Philbrick, Donna, “Introduction to Financial Accounting” , Prentice Hall International Inc, Englewood Cliffs
4. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective” Pearson Education
5. Maheswari & Maheswari, “Accounting for Managers”, Vikas Publishing
6. Anthony, “Robert N. et al. Accounting: Text and Cases”, Tata McGrawHill
7. M Hanif, A Mukherjee, “Financial Accounting”, McGraw HillEducation
8. Tulsian and Tulsian, “ Financial Reporting”,S.Chand

## 1.3 BUSINESS PLANNING AND REGULATIONS

### COURSE OBJECTIVES

1. To acquaint students with general business law issues to help them become more informed, sensitive and effective business leaders
2. To understand the basic provisions of laws concerning incorporation and regulation of business organizations
3. To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively with planning.
4. To focus on legal and statutory compliances
5. To develop the skills to interpret the laws and apply it to practical problems, affecting the operations of a business enterprise

### LEARNING OUTCOMES

By the end of the course, the student should be able to:

1. Demonstrate an understanding of the Legal Environment of Business
2. Apply basic legal knowledge to business transactions

### MODULE 1: INTRODUCTION TO BUSINESS PLANNING

**08 Hours**

Components of Business Planning – Marketing Planning, Financial Planning, HR Planning, Production Planning, R & D Planning

### Module 2 : CORE STRUCTURE OF INDIAN ECONOMY

**10 Hours**

**Economic Environment:** Economic Factors, Claims and Counter Claims, New Economic Policy, Make in India, the Second Generation Reforms

**Agriculture:** Role of Agriculture, Extent of Farm Output, Problems, Agenda for Action, Agricultural Policy, National Commission on Farmers.

**Industry:** Industrial Policy Resolution 1948, Industrial Policy 1956, Industrial Policy 1991

**Services:** Finance, Marketing, Banking, Insurance, Healthcare, Education, Travel and Tourism, Telecommunication, Transport

### MODULE 3: CORPORATE REGULATIONS

**12 Hours**

**Indian Contract Act: Agreement and Contract, Essential of a valid Contract, Classification of Contracts, Remedies for breach of Contract.**

**Negotiable Instruments:** Promissory Note, Bills of Exchange

**Company Act 2013 and 2017:** Major principles, Formation, Memorandum and Articles of Association, Prospectus, Power, Duties and Liabilities of Directors, Winding up of Companies

**Intellectual Property Right:** Trade Marks, Patents, Copyright, Trade Secrets, Geographical Indications

## **MODULE 4: CONSUMER REGULATIONS**

**10 Hours**

**The Consumer Regulations Act 1986 and 2019**, Consumer Disputes, Complaint, Unfair Trade Practices, Restrictive Trade Practices, Redressal of Consumer Disputes, State Commission, National Commission, Procedure applicable to the National Commission, Consumer Protection Councils.

**Information Technology Act 2002, 2008 Amendment**, Cyber Law in India, Salient features of IT Act, Digital Signature

## **MODULE 5: ENVIRONMENTAL REGULATIONS**

**08 Hours**

Environmental Protection Act 1986 – Salient features of the Act, Global Warming, and Sustainable Development.

## **MODULE 5: EMPLOYEE REGULATIONS**

**12 Hours**

Labor Compliances in India – Laws on Wages, Social Security, Industrial Safety & Welfare and Industrial Relations, The Sexual Harassment of Women at Workplace Prevention, Prohibition and Redressal Act, 2013

## **PEDAGOGY / METHODOLOGY**

Lectures, Case Study, Business Dilemma, Critical Analysis, Assignments, Seminar and Discussion; initially conceptual clarity should be taken up followed by case studies where student-centric method is the only solution. Websites of organizations should be referred by students to write assignments to know legal practices followed by them. Illustrate the best legal practices followed by an Indian Company with examples to each such practice

