

**Rani Durgavati Vishwavidyalaya
Jabalpur**

Faculty of Management



Course – Curriculum

**MBA - MM
(CBCS)**

**SYLLABUS AND SCHEME OF
EXAMINATION FOR MBA – MM (CBCS) 2 YEARS
FULL TIME PROGRAMME**

**MBA III & IV SEMESTER
YEAR 2018-2020**

SYLLABUS AND SCHEME OF EXAMINATION FOR MBA –MM (CBCS)

MBA (MM) III Semester

Course Code	Course Title	Valid Credits	End Semester Exam	Continuous Evaluation	Total Marks
MMC 301	Entrepreneurship Management	3	60	40	100
MMC 302	Business Ethics and Corporate Governance	3	60	40	100
MMC 303	Sales & Distribution Management	3	60	40	100
MMC 304	Advertising & Brand Management	3	60	40	100
MMC 305	Consumer Behavior And Market Research	3	60	40	100
MMC 306	Marketing Strategies	3	60	40	100
MMC 307	Event Marketing	3	60	40	100
MMC 308	Supply Chain Management	3	60	40	100
MMC 309	Evaluation Of On-Site Training Report and Viva Voce	3	60	40	100
MME 301	Strategic Brand Management	3	60	40	100
MME 302	Customer Relationship Marketing	3	60	40	100
<i>Students will have to select any one paper either MME301 or MME302</i>					
MMS 301	Skill Development	2	60	40	100
Comprehensive Viva Voce		4			50

MBA – III
SEMESTER

MMC 301 Entrepreneurship Management

[Total (60+40=100)
Credit 3

Course Objective: To give an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur. The course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

UNIT I - The Entrepreneurial Development Perspective

- Entrepreneur – meaning, evolution, importance, Qualities, nature, types, traits.
- Entrepreneurship development - its importance, role of Entrepreneurship. Entrepreneurial environment, culture and stages in entrepreneurial process, changing dimensions in entrepreneurship – Digital entrepreneurship.
- Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager

UNIT II - Family Business Development

- Family Business – meaning, characteristics, importance, types and models.
- Growing and evolving family business – Complexity of family enterprise – Diversity of successions : Different Dreams and challenges.

UNIT III - Starting the Venture

- Generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition.
- Feasibility study – market feasibility, technical/operational feasibility, financial feasibility, environmental scanning, competitor and industry analysis.
- Drawing business plan - preparing project report, presenting business plan to investors.

UNIT IV – Micro, Small and Medium Enterprises

- Concept, role and importance of MSME
- Policies governing SMEs - Steps in setting up a small unit.
- SME funding - Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Sources of finance for SME'S.

UNIT V – Government Initiatives

- Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants.
- Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), NABARD, National Small Industries corporation and other relevant institutions / organizations.

REFERENCE BOOKS

- Entrepreneurship: New Venture Creation - David H. Holt
- Entrepreneurship - Hisrich Peters
- The Culture of Entrepreneurship - Brigitte Berger
- Dynamics of Entrepreneurship Development - Vasant Desai
- Entrepreneurship Development - Dr. P.C.Shejwalkar
- Thought Leaders - Shrinivas Pandit
- Entrepreneurship - Steven Brandt
- Business Gurus Speak - S. N. Chary
- The Entrepreneurial Connection - Gurmit Narula

MMC 302 Business Ethics and Corporate Governance

[Total (60+40) = 100]

Credit 3

Course Objective: This course has been designed to create a mindset of value system among the students who are the future managers. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

UNIT I Introduction to Business Ethics

- Introduction, definitions, need, importance for Business ethics; factors affecting business ethics;
- Importance of Ethics & Moral standards; Ethics & Moral Decision Making, ethical Principles in Business.
- Business theories: Normative Theories, Gandhian Approach, Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory.

