

SCHEME & SYLLABUS

MASTER OF BUSINESS ADMINISTRATION

Two year Post-Graduate (FYUG) Programme as per NEP
Choice Based Credit System Semester Scheme in the Postgraduate Degree Programme
Programme Code: PG010
(Academic session 2024-25 onwards)



Department of Management
University Institute of Commerce and Management
(UICM)

Sant Baba Bhag Singh University
2024-25

ABOUT THE DEPARTMENT

Being the universal pertinent of the term "Management", management department is backbone of every organization which helps the concerns to get best employees, which in turn becomes the assets of the organization. It is only the management which inculcate and Integrates whole lot of departments and their wisdom. With efficacious planning and strategic vision, it maintains, handles and controls the activities in such a manner that in turn generates the future of the department.

Salient Features

- Management department knows how to use resources affectively and efficient.
- Management is never ending process. All the functions of management are performed continuously.
- Management always manages people and work effectively with long term strategies and planning.
- Management department has business skills which are important to improve the performance of organization and make positive changes.
- Organization depends upon management to manage all departments of organization (HR, Fin., Marketing, IT etc.)

Vision

To be a globally recognized institution for creating leaders in the emerging areas of business.

Mission

To transform the lives of our students and stakeholders by enriching learning experience, providing exposure to advanced areas of knowledge through research and reinforcing the commitment to human values.

Eligibility

With at least 50% Marks in Graduation (Any Stream)

Duration of Course

2 years

CAREER PATHWAYS

Flexibility is one of the major benefits of the Master of Business Administration degree. The broad business curriculum, coupled with specializations in areas such as Entrepreneurship, Marketing, Finance, International Business, Information Technology and Operational Activities allow students to develop skill sets applicable across industries. Once the degree is in hand, keep an eye out for the following potential career paths, salaries and job growth for related occupations.

1 – Consultant

Consultancy is probably the most natural of career paths for MBAs. On the one hand, it requires an overarching, international and strategic-minded outlook on the business world and individual companies. On the other hand, consultants must have the interpersonal skills that put clients at ease to express their concerns and facilitate communication. Check out specialized as well as mainstream consultancy firms and ensure you apply for the ones whose business approach most resembles yours.

2 – Finance Manager

Most students coming from a non-management background dread the first day of their MBA Finance module. Yet sound finances are at the core of any company's ability to grow and expand. Finance Managers must be able to deal with numerical and qualitative information, displaying the ability to deal with colleagues from all departments to gather accurate information as well as the communication skills necessary to reassure and motivate Board Members. MBAs' insistence on hard and soft skills prepares students well for this position.

3 – Marketing Manager

Marketing relies on a deep knowledge of products and customers. If you're enrolled in a top MBA program, you're acquiring up-to-date tools to assess products and companies, while developing your abilities to communicate with and understand members of other cultures (what they identify as their needs; their buying habits; their cultural specificities; etc.). If you're the creative type and have a flair for sales, Marketing Manager may be your future job title!

4– Entrepreneur and HR Manager

Many MBA students have ideas and projects for own companies. The market exposure and in-class networking a good MBA offers can create investing and partnership relationships that justify anticipating the launch of an own company. If you feel this is your situation, make the most of your MBA and discuss your business strategy with Faculty and fellow students while you're still studying to guarantee you have a winning plan.

PROGRAMME EDUCATIONAL OBJECTIVE (PEO)

PEO1. To have diverged and set up Career in worldwide administration, organization and undertakings

PEO2. To get professional competencies to explore for consistent development and advancement of business.

PEO3. To familiarize with industrial environment with industrial visits and live preparing ventures.

PEO4. To have business communication aptitudes through talk exhibition, character improvement, Group conversations and presentations, mock meetings.

Programme Outcomes (PO)

PO1. The Specialization abilities in the field of finance, marketing, human resource, operations, and information technologies will give the broad understanding of global business.

PO2. The Methodical abilities for Problem illuminating and basic deduction for business difficulties and conceptualizing for new pursuits.

PO3. The legitimate and moral qualities for the advancement of the general public.

PO4. The Leadership characteristics for the worth based administration for collaboration.

Programme Specific Outcomes (PSO)

PSO1. Ability to set own Enterprise and Industry.

PSO2. Capability to use knowledge as specialized advisor in the fields of Finance, Marketing, Human Resources and Information Technologies.

PSO3. Financial and Economic analyst.

PSO4. Industry oriented professionals.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin

With and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core Requirement is termed as a Core course.
2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

NHEQF LEVELS OF MBA COURSE

NHEQF Level	Examples of higher education qualifications located within each level
Level 4.5	Undergraduate Certificate. Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 4-credit skills-enhancement course(s).
Level 5	Undergraduate Diploma. Programme duration: First two years (first four semesters) of the undergraduate programme, followed by an exit 4-credit skills enhancement course(s) lasting two months.
Level 5.5	Bachelor's Degree. Programme duration: First three years (Six semesters) of the four-year undergraduate programme.
Level 6	Bachelor's Degree (Honours/ Honours with Research). Programme duration: Four years (eight semesters).
Level 6	Post-Graduate Diploma. Programme duration: One year (two semesters) for those who exit after successful completion of the first year (two semesters) of the 2-year master's programme
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: Two years (four semesters) after obtaining a 3- year Bachelor's degree (e.g. B.A., B.Sc., B.Com. etc.).
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: One year (two semesters) after obtaining a 4 -year Bachelor's degree (Honours/ Honours with Research) (e.g. B.A., B.Sc., B.Com. etc.).
Level 7	Master's degree.(e.g. M.E./M.Tech. etc.) Programme duration: Two years (four semesters) after obtaining a 4-year Bachelor's degree. (e.g. B.E./B.Tech. etc.)
Level 8	Doctoral Degree