## **SKILL DEVELOPMENT EXERCISES**

1. Companies Act: To learn the sections and case law and strategize litigation. Create a strategy to defend your client when sued by a co-shareholder. How do you create a good corporate governance system? What are the compliances under SEBI laws for listed companies?
2. Classroom discussions can be held in respect of facts of live cases.
3. Students to collect videos/audio case lets and make presentation.
4. Case laws in respects of different acts can be listed by the students.
5. In respect of sale of goods in different terms and conditions of sale can be considered red as a case study.
6. Student can collect latest case laws, facts of the case and judgment in respect of different acts in Google /Newspapers.
7. Industrial visit to discuss about functional challenges/issues
8. Visit to NGO's to prepare are port



### **RECOMMENDED BOOKS (Latest Editions)**

1. Kumar, H.L., Laws relating to Dismissal, Discharge and Retrenchment, Universal Law Publishers, 2012.
2. N. D Kapoor, elements of mercantile Law Sultan Chand and Company, India, 2006.
3. P.K. Goel, Business Law for Managers, Bizentra Publishers India.2008
4. Tiwari, G., Labour Law, Oxford University Press,2012
5. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
6. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill,

### **Books for Reference**

1. Aswathappa K, Essentials of Business Environment, Himalaya Publishing House
2. Francis Cherunilam, Business Environment, Himalaya Publishing House
3. RBIBulletins
4. Public Sector Enterprises Survey
5. B.D.Singh, "Labor Laws for Managers", Excel Books
6. C.S Venkata Ratnam, "Industrial Relations", Oxford University Press
7. National Sample Survey Organization reports
8. Labour Regulations Reports

## **1.4 ECONOMICS FOR BUSINESS DECISIONS**

### **COURSE OBJECTIVES**

**60 Hours**

1. To acquaint the participants with concepts and techniques used in Economics
2. To enable them to apply this knowledge in business decision-making

### **LEARNING OUTCOMES**

On completion of the course, the students will

1. Have micro and macro-economic perspective to understand the under pinning of management.
2. Be able to apply Economics principles and concepts in making Managerial Decisions

### **MODULE1: INTRODUCTION**

**08 Hours**

Introduction to Managerial Economics; The roles of the firm and the House hold

Decision Making in the Household - Consumer Choice. Theory of Demand; its Determination, Estimation and Forecasting. Economic principles relevant to managerial decision making. Opportunity cost, production possibility curve, concept of increments and margin, discounting principle, Theory of business firm

### **MODULE 2: DEMAND ANALYSIS AND CONSUMER EQUILIBRIUM**

**10 Hours**

Demand theory and analysis, Elasticity of Demand and its role in Managerial decision making, Demand forecasting, Techniques of Demand forecasting. Consumers Equilibrium: Cardinal utility approach, Indifference curve approach, Theory of revealed preference, Consumer surplus.

### **MODULE 3: THEORY OF PRODUCTION**

**10 Hours**

Production function: Laws of variable proportions and Return to scale, Economies and diseconomies of scale, Isoquants and Isocost, optimum combination of inputs, Elasticity of substitutions.

### **MODULE 4: COST AND REVENUE CONCEPTS**

**10 Hours**

Cost and Revenue concepts: kind of costs, interrelationship of cost. Cost reduction and cost control, Short run and long run cost functions and Market Equilibrium, Revenue Concepts – Relationship between total, marginal and average revenue, significance of revenue curves, Relation between cost and revenue curves. Optimal Input Choice revisited: Cost Minimization vs. Output Maximization - Relation between SR and LR Costs - Economies of Scale in terms of Cost Function.

### **MODULE 5: MARKET STRUCTURE AND EQUILIBRIUM**

**12 Hours**

Characteristics of different market structure, Price determination and firm's equilibrium under perfect competition, monopolistic competition, monopoly and oligopoly, price discrimination, international price discrimination and dumping, pricing methods. Theories of factor pricing, theories of interest and investment decisions.