UNIT II Indian Ethos & values

- Need, purpose & relevance of Indian Ethos.
- Meaning and Nature of values; Holistic view of life and its value, Values impact in Business. Indian Value System -Teachings from scriptures and traditions.

UNIT III Workplace Ethics

- Introduction, Needs, benefits, Principles, Development of Personal Ethics, Employee Attitude and Ethics, Employee Etiquettes.
- Workplace Ethics for Employees - Ethical behavior in workplace- Professionalism; Formulating & implementing professional ethics code and Professional ethos.

UNIT IV Corporate Governance

- Introduction, systems of corporate governance, OECD principles, Indian model of Corporate Governance, Whistle blowing and its codes.
- Ethical Issues related to Advertisements, Finance, Investment, Technology and Ethical Dilemma., Social Responsibility of Corporate.

UNIT V Corporate Governance & CSR

- Impact of globalization on Indian corporate and social culture, Advantages and disadvantages of MNC's to the Host Country, Corporate Governance and ethical responsibility.
- Corporate Social Responsibility - Introduction, Advantages, Scope for CSR in India, steps to attain CSR

REFERENCE BOOKS

- Foundations of managerial work – Chakraborty S.K
- Contribution from Indian thoughts- – Himalya publication
- Business Ethics – Andrew Crane and Dirk Matten,Oxford Press
- Business Ethics: A Philosophical Reader - Thomas I. White
- Business Ethics -A.V.RAO(excel books)
- Social Responsibility of Business Enterprises, - Sarkar, C. R., New Century Publication
- Business Ethics - Concepts and Cases - Velasquez,
- Ethics in Management - Sherlekar, S. A., Himalaya Publishing House
- Corporate Governance & Business Ethics – U. C. Mathur, Macmillan India Ltd

MMC 303 SALES & DISTRIBUTION MANAGEMENT

**[Total (60+40) = 100]
Credit 3**

Course Objective - The objectives of this course is to provide an extensive picture with regards to theory and practice of managing sales and to inculcate personal selling skills

UNIT I Introduction to Sales Management

- Concept of sales management: The nature and role of sales management, Objectives of sales management, Theories of selling, sales executive as a coordinator, Relations of sales management with other marketing activities.

UNIT II Sales and Marketing Planning

- Concept of Sales and marketing planning. The place of selling in marketing plan. Relationship selling. Personal selling objective. Diversity of personal selling situations Process of personal selling. Sales - Related marketing policies, Product policies, Distribution policies, Pricing policies.

UNIT III Sales HRM

- Personal management. Recruitment and selection of sales personnel. Training programmes, Concept and Evaluation, Compensation.
- Sales meeting. Different type of sales organization. The development of personal selling skills.

UNIT IV Sales Operation

- Sales control:- sales budget, Evaluation and supervision. Sales quotas, Management of territories. The sales analysis, Sales audit system, Sales resistance, Psychology of customer, Field sales control – Sales reporting system which includes weekly, monthly, quarterly reports and interpretation of the data for future action plans, sales analysis and marketing cost analysis, sales audit, managing outstanding.

UNIT – V Sales Distribution

- Sales Forecasting, Sales Environment, Sales channel, Sales promotion, Selling and Reselling. Telephone selling and Internet Selling. Selling service and Sales responsibilities. Importance of Distribution and Logistics Management in relation to Sales Management. Understanding lead time and delivery schedule.

REFERENCE BOOKS

- Sales Management decision & cases – Still, Cundift
- How to build dynamic sales organisation – Mury & Arnold
- Salesmanship & Publicity – RS Davar
- Elements of salesmanship & publicity – Pradhass
- Sales distribution management – FL Lobo
- Sales and distribution Management -- S. L. Gupta (Excel Boks)

MMC 305 ADVERTISING AND BRAND MANAGEMENT

**[Total (60+40) = 100]
Credit 3**

Course Objective:- The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

UNIT- I General understanding about advertising.