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Course Type	Subject Code	Subject Name	MM	Credits	Semester
Major	MGT551	Management & Organization Behavior	100	4	1
Major	MGT553	Accounting for Managers	100	4	1
Major	MGT555	Fundamental of Marketing Management	100	4	1
Major	MGT557	Production and Operation Management	100	4	1
Major	MGT559	Human Resource Management	100	4	1
Minor	MGT561	Managerial Economics	100	4	1
VAC-I	VAC017	VAC-I: Basics E-Skills	100	2	1
		Total	700	26	
Major	MGT552	Basics of Financial Management	100	4	2
Minor	MGT554	Basics of Research Methodology	100	4	2
Major	MGT556	Economic Environment	100	4	2
Major	DSE	Paper I (Group I)	100	4	2
Major	MGT558	Basics of Entrepreneurship	100	4	2
MDC-I	MDC044	Introductory Concepts of Computer Technology	100	4	2
VAC-I	VAC038	Indian Knowledge System	100	2	2
		Total	700	26	
Major	MGT601	Strategic Management	100	4	3
Major	MGT603	Operations Research	100	4	3
Minor	MGT605	Corporate Governance and Business Ethics	100	4	3
Major	DSE	Paper I (Group II)	100	4	3
Major	DSE	Paper II (Group II)	100	4	3
VAC	VAC018	Right To Information Act	100	2	3
Major	MGT607	Industrial Training Report	100	4	3
Major	MGT609	Dissertation Synopsis (Eval. in 4 th Sem)	100	2	3
		Total	700	26	
Major	MGT602	Project Management	100	4	4

Minor	MGT604	Company Law	100	4	4
Major	DSE	Paper I (Group III)	100	4	4
Major	DSE	Paper II (Group III)	100	4	4
Major	DSE	Paper III (Group III)	100	4	4
Major	MGT606	Dissertation (Started in 3 rd Sem)	100	8	4
		Total	600	28	

Note:

1. After 2nd semester students will go for 6 weeks Industrial Training and will have to submit a training project report of the same along with Power Point Presentation and Viva voce.
2. The student will choose a topic and submit a synopsis as a part of dissertation in the 3rd semester. The dissertation will be evaluated in 4th semester.

DSE: Discipline Specific Elective (Specializations will be selected from pool)

DSE: Discipline Specific Elective (Specializations)

MARKETING

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT560	Consumer Behavior	DSE	4:0:0
MGT562	Rural Marketing	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT611	Product and Brand Management	DSE	4:0:0
MGT613	Advertising and Sales Promotion	DSE	4:0:0
MGT615	Digital Marketing	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT608	International Marketing	DSE	4:0:0
MGT610	Retail Marketing	DSE	4:0:0
MGT612	Services Marketing	DSE	4:0:0

MGT614	Marketing Research	DSE	4:0:0
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FINANCE

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT564	Banking & Insurance Operations	DSE	4:0:0
MGT566	Advanced Financial Management	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT617	Management of Financial Services	DSE	4:0:0
MGT619	Indian Financial Institutions	DSE	4:0:0
MGT621	Security Analysis and Portfolio Management	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT616	International Finance	DSE	4:0:0
MGT618	Management Control Systems	DSE	4:0:0
MGT620	Corporate Tax Planning and Management	DSE	4:0:0
MGT622	Banking Management and Credit Analysis	DSE	4:0:0

HUMAN RESOURCE MANAGEMENT

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT568	Training and Development	DSE	4:0:0
MGT570	Negotiation and counseling for managers	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT623	Social Security and Labour Welfare	DSE	4:0:0
MGT625	Applied Industrial Psychology	DSE	4:0:0
MGT627	Competency Mapping	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT624	International Human Resource Management	DSE	4:0:0
MGT626	Organization Development	DSE	4:0:0
MGT628	Compensation and Reward Management	DSE	4:0:0
MGT630	Leadership	DSE	4:0:0

AGRIBUSINESS

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT572	Agri-Supply Chain Management	DSE	4:0:0
MGT574	Entrepreneurship Development and Business Communication	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT629	Agricultural Economics	DSE	4:0:0
MGT631	Agricultural Finance	DSE	4:0:0
MGT633	Food Retail Management	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT632	Agricultural Marketing Management	DSE	4:0:0
MGT634	International Trade and Marketing for Agribusiness	DSE	4:0:0
MGT636	Management of Food Processing Industry	DSE	4:0:0
MGT638	Agribusiness Management	DSE	4:0:0

INFORMATION TECHNOLOGY

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA576	Database Management and Administration (DBMA)	DSE	4:0:0

CSA578	Management Information Systems	DSE	4:0:0
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Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA635	Data Centre Management	DSE	4:0:0
CSA637	E-Customer Relationship Management	DSE	4:0:0
CSA639	Big Data Analytics	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA640	Legal Aspects of IT Business	DSE	4:0:0
CSA642	Software Project Management	DSE	4:0:0
CSA644	Knowledge Management	DSE	4:0:0
CSA646	Cyber Security	DSE	4:0:0

MBA 1st Sem

Course Type	Subject Code	Subject Name	MM	L	T	P	Contact Hours	Credits
Major	MGT551	Management & Organization Behavior	100	4	0	0	4	4
Major	MGT553	Accounting for Managers	100	4	0	0	4	4
Major	MGT555	Fundamental of Marketing Management	100	4	0	0	4	4
Major	MGT557	Production and Operation Management	100	4	0	0	4	4
Major	MGT559	Human Resource Management	100	4	0	0	4	4
Minor	MGT561	Managerial Economics	100	4	0	0	4	4
VAC-I	VAC017	VAC-I: Basics E-Skills	100	2	0	0	2	2
		Total	700				26	26

Total Credit: 26**Total Contact Hours: 26****MBA 2nd Sem**

Course Type	Subject Code	Subject Name	MM	L	T	P	Contact Hours	Credits
Major	MGT552	Basics of Financial Management	100	4	0	0	4	4
Minor	MGT554	Basics of Research Methodology	100	4	0	0	4	4
Major	MGT556	Economic Environment	100	4	0	0	4	4
Major	DSE	Paper I (Group I)	100	4	0	0	4	4
Major	MGT558	Basics of Entrepreneurship	100	4	0	0	4	4
MDC-I	MDC044	Introductory Concepts of Computer Technology	100	4	0	0	4	4
VAC-I	VAC038	Indian Knowledge System	100	2	0	0	2	2
		Total	700				26	26

Total Credit: 26**Total Contact Hours: 26**

Note: After 2nd semester students will go for 6 weeks Industrial Training and will have to submit a project report of the same along with Power Point Presentation.