### **MODULE 6: MACRO ECONOMIC ANALYSIS**

**10 Hours**

Indian Economic Environment: Measurement of National Income: Basic Concepts, Components of GDP- Measuring GDP and GNP, Difficulties in measuring National Income, Growth Rate. Business Cycle – Features, Phases, Economic Indicators. Inflation: Types, causes, supply of money, fiscal and monetary Policy.

### **PEDAGOGY / METHODOLOGY**

Lectures, Case study analysis, Exercises, Guest speakers, Videos, and Role plays

### **SKILL DEVELOPMENT EXERCISES**

- Graphically portray consumer surplus.
- List at least five conceptually distinct factors that cause demand to change.
- Student is to choose a product, price quantity demand quantity supply and derive the demand and supply equations in real situation
- Categorize demand as being elastic or inelastic from given data.
- Explain the unique properties and reasons behind totally elastic and totally inelastic demand.
- Argue that a firm should not operate in the inelastic range of demand
- Business examples of opportunity cost.
- Demonstrate verbally and graphically that the profit-maximizing price occurs where demand is elastic if marginal cost is positive

- Distinguish the features of monopoly, oligopoly and monopolistic competition, giving two examples of each

### **RECOMMENDED BOOKS (Latest Editions)**

1. Gethika, Piyali Ghosh & Purba Roy Choudhury, “Managerial Economics”, Tata McGraw Hill
2. Pindyck Rubinfeld & Mehta, “Microeconomics”, Pearson
3. Ritika Sinha, “Economics for Manager”, SBPD Publishing House
4. Pannerselvam/Sivasankaran/Senthil kumar, “Managerial Economics”, Cengage Learning
5. Dwivedi D.N, “Managerial Economics”, Vikas Publication

### **REFERENCE BOOKS (Latest Editions)**

1. Mankiw, “Principles of Microeconomics”, Cengage Learning
2. Damodaran Suma, “Managerial Economics”, Oxford University Press
3. Dominick Salvatore, “Managerial Economics”, Oxford University Press
4. Petersen Lewis & Jain, “Managerial Economics”, Pearson

## 1.5 BUSINESS STATISTICS

### COURSE OBJECTIVES

**60 Hours**

1. To elevate students' awareness of data in everyday life and prepare them for a career in today's age of information. To develop statistical literacy skills in students in order to comprehend and practice statistical ideas to solve problems.
2. To promote the practice of the scientific method in our students: the ability to identify questions, collect evidence (data), discover and apply tools to interpret the data, and communicate and exchange results.

### LEARNING OUTCOMES

1. At the end of this course, students will achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.
2. The techniques and tools used to come at different decisions.
3. The various analytical techniques that can be for decision making.

### MODULE 1: INTRODUCTION TO STATISTICS:

**12 Hours**

Definition, Importance of Statistics; Statistical Data – Sources and Types - Classification of data, Frequency Distribution, Diagrammatic and Graphic Representation - Histograms, Frequency Polygon, Cumulative Frequency Curves or Ogives, Numerical descriptive techniques: Measures of Central Tendencies. Measures of Variability - Range, Standard Deviation, Variance, and Coefficient of Variance; Skewness—Karl Pearson's Co-efficient of Skewness, Bowley's Co-efficient of Skewness.

### MODULE 2: TIME SERIES ANALYSIS AND INDEX NUMBERS

**10 Hours**

**Time Series:** Introduction, Objectives of Time Series, Identification of Trend - Methods of measuring: Semi averages, Moving averages, Method of Least squares, Non-linear trend. Application of time series in business.

**Index numbers:** Meaning, types and uses of Index numbers, Construction of Price, Quantity and Value indices, fixed base and Chain base method. TRT & FRT test. Consumer price index.

### MODULE 3: CORRELATION AND REGRESSION ANALYSIS

**10 Hours**

Introduction and significance, Scatter diagram, Karl Pearson's coefficient of Correlation for Uni-variate and Bi-variate series, Spearman's Rank Correlation. Regression analysis: Regression equations.