- Advertising - Nature, scope & classification.
- Role of advertising in Indian economic and social development
- Ethics and truth in Indian advertising.

UNIT-II Advertisement Concept & strategy

- Marketing communication Programme.
- Advertising Planning:- Objectives and Budget .
- Advertising research as a supporting tool.
- Development of concept, selection of the concept.
- Selection of the advertising message.
- Building an advertising copy.
- Factors related with copy strategy.

UNIT III Campaign management

- Campaign planning process .
- Media Planning:- Target and Media Research, Media objectives, Media mix selection and Scheduling and Budgeting.
- Media Buying:- Media Tactics, Monitoring.
- Evaluation of Media Planning.
- Media Strategy:- Delivering on Objectives, Target audience strategies and Media Vehicle selection, Allocation of media budget.
- Advertising effectiveness.
- Comparative study with different promotion mix.
- Digital Advertising campaign plan
- Social site campaign plan

UNIT – IV Advertising agency

- Advertising agency:- Management and Survival .
- Reorganizing agency.
- Global standards of agency functioning.

UNIT - V Branding – Core Issues.

- Brand equity(brief description), Brand building exercise:- Concept, Strategy and Culture.
- Brand personality and Positioning .
- Brand life cycle,
- Brand identity.
- Branding for commodities

REFERENCE BOOKS

- Advertising Management AAKER
- Advertising Management Chunnawalla
- Brand Positioning S. Sengupta
- Product Management Majumdar
- Advertising Management M. Mohan
- Advertising And Sales Promotion Kazmi & Batra(Excell)
- Brand Management Harish V. verma(Excell)

MMC 305 CONSUMER BEHAVIOUR AND MARKET RESEARCH

**[Total (60+40) = 100]
Credit 3**

Course Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT I Introduction

- Study of consumer Behavior – Role of Consumer Research.
- Need system. Consumer motivation.
- Personality, Dynamics of Perception.

UNIT II Components of consumer behaviour

- Consumer as an Individual: Involvement and motivation, knowledge and values .
- Nature, role of motive and classifying motive
- Personality, learning and characteristics and classification of learning.
- Characteristics, functions and sources of attitudes, attitude theory and models.

UNIT III Consumer Culture

- Environmental Influences on Consumer Behavior: Cultural, Social, Personal, Family and situational influences, opinion leadership and life style marketing.
- Characteristics of culture, cultural understanding, nature of social class, Social class and consumer behaviour. Green Marketing Consumer behaviour
- Nature and significance of personal influence, marketing Implications of personal influence significance of family in Consumer behaviour and family life cycle .
- Opinion leadership forms.

UNIT IV Consumer Decision Making

- Consumer Decision Processes
- Consumer Decision rules. Post purchase processes: Framework, dissonance, satisfaction / dissatisfaction.
- Consumer Behavior Models: Nicosia Model, Howardsheth Model, Engel-Blackwell and Miniard Model, Sheth Family Decision Making Model.
- CRM: Concept of CRM, CRM as an indicator of Consumer Behavior, Consumer Roles, Market Values and CRM. Introduction to digital consumer behavior.

UNIT V Marketing Research Planning

- Research Plan, Research Design
- Management Uses of Market Research
- Difference Between Marketing and Marketing Research
- Data Collection Methods. Sample Planning Process
- Model of Market Research for Decisions Coding of Data, Significance Testing,
- Analysis and Interpretation of Data
- Sales research format
- Product Research format
- Introduction to Bigdata analytics