MBA 3rd Sem

Course Type	Subject Code	Subject Name	MM	L	T	P	Contact Hours	Credits
Major	MGT601	Strategic Management	100	4	0	0	4	4
Major	MGT603	Operations Research	100	4	0	0	4	4
Minor	MGT605	Corporate Governance and Business Ethics	100	4	0	0	4	4
Major	DSE	Paper I (Group II)	100	4	0	0	4	4
Major	DSE	Paper II (Group II)	100	4	0	0	4	4
VAC	VAC018	Right To Information Act	100	2	0	0	2	2
Major	MGT607	Industrial Training Report	100	4	0	0	4	4
		Dissertation – I (Evaluation in 4 th Sem)	-	-	-	-	-	-
		Total	700				26	26

Total Credit: - 26**Total Contact Hour:-26****MBA 4th Sem**

Course Type	Subject Code	Subject Name	MM	L	T	P	Contact Hours	Credits
Major	MGT602	Project Management	100	4	0	0	4	4
Minor	MGT604	Company Law	100	4	0	0	4	4
Major	DSE	Paper I (Group III)	100	4	0	0	4	4
Major	DSE	Paper II (Group III)	100	4	0	0	4	4
Major	DSE	Paper III (Group III)	100	4	0	0	4	4
Major	MGT606	Dissertation (Started in 3 rd Sem)	100	0	0	0	0	8
		Total	600				20	28

Total Credit: - 28**Total Contact Hour:-20**

Course Code	MGT601
Course Title	Strategic Management and Business Policy
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	To help the students to learn the process of strategic decision making, implementation and evaluation of corporate policies.
Course Outcomes	Student will be able to: <ol style="list-style-type: none"> 1. Evaluate the organization's strategic position, to reach the organization's strategic alternatives, and to execute its strategic choices. 2. Extensive usage of a number of case studies can help accomplish this course's aims. 3. Understand the method of strategic decision-making, execution, and organizational strategy assessment.

SYLLABUS

UNIT-I

Understanding Strategy and Strategic Management: concept, objectives, strategic management process. Strategic Decision Making, Levels of Strategy. The Secret of Success of Successful Companies (Mckinsey's 7 model), **Defining Strategic Intent:** vision, mission, goals and objective, designing and evaluating a mission statement.

UNIT-II

External Environment Analysis: strategically relevant components of external environment. **Industry Analysis:** Porter's five forces model, strategic group mapping, industry driving forces, key success factors. external factor evaluation matrix. **Internal Environment Analysis:** resource based view of an organization, VRIO framework, value chain analysis, competitive advantage and core competency, internal factor evaluation matrix.

UNIT-III

Environmental Scanning Techniques, ETOP and SWOT Analysis Business Level Strategies, Porter's Framework of Competitive Strategies: Cost Leadership, Differentiation and Focused Strategies. Corporate Level Strategies, Growth Strategies, Horizontal and Vertical Integration, Strategic Outsourcing, Related and Un-related Diversification International Entry Options, Harvesting and Retrenchment Strategies.

UNIT-IV

Portfolio Strategies, BCG Model, G E Business Planning Matrix, Shell's Directional Policy Matrix, Product Life Cycle Matrix, Strategy Implementation, Structure Fit, Developing and Modifying Organizational Structure, Leadership and Organization Culture, Corporate Governance and Social Responsibilities of Business. **Strategy Evaluation and Control:** nature of strategy evaluation, strategy evaluation framework. The Balanced Score Card.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Wheelen, Thomas L., Hunger david J.	Concepts in Strategic Management and Business Policy	Pearson Education, India
2	AzharKazmi	Strategic Business Management	Tata McGraw

Course Code	MGT603
Course Title	Operations Research
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course objective(CO)	This course is an introduction to a broad range of mathematical techniques for solving problems that arise in management to allocate resources and their effective utilization.
Course Outcomes	Student will be able to: 1. Acquaint with various quantitative techniques which are of great importance for quantitative decision-making. 2. Acquainted with the application of statistical techniques in business decision making. 3. Use the broad range of mathematical techniques for solving problems that arise in management to allocate resources and their effective utilization.

SYLLABUS

UNIT-I

Operation Research: concept and significance of operations research, evolution of operation research, steps in designing operations research studies, operations research models. **Linear Programming and its Applications:** graphic method and simplex method, Duality problem.

UNIT-II

Replacement problem: introduction, replacement of equipment/asset that deteriorates gradually, individual and group replacement, Assignment problems, Transportation problems, Game theory.

UNIT-III

Inventory and Queuing Management: concepts of inventory management, inventory models, EOQ with price breaks, safety stock and reorder level. **Queuing Models:** concept, features, assumptions, customer and system services. **Decision Making:** meaning, process and decisions under certainty and uncertainty.

UNIT-IV

Project Scheduling: concepts of PERT & CPM techniques and their applications. **Network Analysis:** scheduling activities, determining critical path, calculation of floats; calculation of slack through forward and backward passes.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	F.S. Hiller and G.I. Libermann	Introduction to Operation Research	Tata McGraw Hills
2	R Panneerselvan	Operations Research	Himalaya Publishers

Course Code	MGT605
Course Title	Corporate Governance and Business Ethics
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course objective(CO)	The objective of this course is to impart a critical understanding of the structure, objectives and mechanisms of corporate governance, and the legal and other issues affecting systems by which corporations are directed and controlled
Course Outcomes	Student will be able to: 1. understand the theoretical foundations of corporate governance, and an ability to distinguish between the main theories; 2. identify the key parties and constituents involved in corporate governance, and compare and contrast their roles, impact and the balance of power between them; 3. understand the global dimensions of corporate governance, and an ability to explain and discuss the need for it

SYLLABUS

UNIT I

Ethics in Business: Ethical Theories and Approaches – Teleological, Deontological, Virtue and system development theories; Conflict between moral demands and interest and Ethics in work. Ethical Aspects in Marketing ,Finance, HRM and Ethics in Global Business.

UNIT II

Business Ethics: Introduction, Importance and need for Business Ethics, Corporate Governance ethics. Roots of unethical behavior and issues, National and International Corporate frauds, role of investors.

UNIT III

Corporate Governance: Meaning, Definition and role, Historical developments, Introduction to agency concepts and problems, Market model of governance, benefits of good governance to companies. Committees on Corporate Governance, International efforts on Corporate Governance- Cadbury Committee, Hampel Committee, Greenbury Committee, OECD Principles. Corporate Governance in Indian Scenario-Growth and Development.