### MODULE 4: HYPOTHESIS TESTING, PARAMETRIC & NON PARAMETRIC TESTS

**14 Hours**

Hypothesis Testing, Formulation of Hypotheses, Type I and II error, z-test, t-test, f-test and Chi-Square test, Analysis of Variance (ANOVA) -one and two way. Design of experiments, Non-parametric tests – Sign test, Wilcoxon test, Mann-Whitney U test, Median test, Run test and Kolmogorov –Smirnov one sample test

## **MODULE 5: THEORY OF PROBABILITY**

**08 Hours**

Concept and Definition - Relevance to Management Decisions law of independence - Sample Space and Events – Union of events, Relevance of Permutations and Combinations to Probability - Rules of Probability, Bayes' theorem & its applications, basics of Random Variables and Concept of Probability Distribution. Theoretical Probability Distributions: Binomial, Poisson and Normal.

## **MODULE 6: DECISION THEORY**

**06 Hours**

Decision Theory – Decision under certainty, Decision making under risk (EMV criteria) and Decision making under uncertainty. Decision tree (Problems).

## **SKILL DEVELOPMENT EXERCISES**

Students are expected to perform these activities or find the following parameters for a given dataset using MS Excel and SPSS.

Exp 1. Draw all types of Diagrams and Graphs

Exp 2. Construction of one way and two way tables

Exp 3. Arithmetic Mean

Exp 4. Geometric Mean

Exp 5. Harmonic Mean

Exp 6. Median, Mode

Exp 7. Minimum, Maximum, Range

Exp 8. Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variance

Exp 9. Co-efficient of Skewness: - Karl- Pearson, Bowley, Kelly,

Exp 10. Correlation coefficient

Exp 11. Regression coefficient - Slope (b in  $y = a + bx$ )

Exp 12. Regression Constant - Intercept (a in  $y = a + bx$ )

## **RECOMMENDED BOOKS (Latest Editions)**

1. James R. Evans, "Business Analytics – Methods, Models and Decisions", Prentice Hall
2. T N Srivastava, Shailaja Rego, "Statistics for Management", Tata McGraw Hill
3. SP Gupta, "Statistical Methods", Sultan Chand & Sons
4. Glynn Davis and Branko Pecar, "Business Statistics using excel", Oxford University Press
5. J K Sharma, "Fundamentals of Business Statistics", Vikas Publication

## **REFERENCE BOOKS (Latest Editions)**

1. Keller/Arora, "BSTAT: A South-Asian Perspective", Cengage Learning
2. S C Gupta, "Fundamentals of Statistics", Himalaya Publications

3. N D Vohra, "Business Statistics", Tata McGraw Hill
4. Levin & Rubin, "Statistics for Management", Prentice-Hall
5. Richard I. Levin, David S. Rubin, Masood H. Siddiqui, Sanjay Rastogi, "Statistics for Management", Pearson India
6. Amir D Aczel, Jayavel Sounder pandian, Palaniswamy Saravanan, Rohit Joshi, "Complete Business Statistics", McGraw Hill Education

## 1.6 MARKETING MANAGEMENT

### COURSE OBJECTIVES

**60 Hours**

1. The course will help the learner understand the basic concepts, tools and techniques relevant to marketing management and its application.
2. Student should be able to analyse basic marketing environment and marketing mix components, construct consumer profiles using understanding of buyer behaviour, and develop marketing plans and strategies.

### LEARNING OUTCOMES

At the end of this course the students should be able to:

1. Demonstrate the basic concepts about marketing management and the marketing process and describe the environmental forces that affect the company's ability to serve its customers.
2. Use a company's resources to increase its customer base, improve customer opinions of the company's products and services and increase the company's perceived value.

### MODULE 1: INTRODUCTION TO MARKETING ENVIRONMENT

**8 Hours**

Fundamentals of Marketing, Evolution of Marketing – different orientations; The Need for analysis of the marketing environment, Micro and Macro factors impacting marketing, Situation analysis and market opportunity identification; Designing and managing services, New trends in marketing

### MODULE 2: MARKETING MIX & STRATEGIES

**14 Hours**

Market Segmentation, Targeting and Positioning, Components of marketing mix for Products and Services; The Fundamentals of product management - Introducing New Products, Product Life Cycle - concept and relationship with marketing strategies.