REFERENCE BOOKS

- Consumer Behavior-
 - Marketing research
 - Marketing Management
 - Marketing Management
 - Consumer Behavior
 - Conceptual Issues in Consumer Behavior Indian Contest
 - Consumer Behavior
 - Consumer Behavior: Marketing Strategy Behavior
 - Consumer Behavior
 - Market Research
 - Market Research, Concept & Cases
 - Market Research Learning
 - Market Research
 - CRM
- Schiffman
 - Biod
 - GC Beri
 - Sangeeta Agarwal
 - Kazmi & Batra (Excell)
 - S Ramesh Kumar Pearson
 - Louden, Delebeta
 - J.Paul Peter & Jerry C. Olson
 - John. C. Mowen
 - G.C. Beri, Pearson Education
 - Cooper & Schindler, Tata McGraw Hill
 - Churchill & Iacobucci, Thomson
 - Boyd, Westfall & Stasch, AITBS
 - Alok Rai

MMC 306 MARKETING STRATEGIES

[Total (60+40) = 100]
Credit 3

Course Objective- To provide an understanding of marketing strategy.

Unit I

- Defining Corporate Mission
- Establishing SBU
- Assigning Resources to each unit
- Planning New Business, Downsizing older Business
- Business strategic planning process

Unit-II

- Analyzing Competitors
- Market Leader strategies Market challengers strategies
- Market follower strategies Market Niche Strategies

Unit III

- Introduction to product differentiation strategies
- Application of positioning strategies
- Strategies applied under PLC
- New Product Development Strategy
- Brand Strategy decisions

Unit IV

- Introduction to different pricing strategies
- Initiating and responding to price change
- Decision and Management of Marketing communication
- Introduction and application of Customer Relationship Management (CRM)

Unit V

- Channel design Decision Channel Management Decision
- Channel Dynamics (vertical, Horizontal marketing system)
- Multi channel marketing system

REFERENCE BOOKS

- Marketing Management: New Marketing Strategies - Philip Kotler
- Evolving Flexible Processes : To Fit Market Circumstance - Ian Chaston Sage
- Marketing Strategy: The Challenge of the External Environment - David Mercer

MMC 307 EVENT MARKETING

[Total (60 + 40) = 100]
Credit 3

Course Objective- To provide an understanding of Event Marketing

Unit-I

- Introduction to Event Management. Introduction to Event Marketing 5C's of Event.
- Event Designing as principle. Process of information

Unit-II

- The role of event as a marketing tool. The analysis by event. Process of brand building through events.
- Implementation of Marketing plan. Media selection strategy. Objective of event. Negotiation skill for event organizing. Event organizes.

Unit-III

- Concept of Marketing in event, segmentation & targeting of market for events.
- Positioning in event & the concept of event property. Concept of product in event.
- Concept of pricing in event. Concept of promotion in event.

Unit –IV

- Pre event activities. During event activities, post event activities
- Planning, organizing staffing. Leading & coordination. Event management information system.
- Staffing objective. Development of strategic market plan
- Environment assessment, competitive assessment. Business potential assessment.

Unit-V

- Strategic approach. Strategic alternatives arising from environment analysis, strategic alternative arising from competitive analysis.
- Strategic alternatives from defined objectives. PREP Model. Basis Evaluation process Measuring Performance.

REFERENCE BOOKS

- Event Management
 - Events Management (Paperback)
 - Professional Event Coordination
(The Wiley Event Management Series)
- Dr Sanjay SinghGaur
 - Glenn Bowdin , Johnny Allen, William
O' Toole, Rob Harris, Ian McDonnell
 - Heinemann; Butterworth, Julia
Rutherford Silvers, Joe Goldblatt

MMC308 - SUPPLY CHAIN MANAGEMENT

**[Total (60+40) = 100]
Credit 3**

Course Objective-To provide an understanding of Supply Chain Management

Unit-I

- Introduction of supply chain strategy, supply chain orientation,
- Supply chain issues, concepts of supply chain, formulation of supply chain management policies,
- Total cost approach, internal supply chains, external supply chains, inter organisation supply chain collaboration,
- Reengineering supply chain, time compression in supply chain.

Unit-II

- Identification of services to be outsource,
- Cost implication, legal aspect of contracting services, integration of the service resources to the supply chain.
- New product and service design redesign the current products and services, early involvement of suppliers.