UNIT IV

Corporate Governance and financial performance. Role Players in Corporate Governance: SEBI, Institute of Companies Secretaries of India, Institute of Chartered Accountants of India and Government. Corporate Governance and Companies Act 1956. Role of Directors. Harmonization of Accounting Standards.

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	S. K. Chakraborty	Values and Ethics in Organisation	OUP
2	R. Roj	A study in Business Ethics	Himalaya Publishing House
3	D. Murray	Ethics in Organizational	WBUT
4	Mathur UC	Corporate Governance & Business Ethics	Mc Millan

Course Code	MGT611
Course Title	Product and Brand Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream
Course objective(CO)	The objective of Brand Management is to make students understand principles of Branding, role of brands, elements and components of brands, brand equity etc. The main aim for Brand Management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies.
Course Outcomes	Students will be able to: <ol style="list-style-type: none"> 1. To explain the importance of product concept and to bridge the gap between theory and practice. 2. To explain the importance of product and brand development that are of immediate and practical importance to a product manager. 3. To explain the worth of the brand and the birth of the brand from its nascent stage to the end of its journey. 4. To explain the efficient management of brands and looking it as brands rather than products.

SYLLABUS

UNIT I

Introduction to Product: Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio.

UNIT II

Product Management & New Product Development: New product development process, New product strategy, commercialization, managing Growth, Managing the mature Product

UNIT III

Branding & Brand Management The concept of Brand Equity, Creating brands in a competitive market, Brand Positioning and Brand Associations, Using Brand Elements to create brand equity, Leveraging Secondary Brand Associations

UNIT IV

Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and Geographic boundaries. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches

Suggested Readings

S. No.	Author(s)	Title	Publisher
1	Donald R. Lehmann and Russell S. Winer	Product Management	TMH
2	Paul Trott	Innovation Management and New Product Development	Pearson
3	M. G. Parameswaran	Building Brand Value : Five Steps of Building Powerful Brands	Tata McGraw Hill
4	S Ramesh Kumar	Managing Indian Brands-Concepts and Strategies	Vikas Publications

Course Code	MGT613
Course Title	Advertising and Sales Promotion
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream
Course objective(CO)	<ul style="list-style-type: none"> To acquaint the students with concepts and techniques in the application for developing and designing an effective Advertising and Sales Promotional Program The course aims to familiarize the students with the basics of Sales Promotion and its importance in marketing.
Course Outcomes	<p>Students will be able to:</p> <ol style="list-style-type: none"> Evaluate the importance of advertising and sales promotion in marketing. Analyse the different forms of advertising and sales promotion. Design different tools for sales promotion campaign and analyse the need of a particular tool. Develop and evaluate different types of advertising and sales promotion programs. Analyse the ethical and legal aspects of sales promotion.

SYLLABUS

UNIT I

Introduction to Advertising Management, Integrated Marketing Communications, Setting Goals and Objectives, How advertising works: Segmentation and Positioning. Message Strategy: Attention and comprehension, Associating Feelings with the Brand, Brand Equity, Image and Personality and Group Influence and word of mouth advertising.

UNIT II

Message Tactics: Creative Approaches, The Art of copy testing and Diagnoses, Production and Implementation, Media Strategy and Tactics, Legal, Ethical and Social concerns of Advertising.

UNIT III

Sales Promotion: Nature, meaning and importance. Role of Sales Promotion in marketing; Role of Sales Promotion in Integrated marketing communication. Sales Promotion tools including -Premiums, price offs, coupons, sampling, refunds and rebates, contest, games and lotteries, point of purchase; Displays and demonstrations; Conferences use; Trade fairs; Exhibition and fashion shows, Specialities and novelties, and recent prevalent tools -features, strength and limitations.

UNIT IV

Pre-testing; Implementation; evaluating the result and making necessary modifications. Importance of ethics in sales promotion; Unethical practices and its consequences in Sales Promotion; Puffery or misrepresentation Consumer Promotions and Trade Promotions – Their purpose and types. How to plan and evaluate a successful promotion, The relationship between advertising and promotions.

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	Manendra Mohan	Advertising Management– Concepts and Cases	Tata McGraw Hill
2	MN Mishra	Sales Promotion and Advertising Management (6thEd.)	Himalaya Publishing House

3	S.A. Chunawala	Foundations of Advertising – Theory & Practice	Himalaya Publishing House
4	S.A. Chunawalla	Promotion Management	Himalaya Publishing House

Course Code	MGT615
Course Title	Digital Marketing
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream
Course objective(CO)	To equip the students individuals with the knowledge and skills to effectively promote products or services online
Course Outcomes	<ol style="list-style-type: none"> 1. Understand the concept of digital marketing and its integration of traditional marketing. 2. Understand behaviour of online consumers. 3. Create digital media campaigns through an understanding of e-mail, content and social media marketing. 4. Examine search engine optimisation tactics to enhance a website's position and ranking. 5. Leverage digital strategies to gain competitive advantage for business and career.

SYLLABUS

UNIT I

Introduction to Marketing, Importance and Scope of Marketing, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing vs Sales. Introduction to Digital Marketing, Benefits & Opportunity of Digital Marketing, Inbound and Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Digital Marketing use in 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for Profit' marketing

UNIT II

Search Marketing (SEO): Introduction to Search Engine, Search Engine Optimization (SEO), importance of SEO for business websites, Search Results & Positioning, Benefits of Search Positioning, Role of Keywords in SEO, Meta Tags and Meta Description, On-page & Off-page optimization, Back Link, Internal & External Links, Ranking, SEO Site Map, Steps for B2B SEO and B2C SEO, Advantages & Disadvantages of SEO. Email Marketing: Introduction to Email Marketing, Elements of Email, Email List Generation, Email Structure, Email Delivery, Online Data Capture, Off Line data Capture, Creating an Email campaign, Campaign Measurement, Concept of A/B testing & its use in email marketing.