Marketing Channels, Distribution Strategy, Channel Management, Introduction to pricing strategies, Promotion: Integrated Marketing Communications, advertising and public relations, Personal Selling, Sales Management.

### MODULE 3: CONSUMER BEHAVIOUR AND SELECTING SEGMENTS

**10 Hours**

Understanding Consumer Behaviour in Indian and Global context: Factors influencing buyer behaviour – Cultural, Social, Individual and Psychological influences, understanding buyer behaviour models- Applications, Consumer buying and business buying.

### MODULE 4: SALES FORECASTING AND SALES MANAGEMENT

**08 Hours**

Sales Forecasting Methods - analytical and statistical methods; Introduction to Marketing Information systems and marketing audit

Sales Management – Sales Process, sales management strategies – Business to Consumer (B2C), Business to Business (B2B).

### MODULE 5: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

**10 Hours**

Customer relationship management (CRM) – CRM Cycle, implementing a CRM system, Identify customer relationship, understand interactions of current customer base, capture customer data, store and integrate customer data, identify the best customers – data mining and customer

segmentation, leverage customer information – campaign management, cross-selling, retaining loyal customers, designing targeted marketing communications, reinforcing customer purchase decisions, improving customer service, privacy concerns and CRM

## **MODULE 6: DIGITAL MARKETING**

**10Hours**

Social Media – Social media and integrated marketing communications, creating and leveraging a social media campaign, evaluation and measurement of social media, social behaviour of consumers, social media tools – blogs, microblogs, social networks, media sharing sites, social new sites, review sites, virtual worlds and online gaming, Social media and mobile marketing.

### **PEDAGOGY / METHODOLOGY**

Lectures, case discussions, class /group activities and role plays can be used in the class room. Student presentations of specific brands and their marketing strategies or components thereof, after every unit will provide exposure to practical aspects.

### **SKILL DEVELOPMENT EXERCISES**

1. A number of exercises are suggested in the following websites and all the students must be asked to complete two exercises suggested by the faculty for every unit and the same needs to store after providing feedback to students
  - <http://www.greatideasforteachingmarketing.com/>
  - [http://www.swlearning.com/web\\_resources/marketing\\_topics.html](http://www.swlearning.com/web_resources/marketing_topics.html)
  - <http://www.marketingteacher.com/>
2. Prepare a market strategy for an product of your choice
3. Using 4P's, draw a blueprint
4. Meet few consumers and try to analyse their buying behaviour
5. Take some product and re-examine the pricing strategy

### **RECOMMENDED BOOKS (Latest Editions)**

1. Lamb/Hair/Sharma/McDaniel, “MKTG: A South-Asian Perspective”, Cengage Learning
2. Philip Kotler, Kevin Lane Keller, AbrahamKoshy and MithileshwarJha “Marketing Management”; PearsonEducation
3. Etzel, Walker, Stanton & Pandit “Marketing”, TataMcGrawHill

### **REFERENCES (Latest Editions)**

1. Paul Baines, Chris Hill and Kelly Page, “Marketing Management”, Cengage Learning
2. Philip Kotler, Gary Armstrong, Prafulla Agnihotri, “Principles of Marketing”, Pearson India
3. William D Perreault and Jerome McCarthy, “Basic Marketing: A Global Managerial Approach”, Tata McGraw Hill
4. Gary L. Lilien, Philip Kotler, K. Sridhar Moorthy, “Marketing”, Prentice-Hall
5. Rama Bijapurkar, “We are like that only “, PenguinIndia



## **1.7 EMPLOYABILITY SKILL DEVELOPMENT –I**

### **COURSE OBJECTIVES**

**30 Hours**

1. To impart employability skills with activities.
2. To bridge the gap between the skill requirements of the employer or industry and the competency of the students