Unit-III

- Strategic supplier alliances, leveraging knowledge and value across supply chain, supplier rationalization.
- Synchronized production, product line segmentation, line balancing and flow balancing,
- JIT, lean manufacturing practices, cycle time, reduction mass customization, linking point of sale data to production planning,

Unit IV

- Integration of supply chain strategy in to corporate strategy.
- Operational improvement across the chain, elimination of complexities, continuous supply chain, capability development
- Quality management, driving down cost through supply chain, total cost vs. price, time based strategies.
- Streamlined logistics and distribution- customer service management of products and services.

Unit V

- Critical factors of packaging and design in the management of global supply chain.
- Recycling of materials (from mother earth to mother earth).
- Restructuring role of business, coordination and functional integration through teams.
- Role, benchmarking of successful business claims.
- Internal and external customer satisfaction.

REFERENCE BOOKS

- Marketing Management - Philip Kotler
- Marketing Management - Sarlekar
- Marketing Management - R.S. Dawar
- Supply Chain Management - Chopra
- Supply Chain Management - B. S. Sahay

MMC 309 EVALUATION OF ONSITE TRAINING REPORT AND VIVA VOCE

[TOTAL (60+40) =100]

CREDIT 3

Note: Every student shall be required to undergo a practical training in an organisation for 4 to 6 weeks, at the end of the Third Semester Examination but before the commencement of the Fourth Semester course. Student will have to submit THREE copies of the Project Report based on the training with an attendance certificate from the organisation, atleast one month before the commencement of term end examination.

MME-301 - STRATEGIC BRAND MANAGEMENT

Total (60+40) = 100
Credit3

Course Objective: To introduced different approaches to measuring brand equity. To provide conceptual frame work for managing brand strategically. To emphasize the role of brands, the concept of brand equity and advantages of creating strong brands. To provide insight into how to create profitable brand strategies by building measuring and managing brand equity

Unit-I

- **Introduction to brand management:** What is brand? Why do brands matter? Branding challenges and opportunities, brand equity concept, strategic brand management process, identity and establishing brand positioning planning and implementing brand marketing programs, measuring and implementing brand performance, growing and sustain brand equity.
- **Brand Equity Models:** Brand asset Valuation Aaker Model BRANDZ Brand resonance

Unit-II

- **Identifying and Establishing brand Positioning and Values:** Customer based brand equity, Brand Knowledge, Sources of brand equity Brand Awareness Brand image. The Four steps of brand building creating customer value identifying and establishing brand positioning, Positioning guidelines.

Unit-III

- **Planning and Implementing Brand Marketing Programs :**Choosing brand elements to build brand equity Potions and tactic for brand New perspectives on marketing integrating marketing communication to build brand equity conceptualizing the leveraging process Co-branding celebrity Endorsements

Unit IV

- **Measuring and Interpreting Brand Performance:** The brand value chain designing brand tracking studies capturing customer mind set through quantitative research techniques.

Unit V

- **Growing and Sustaining brand Equity:** Brand architecture, Brand hierarchy, designing brand strategy, New products brand extensions. Advantage and disadvantage, Reinforcing brands, Revitalizing brands Brand failures.

REFERENCE BOOKS:

- Strategic brand management - Kevin tanekeller
- Strategic brand management - JN Kapferer, 4th edition
- Building Brand Equity - Aaker
- Ingredient Branding Making the invisible visible - Kotler Philip
- Brand vision To Brand Evaluation - Leslie Chernatony
- Branding Concepts & Process - Debashish Pati
- Brand Positioning Strategies for Competitive Advantage - Subrato Sen Gupta
- Managing India Brands by - S Ramesh Kumar
- Product & Brand Management - U C Mathur, Excel Books

MME 302 CUSTOMER RELATIONSHIP MANAGEMENT

Total (60+40=100)
Credit3

Course Objective: To introduce the core concepts of CRM paradigm. To emphasize CRM as business strategy & highlight the role appropriate business process and technology management capabilities managing customer relationship. To provide insight into how to create profitable brand strategies by building measuring and managing brand equity. To help students understand the organizational context

of CRM.