UNIT III

Digital Display Advertising: Concepts, Benefits, Challenges, Ad Formats, Ad Features, Ad Display Frequency. Overview of Google AdWords. Social Media Marketing: Key Concepts, Different Social Media Channels : Facebook, YouTube, Twitter, Instagram, Business Page- Setup and Profile, Social Media Content, Impact of Social Media on SEO, Basic concepts: CPC, PPC, CPM, CTR, CR. Importance of Landing Page. How to create & test landing Pages. User Generated Content (Wikipedia etc.), Multi-media - Video (Video Streaming, YouTube etc), Multi-media - Audio & Podcasting (iTunes etc), Multimedia - Photos/Images (Flickr etc).

UNIT IV

Introduction to Mobile Marketing, Overview of the B2B and B2C Mobile Marketing, Use of Mobile Sites, Apps (Applications) and Widgets, Overview of Blogging Web Analytics: Introduction to Web Analytics, Web Analytics: Types & Levels, Introduction of Analytics Tools and its use case (Google Analytics and others), Analytics Reporting, Traffic and Behaviour Report, Evaluate Conversion.

Suggested Readings

S. No.	Author(s)	Title	Publisher
1	Kamat and Kamat	Digital Marketing	Himalaya
2	V. Ahuja	Digital Marketing	Oxford University Press
3	S.Gupta	Digital Marketing	McGraw-Hill

Course Code	MGT617
Course Title	Management of Financial Services
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream
Course objective(CO)	The objective of the course is to provide the students with an understanding of financial services provided various financial agencies and institutions and to acquaint the students with emerging trends in financial services.
Course Outcomes	<ol style="list-style-type: none"> 1. Students will have a better understanding of financial services and Indian financial system. 2. Students will develop their understanding about the banking sector, its working and various matters relating to banking services. 3. Students will be able to understand various aspects central banking and will be updated with all changes happening in the banking sector. 4. Students will have knowledge of financial markets and its operations. 5. Enhances students' ability to comprehend the working of insurance companies effectively and efficiently.

SYLLABUS

UNIT - I

Financial Services - Meaning, types and their importance. Depository - Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

UNIT - II

Mutual funds and AMCs - Concept, origin and growth of mutual funds, Constitution & management of MFs - Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund UNITS. Recent trends in mutual funds in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

UNIT - III

Leasing - concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing. Merchant Banking - Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

UNIT - IV

Debt Securitisation: Meaning, Features, Scope and process of securitisation. Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India. Plastic Money - Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organisations. Factors affecting utilisation of plastic money in India.

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	M Y Khan	Financial Services	Tata McGraw-Hill
2	L M Bhole	Financial Institutions & Markets	Tata McGraw- Hill
3	V. A. Avdhani	Financial Services in India	Himalaya Publishing House

Course Code	MGT619
Course Title	Indian Financial Institutions
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream
Course objective(CO)	The course intends to make students aware about the role and functions of financial institutions in India and recent developments in Indian financial system
Course Outcomes	Student will be able to: 1. To understand the history of Indian financial system. 2. To provide students with comprehensive understanding the significance of Indian financial system. 3. To provide the knowledge on the components of financial system. 4. To analyse the financial market processes and their instruments, and make successful financial decisions at an individual as well as company level.

SYLLABUS

UNIT I

Introductory: Nature and role of financial system – Financial System and financial markets. An economic analysis of financial system in India. Indian financial system – A critical analysis. Financial Markets: Money and capital markets.

UNIT II

Money market Instruments: Call money, treasury bills, certificates of deposits, commercial bills, trade bills, etc. Capital market: Government securities market, Industrial security market, Role of SEBI – and overview; Recent developments National Depository Securities Ltd. (NDSL), Market Makers. Money Market Institutions: Central bank: Functions and its role in money creation, Commercial banks; Present structure.

UNIT III

Banking and Non- Banking Institutions: Concept, role of financial institutions, sources of funds, Functions and types of banking and non-banking financial institutions.

UNIT IV

Reserve Bank of India- importance, features, functions, types of credit control, Commercial Banks and Foreign Banks-features, importance and functions. Regional Rural banks and Agricultural Banks- features, importance and functions. Cooperative Banks- features, importance and functions.. Industrial Development Banks-features, importance and functions.

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	VA Avdhani	Investment and Securities Markets in India	Himalaya Publications
2	P.N. Varshney	Indian Financial System	Sultan Chand & Sons
3	Gordon and Natarajan	Financial Markets and Services	Himalaya Publishing House

Course Code	MGT621
Course Title	Security Analysis and Portfolio Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream
Course objective(CO)	To equip the students with essential tools, techniques, models and investment theory necessary for analyzing different types of securities, making sound investment decisions and optimal portfolio choice
Course Outcomes	Student will be able to: <ol style="list-style-type: none"> 1. To provide a theoretical and practical background in the field of investments. 2. Designing and managing the bond as well as equity portfolios in the real world. 3. Valuing equity and debt instruments. 4. Measuring the portfolio performances.

SYLLABUS

UNIT I

Concept of Investment, Investment Objectives and Constraints, Investment Classification. Financial Markets & Instruments, their role & classification. Regulation of Securities Markets, Primary & Secondary Markets, Trading, Clearing and Settlement procedures, Market Indices.

Concept & Measures of Risk and Return, Portfolio Risk & Return, Reduction of Risk through Diversification.

Concept of Intrinsic Valuation, Cash Flow based Equity Stock Valuation Models. Value Added & Asset based valuation. Use of Multiples & Relative Value.

UNIT II

Fundamental Analysis for Determination of Inputs to Equity Valuation, Cash Flow & Profitability Forecasting, EIC Framework, Economic Forecasting Methods, Industry Analysis, Industry Life Cycle, Structural Analysis. Company Analysis, Publicly accessible Corporate Information, Tools of Financial Statement Analysis.

UNIT III

Measures of Bond Returns, YTM & Holding Period Yields, Bond Valuation, Spot & Forward Interest Rates, Term Structure & Yield Curves, Interest Rate Sensitivities, Duration & Elasticities. Key Rates & Bucket Rates.

Efficient Market Hypothesis, Technical Analysis: Dow Theory, Types of Charts, Price Patterns, Trend Lines, Trend Channels, Support and Resistance Levels, Relative Strength Analysis, Moving Averages, Breadth of the Market, Volume, Momentum.

Portfolio optimization in the mean variance framework: two security case, various combinations of risky & risk-free assets, implications of the results, concept of efficient frontier. Concept of Utility & Indifference Curves, Optimal Portfolio Selection.