### **LEARNING OUTCOMES**

1. Demonstrate Employability skills required for business situations.
2. Inculcate potential skills to communicate effectively, take initiative, solve problems, and demonstrate a positive attitude, inter-personal skills so as to hold a good impression and positive impact

### **MODULE 1: INTRODUCTION**

Employability skills, learning about yourself: self-appraisal, peer-appraisal and teacher/mentor appraisal, SWOC Analysis, Analyse how self-concept can affect job performance, Relating personal priorities to professional priorities, Employer perception on employability skills

### **MODULE 2: COMMUNICATION SKILL DEVELOPMENT**

Understanding the basics of verbal communication, Types of verbal communication, Effective interaction skills, Professional telephonic conversation skills-telephone etiquette – placing and receiving telephone calls, leaving professional messages- Using digital skills- Networking through social media, Online profile management.

Non-verbal Communication – paralinguistic and proxemics - body language of a good presenter and listener

Writing effective e-mail – main elements of e-mail messages, creating professional e-mail messages, Business meetings: Pre-meeting and Post-meeting documentation, Preparation of agenda, Resolution drafting, proceedings and minutes of the meeting.

### **MODULE 3: INTERPERSONAL SKILLS**

Importance of inter-personal skills – analysis of ego states and transactions- positive relationship – positive attitude – empathise: comprehend others opinions, points of views, and face them with understanding , trust – emotional bonding – handling situations.

### **MODULE 4: TIME MANAGEMENT AND STRESS MANAGEMENT**

Time Management – importance of time management – Creating and using a to-do list using mobile phone apps to plan and keep track of progress of tasks planned and completed-identifying time wasters—day to day time management techniques– time management tools- using time management apps.

Stress Management – causes of stress and its impact – personality and stress- how to manage - stress busters - Components of Emotional Intelligence- self-awareness, self- regulation, internal motivation, empathy and social skills.

### **MODULE 5: RESUME WRITING**

Cover Letter – building careers and crafting resumes – essentials of an effective resume – planning, writing, and completing resume – sending follow-up messages

### **MODULE 6: CAREER PLANNING**

Understanding career planning, researching your options, long term career plan, short term career goals, pursuing training opportunities, planning your promotions, making career changes, preparing to leave a job, career and job websites

### **PEDAGOGY**

Ice- breaking, Brainstorming and simulation exercises, movie clips, videos, Educational games, examples, story/sharing questionnaire/role play/exercises/ Task, Video/Audio recording, Group talk, presentations, team building exercises, mock meetings

### **Record Books to be maintained by students**

#### **1. Record book for communication – Vocabulary and Sentences**

Maintain a record book of new words, phrases, idioms or sentence structures learnt.

#### **2. Record book for Business News – develop understanding of the business environment by recording the latest business news stories in brief.**

### **RECOMMENDED BOOKS (Latest Editions)**

1. Philips R. Hunsaker, “Training in Interpersonal Skills”, Tata McGraw Hill
2. Butterfield, “Soft Skills for Everyone”, Cengage Learning
3. Career Development Centre, “Soft Skills”, Green Pearl Publications
4. Alex K, “Soft Skills – Know Yourself & Know the World”, S.Chand & Company Ltd

### **REFERENCE BOOKS (Latest Editions)**

1. B N Ghosh, “Managing Soft Skills for Personality Development”, McGraw Hill Education
2. Raman/Upadhyay, “Soft Skills – Key to Success in Workplace and Life”, Cengage Learning
3. Monippally, Matthukutty. M, “Business Communication Strategies”, TataMcGraw-Hill
4. M Ashraf Rizvi, “Effective Technical Communication”, McGraw Hill Education
5. Peter W Cardon, Business Communication, McGraw Hill Education
6. Suzanne C. Janasz, Karen O. Dowd, Beth Z. Schneider, “Interpersonal Skills in Organisation”, Tata McGraw Hill Education.