Unit-I

- **Fundamentals of CRM- Understanding Relationship:** What is a relationship? Relationship Quality, why companies want relationships with customers? Why customers do not want relationship with customers? Why customer want relationship with suppliers? Why customer do not want relationship with suppliers? Customer satisfaction-loyalty-business performance linkage. Satisfaction profit chain, Relationship management theories.

- **Introduction to CRM :** Introduction, Strategic CRM operational CRM , Analytical CRM Collaborative CRM Misunderstandings about CRM Defining CRM, CRM Constituencies, Commercial and not-for profit context of CRM models of CRM.

Unit-II

- **Managing the Customer Life Cycle : Customer Acquisition :** What is a new customer ? Understanding Customer Value Sources of Customer Value Customer Value from products- services-processes-people-physical evidence-customer communication- Channels, Customer Value estimates prospecting KPI of a Customer acquisition Making the right offer, Operational KTR-CRM tools Support from CRM Analytics.

- **Customer Retention &Development :** What is Customer retention? Managing Customer Retention Value Retention? Economic of Customer Retention which Customers to retain ? Strategies of Customer Retention Programme, Strategies for Customer Development Strategies for termination Customer Relationship.

Unit-III

- **CRM Mechanics CRM Enablers :**Customer related database Development a Customer related database, Database technology and hardware platform potions maintaining the database Desirable Database Attributes Data integration Data Warehousing, Data Marts, Data Access and interrogation, Data Mining Privacy issue

- **Customer Portfolio Management :** What is a portfolio? Who is the Customer? Basic disciplines for CPM Market segmentation, Sales Forecasting Activity Based Costing lifetime Value Estimation CPM in the B2B context strategically Significant Customers Seven Core Customer management strategies.

- **Customer Relationship Management and Customer Experience:** Management what is meant by Customer Experience and the role of CRM

Unit IV

- **Managing Network of CRM :**what is a network ? Business Network Position, Concept of Vocal firm Business Network and CRM SCPE of CRM Supplier Network, Distribution network management of Network supplier Relationship product Development supplier Accreditation programmes process Alignment E Procurement partners in value creation Alliance between competing firm Benchmarking partners Advocacy groups Sponsors Partners in value Delivery.

Unit V

- **Organizational Issues and CRM:** Organizational Roles and CRM Strategic goals of CRM Conventional Customer Management structures. Network and Virtual organizations person-to-person contact Key Account Management. Team Selling Employees and internal Marketing Empowerment Employee Relationship Management.

REFERENCE BOOKS:

- Customer Relationship Management:
A Strategic Approach to Marketing - Mukerjee K
- Customer Relationship Management: Concepts and Cases - Alok Kumar Rai
- Customer Relationship Management Edition - Deepti Kumar
- The Definitive Guide to Customer Relationship Management - V. Kumar, Richard Hammond,

MMS 301 Skill Development **Credit 2** **Total (60+40=100]**

Comprehensive Viva Voce **Credit 4** **Total Marks = 50**

SEMESTER

IV

SYLLABUS AND SCHEME OF EXAMINATION FOR MBA –MM (CBCS)
MBA (MM) IV Semester

Course Code	Course Title	Valid Credits	End Semester Exam	Continuous Evaluation	Total Marks
MMC 401	Strategic Management	3	60	40	100
MMC 402	International Marketing	3	60	40	100
MMC 403	Rural & Industrial Marketing	3	60	40	100
MMC 404	Marketing of Service	3	60	40	100
MMC 405	Managements of Public Relation	3	60	40	100
MMC 406	Marketing Models	3	60	40	100
MMC 407	Logistics Management	3	60	40	100
MMC 408	Evaluation of Management Skills through presentation	3	60	40	100
MME 401	E-Marketing	3	60	40	100
MME 402	Tourism Marketing	3	60	40	100
<i>Students will have to select any one paper either <u>MME 401</u> or <u>MME 402</u></i>					
MMS 401	Skill Management	2	60	40	100
Comprehensive Viva Voce		4			50