UNIT IV

The multi-security case of portfolio optimization, Tracing of the full efficient frontier with/without the existence of risk-free asset. Single Index & Capital Asset Pricing Model, Systematic and Unsystematic Risk, Beta of a Portfolio, CML & SML, Arbitrage Pricing Theory, Comparison of CAPM and APT, Applications of APT. Active & Passive Portfolio Management, Portfolio Revision of Equity Portfolios, Measuring and Evaluating Portfolio Performance, Measures of Return on Active Portfolios, Buying the Index Approach. Fixed Income Portfolio Management. Active vs Passive Strategies, Portfolio Management Using Derivatives.

Suggested Readings:

S. No.	Author(s)	Title	Publisher
1	P. Chandra	Investment Analysis & Portfolio Management	Tata McGraw Hill
2	D.E. Fisher and R.J. Jordan	Security Analysis and Portfolio Management	Prentice Hall

Course Code	MGT623
Course Title	Social Security and Labour Welfare
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	To familiarize the students with the understanding and provisions of industrial and labour related social security laws.
Course Outcomes	Student will be able to: 1. Know about the important aspects of Industrial Relations namely Social Security and Labour Welfare. 2. Familiarize the understanding and provisions of industrial and labour related social security laws. 3. Use the skills regarding the different acts involved in the industries and labour.

SYLLABUS

Unit I

Social Security: Social Assistance and Social Insurance, Evolution of social security, ILO and Social Security. **Labour Welfare & Administration:** Concept, definition, scope and objectives, welfare work and social work, evolution of labour welfare, classification of welfare work, agencies for welfare work, labour administration, agencies for administering labour welfare laws in India.

Unit-II

Employees State Insurance Act, 1948: objectives and applicability of the scheme, personal injury, factory, manufacturing process, wages, medical benefit council, contributions, adjudication of dispute and claims, benefits. **Factories Act, 1948:** definitions, authorities under the factories act, working hours of adults, employment of young persons, annual leave with wages, penalties and procedure.

Unit-III

Payment of Gratuity Act, 1972: applicability and non- applicability of the act, payment of gratuity, recovery of gratuity, penalties. **Employee's Compensation Act, 1923:** definitions, dependent, employer, partial and total disablement, workmen injury, accident; employer's liability for compensation, amount of compensation, contracting, commissioner, equal remuneration act, 1976.

Unit-IV

The Employees Provident Fund & Miscellaneous Provisions Act, 1952: definitions, schemes under the act, Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, **Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Maternity Benefit Act, 1961**

Suggested – Readings:

Sr. No.	Authors	Title	Publisher
1	Srivastava, S.C	Industrial Relations & Labour Laws	Vikas Publishing House Ltd
2	Sharma, J.P	Simplified Approach to Labour Laws	Bharat Law House (P) Ltd., New Delhi.

Course Code	MGT625
Course Title	Applied Industrial Psychology
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	Graduation in any stream.
Course Objectives (CO)	The objective of this course is to help students to develop their skills in negotiation, social skills and counseling.
Course Outcomes	Student will be able to: <ol style="list-style-type: none"> 1. Know how cultural factors influence workplace behavior and to examine the skills required to manage across national borders. 2. Tackle International Business' ethical challenges for corporate decision making. 3. Develop their negotiating, social skills and advice skills

SYLLABUS

Unit-I

Negotiation: negotiation meaning, Scope, types and styles of negotiation, negotiation process, strategies and tactics, win-win negotiation, Role of trust in negotiations. **Collective Bargaining:** importance, forms, process of negotiation and recent trends in collective bargaining.

Unit-II

Negotiation and IT: ethics in negotiation, cultural differences in negotiation styles, gender in negotiations, context of mediation, **Negotiation as Persuasion:** principles of persuasion, persuasion Strategy, seeking and resisting compliance, effective persuasion.

Unit-III

Introduction to Counseling: historical evolution, counseling, psychotherapy and instruction, approaches to counseling, psychoanalysis, behaviorism and humanism, goals and process of counseling, counseling, procedures and skills.

Unit-IV

Organizational Application of Counseling Skills: changing behaviors through counseling, specific techniques of counseling, role conflicts of managers and counseling, application of counseling in specific organizational situations, dealing with problem subordinates, Ethics in Counseling.

Suggested – Readings:

S.No	Author(s)	Title	Publisher
1	Kottler, J. A	Introduction to counseling	USA: Cengage Learning
2	Singh, K. (2009).	Counselling skills for managers	New Delhi: Prentice Hall of India.

Course Code	MGT629
Course Title	Competency Mapping
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	It enables the student to understand how the business becomes more efficient, effective and competitive. It embeds the set of competencies like Innovations, technical expertise, quality and customer oriented aspects in student.
Course Outcomes	Student will be able to: 1. Understand competency frame work and various implementations in modern corporate life 2. Understand how the business becomes more efficient, effective and competitive. 3. Embeds the set of competencies like Innovations, technical expertise, quality and customer oriented aspects in student.

SYLLABUS

Unit-I

Introduction: Concept and definition of competency, characteristics of competency, core competency versus competence, performance versus competency, skills versus competency, behavior indicators, types of competencies , generic/specific, threshold/performance, and differentiating and technical, managerial and human, competency method in HRM,

Unit-II

Competency Framework: development of personal competency framework, Lancaster Model of managerial competencies, **Competency Modeling:** developing a competency model, Stages in design and implementation of competency model, validation of the competency model after data gathering.

Introduction to Industrial Relations: The Concept Industrial Relations, The Dynamic Context of Industrial Relations, Interactions and Outcomes in Industrial Relations. **Discipline and Grievance Management:** forms and handling of misconduct. **Collective Bargaining:** concepts, features and principles of CB.

Unit-III

Competency Mapping: meaning, purpose and benefits, Competency mapping at different levels – Corporate companies/institutions, **Methods of Competency Mapping:** assessment Centre, critical incident techniques, questionnaire method, psychometric tests. Team Competencies (project driven), Role competencies (Role wise); Competency identification Consolidation of checklist, Rank Order and finalization, Validation, and Benchmark; Competency assessment - 360 degrees.

Unit-IV

Using competency maps for Competency profiling: job competency profiling, role competency profiling, functional competency profiling, core competency profiling. Competency based selection, Competency based interviews, Competency based performance management, Competency driven careers, and Competency linked remuneration, Competency driven culture. **Career Development:** various methods of career development.

Suggested - Readings

S. No.	Author(s)	Title	Publisher
1	David McClelland	Competency at Work,	SpencerandSpencer,1993
2	G. Shermon	Competency based HRM	TataMcGrawHill

Course Code	MGT602
Course Title	
Type of Course	
L T P	
Credits	
Course Prerequisites	
Course Objectives (CO)	
Course Outcomes	

Course Code	MGT604
Course Title	Company Law
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	The course aims to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.
Course Outcomes	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules. 2. Prepare the basic legal documents required for formation of a company. 3. Analyse the process and documents required for raising capital for the company. 4. Analyse the managerial composition of companies and examine the process of company meetings. 5. Evaluate the framework of dividend distribution and understanding of the winding up process including Insolvency Resolution.

SYLLABUS

Unit 1

Meaning and characteristics of a company; Lifting of corporate veil; Overview of administration of Company Law; Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association.

Unit 2

Formation of company, promoters, their legal position and pre incorporation contracts; Online registration of a company. Memorandum of Association and its alteration, Articles of Association and its alteration, Doctrine of constructive notice, Doctrine of ultra vires and indoor management.

Unit 3

Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; Book building. Buyback and provisions regarding buyback; Transfer and transmission of shares; Directors: Legal position, Disqualifications, Director Identification Number (DIN); Classification of directors; Appointment and Removal of directors; Powers and Duties;

Unit 4

Board Meetings; Shareholders' meetings: AGM and EGM. Convening and conduct of meetings: Requisites of a valid meeting; Resolutions; Postal ballot; e-voting. Provisions relating to payment of Dividend. Company Audit - auditor's qualification and disqualifications, Auditor's appointment, rotation and removal. Winding Up: Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code 2016.

Suggested Readings

Jagota, R.	Corporate Laws	Taxmann Pvt. Ltd
Kapoor, N. D	Corporate Laws	Sultan Chand
Maheshwari, S. N., & Maheshwari, S. K.	Company Law	Himalaya Publishing House Pvt. Ltd.

STRATEGIC MANAGEMENT

SYLLABUS

UNIT 1

Strategy – concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.

UNIT 2

Strategy Formulation – concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.

UNIT 3

Corporate Level Strategies; Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice.

UNIT 4

Strategy Implementation – Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control

Suggested Readings

- Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House
- Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies
- Kachru, U. (2005). Strategic Management – Excel Books

OPERATIONS RESEARCH

UNIT I

Introduction: Operations Research-meaning, Scope and Applications of Operations Research in managerial decision making. Decision-making environments: Decision-making under certainty, uncertainty and risk situations, Decision Tree Approach.

UNIT II

Linear programming: Mathematical formulations of LP Models for product-mix problems, graphical and simplex method of solving LP problems, duality.

Assignment model: Hungarian Algorithm and its applications, Maximization Assignment Problem

UNIT III

Transportation problem: Various methods of finding Initial basic feasible solution North West Corner Method, Least Cost Method & VAM Method and optimal solution Stepping Stone & MODI Method
Game Theory: Concept of game, Two-person zero-sum game, Pure and Mixed Strategy Games, Saddle Point, Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

UNIT IV

Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines.

Project Management: Rules for drawing the PERT network diagram, CPM, Project planning and controlling, crashing of operations.

References

- Sharma J K - Operations Research (Pearson, 3rd Edition)
- Natarajan- Operation Research(Pearson)
- Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)
- N.D. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)

CORPORATE GOVERNANCE AND BUSINESS ETHICS

UNIT I

Ethics in Business: Ethical Theories and Approaches – Teleological, Deontological, Virtue and system development theories; Conflict between moral demands and interest and Ethics in work. Ethical Aspects in Marketing ,Finance, HRM and Ethics in Global Business.

UNIT II

Business Ethics: Introduction, Importance and need for Business Ethics, Corporate Governance ethics. Roots of unethical behavior and issues, National and International Corporate frauds, role of investors.

UNIT III

Corporate Governance: Meaning, Definition and role, Historical developments, Introduction to agency concepts and problems, Market model of governance, benefits of good governance to companies. Committees on Corporate Governance, International efforts on Corporate Governance- Cadbury Committee, Hampel Committee, Greenbury Committee, OECD Principles. Corporate Governance in Indian Scenario-Growth and Development.

UNIT IV

Corporate Governance and financial performance. Role Players in Corporate Governance: SEBI, Institute of Companies Secretaries of India, Institute of Chartered Accountants of India and Government. Corporate Governance and Companies Act 1956. Role of Directors. Harmonization of Accounting Standards.

References:

- S. K. Chakraborty : Values and Ethics in Organisation, OUP
- R. Roj : A study in Business Ethics, Himalaya Publishing.
- D. Murray : Ethics in Organizational, Kogan Page. WBUT
- Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
- Mathur UC – Corporate Governance & Business Ethics (Mc Millan).

PRODUCT AND BRAND MANAGEMENT**SYLLABUS****UNIT I**

Introduction to Product: Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio.

UNIT II

Product Management & New Product Development: New product development process, New product strategy, commercialization, managing Growth, Managing the mature Product

UNIT III

Branding & Brand Management The concept of Brand Equity, Creating brands in a competitive market, Brand Positioning and Brand Associations, Using Brand Elements to create brand equity, Leveraging Secondary Brand Associations

UNIT IV

Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and Geographic boundaries. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches

Reference Books

- Product Management, Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH
- Innovation Management and New Product Development, Paul Trott, Fourth Edition, Pearson
- Strategic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited
- Building Brand Value : Five Steps of Building Powerful Brands, M. G.Parneswaran, 2006, New Delhi: Tata McGraw Hill
- Brand Management, , H. V. Verma, 2004, New Delhi: Excel Books
- Branding, A reference guide to solving your toughest branding problems and strengthening your market position, B. VanAuken, 2007. Jaico Publishing House
- Managing Indian Brands-Concepts and Strategies, S Ramesh Kumar, 2001, Vikas Publications
- Successful Branding, Prank K Chaudhary, University (India) Press Limited, Hydrabad, 2001

ADVERTISING AND SALES PROMOTION

Objectives: To acquaint the students with concepts and techniques in the application for developing and designing an effective Advertising and Sales Promotional Program

The course aims to familiarize the students with the basics of Sales Promotion and its importance in marketing.

After completion of the course, learners will be able to: 1. 2. Evaluate the importance of sales promotion in marketing. Analyse the different forms of sales promotion. 3. Design different tools for sales promotion campaign and analyse the need of a particular tool. 4. 5. Develop and evaluate sales promotion programs. Analyse the ethical and legal aspects of sales promotion.

SYLLABUS

UNIT I

Introduction to Advertising Management, Integrated Marketing Communications, Setting Goals and Objectives, How advertising works: Segmentation and Positioning. Message Strategy: Attention and comprehension, Associating Feelings with the Brand, Brand Equity, Image and Personality and Group Influence and word of mouth advertising.

UNIT II

Message Tactics: Creative Approaches, The Art of copy testing and Diagnoses, Production and Implementation, Media Strategy and Tactics, Legal, Ethical and Social concerns of Advertising.

UNIT III

Sales Promotion: Nature, meaning and importance. Role of Sales Promotion in marketing; Role of Sales Promotion in Integrated marketing communication. Sales Promotion tools including - Premiums, price offs, coupons, sampling, refunds and rebates, contest, games and lotteries, point of purchase; Displays and demonstrations; Conferences use; Trade fairs; Exhibition and fashion shows, Specialities and novelties, and recent prevalent tools -features, strength and limitations.

UNIT IV

Pre-testing; implementation; evaluating the result and making necessary modifications. Importance of ethics in sales promotion; Unethical practices and its consequences in Sales Promotion; Puffery or misrepresentation Consumer Promotions and Trade Promotions – Their purpose and types. How to plan and evaluate a successful promotion, The relationship between advertising and promotions.

References

- Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill)
- Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House
- Foundations of Advertising – Theory & Practice – S.A. Chunawala
- Advertising Management by Batra, Myers and Aakar(5th Ed.) PHI
- Promotion Management by S.A. Chunawalla (2nd Ed.) Himalaya
- Successful Sales Promotion – Choudhry, Elliot & Toop, Orient Longman

DIGITAL MARKETING

UNIT I

Introduction to Marketing, Importance and Scope of Marketing, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing vs Sales. Introduction to Digital Marketing, Benefits & Opportunity of Digital Marketing, Inbound and Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Digital Marketing use in 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for Profit' marketing

UNIT II

Search Marketing (SEO): Introduction to Search Engine, Search Engine Optimization (SEO), importance of SEO for business websites, Search Results & Positioning, Benefits of Search Positioning, Role of Keywords in SEO, Meta Tags and Meta Description, On-page & Off-page optimization, Back Link, Internal & External Links, Ranking, SEO Site Map, Steps for B2B SEO and B2C SEO, Advantages & Disadvantages of SEO. Email Marketing: Introduction to Email Marketing, Elements of Email, Email List Generation, Email Structure, Email Delivery, Online Data Capture, Off Line data Capture, Creating an Email campaign, Campaign Measurement, Concept of A/B testing & its use in email marketing.

UNIT III

Digital Display Advertising: Concepts, Benefits, Challenges, Ad Formats, Ad Features, Ad Display Frequency. Overview of Google AdWords. Social Media Marketing: Key Concepts, Different Social Media Channels : Facebook, YouTube, Twitter, Instagram, Business Page- Setup and Profile, Social Media Content, Impact of Social Media on SEO, Basic concepts: CPC, PPC, CPM, CTR, CR. Importance of Landing Page. How to create & test landing Pages. User Generated Content (Wikipedia etc.), Multi-media - Video (Video Streaming, YouTube etc), Multi-media - Audio & Podcasting (iTunes etc), Multimedia - Photos/Images (Flickr etc).

UNIT IV

Introduction to Mobile Marketing, Overview of the B2B and B2C Mobile Marketing, Use of Mobile Sites, Apps (Applications) and Widgets, Overview of Blogging Web Analytics: Introduction to Web Analytics, Web Analytics: Types & Levels, Introduction of Analytics Tools and its use case (Google Analytics and others), Analytics Reporting, Traffic and Behaviour Report, Evaluate Conversion.

References

- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

MANAGEMENT OF FINANCIAL SERVICES

Objectives: The objective of this paper is to acquaint the students with emerging trends in financial services.

SYLLABUS

UNIT - I

Financial Services - Meaning, types and their importance. Depository - Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

UNIT - II

Mutual funds and AMCs - Concept, origin and growth of mutual funds, Constitution & management of MFs - Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund UNITS. Recent trends in mutual funds in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

UNIT - III

Leasing - concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing. Merchant Banking - Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

UNIT - IV

Debt Securitisation: Meaning, Features, Scope and process of securitisation. Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India. Plastic Money - Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organisations. Factors affecting utilisation of plastic money in India.

Suggested Readings:

- S Gurusamy 'Financial Services & System' Thomson Publications
- M Y Khan 'Financial Services' Tata McGraw-Hill
- L M Bhole 'Financial Institutions & Markets' Tata McGraw- Hill
- Gordon & Natarajan 'Financial Markets & Services' Himalaya Publications
- V. A. Avdhani 'Financial Services in India' Himalaya Publications
- Vasant Desai 'Financial Markets and Financial Services' Himalaya Publications

INDIAN FINANCIAL INSTITUTIONS

SYLLABUS

UNIT I

Introductory: Nature and role of financial system – Financial System and financial markets. An economic analysis of financial system in India. Indian financial system – A critical analysis. Financial Markets: Money and capital markets.

UNIT II

Money market Instruments: Call money, treasury bills, certificates of deposits, commercial bills, trade bills, etc. Capital market: Government securities market, Industrial security market, Role of SEBI – and overview; Recent developments National Depository Securities Ltd. (NDSL), Market Makers. Money Market Institutions: Central bank: Functions and its role in money creation, Commercial banks; Present structure.

UNIT III

Banking and Non- Banking Institutions: Concept, role of financial institutions, sources of funds, Functions and types of banking and non-banking financial institutions.

UNIT IV

Reserve Bank of India- importance, features, functions, types of credit control, Commercial Banks and Foreign Banks-features, importance and functions. Regional Rural banks and Agricultural Banks-features, importance and functions. Cooperative Banks- features, importance and functions.. Industrial Development Banks-features, importance and functions.