MMC 401 STRATEGIC MANAGEMENT

[Total (60+40) = 100]

Credit 3

Course Objective: The course has been designed to incorporate strategic management concept by a sequential description of the strategic management process. It is specifically meant for providing academic training to future managers by giving them a global vision through undertaking general business policy as a management tool.

UNIT I Introduction to Strategic Management

Introduction, Fundamentals of Strategy, Scope and Importance of Strategies, Purpose of Business, Introduction, Overview and importance of Business Policies, Strategic Intent through Vision and Mission Statements, Difference between Goals and Objectives of Business.

Meaning, Need, scope, key features, importance and process of strategic management, Role of Strategists in Decision Making, Strategic Management process.

Unit II Environmental Appraisal

Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, organizational capability profile, strategic advantage profile, corporate portfolio analysis, SWOT analysis, Porter's Five Forces Model of Competition, BCG Matrix, Mc Kinsey's 7s framework, GE Nine Cell Model, Red-Blue-Purple Ocean strategy, distinctive competitiveness, environmental threat and opportunity profile (ETOP).

Unit III Corporate level strategies

Grand strategies, stability strategies, expansion strategies, retrenchment strategies, combination strategies, restructuring of business. Turnaround – divestment and Liquidation strategies. Strategies for competing in globalizing markets.

UNIT IV Strategic Implementation

Issues in implementation, project implementation, procedural implementation, organization structure, matching structure and strategy, behavioural issues, leadership style, functional issues, functional plans and policies, financial, marketing, operations and personnel plans and policies

UNIT V Strategic Evaluation and Control

Strategy Evaluation: Importance, Overview of strategic evaluation, Importance, symptoms of malfunctioning of strategy, operations control and strategic control, techniques of strategic evaluation and control.

Corporate culture, values, power, social responsibilities, ethics, building a capable organization.

REFERENCE BOOKS:

- Strategic management - JA pearce , RB Robinson Jr
- Strategic management & Operations Research - Sudhir Lakhnpal
- Strategic management - Robinson
- Corporate strategy - Ansoff HI
- Business policy & strategic Management - Glueck & Jaunch LR
- Strategic management (Concept/Practice & Cases) - Thomas
- Business Policy - Kazmi A
- Strategic Management Text and Cases - Rao VSP (Excel Books)
- Strategic Management - Kachru(Excel Books)
- Business Policy & Strategic Management - Lomash S. (Vikas Pub.House Ltd.)

MMC 402 INTERNATIONAL MARKETING

[Total (60+40) = 100]

Credit 3

Course Objective: - This paper deals with a broad conceptual focus on the marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world market place.

UNIT- I Introduction to International Marketing

- Identification of Foreign Markets
- International Marketing Planning
- Mode of Entry in International Marketing
- Marketing mix decision
- Domestic to International Marketing

UNIT- II International Marketing Environment

- Overview of World economic system; World Trading System
- International Political Situation
- The New Global Environment
- Regionalization
- Cross Culture System
- Country-Specific Advantages; Firm specific advantages
- Country of Origin

UNIT- III Global Marketing Strategy

- Global Market Research
- Global Market Segmentation
- Global Targeting
- International and Global Branding.
- Global Product Positioning System
- Global Strategic Partnership
- International and Global Product Life Cycle
- Brief Description On Global Marketing Mix system
- Global Value System

UNIT- IV Core Issues In International Marketing

- Transfer Pricing
- State Trading , Export Documentation and Procedure
- Development of Multinational Corporation; Development of Global corporation

UNIT V Global Brand Development Promotion

- Global Advertising System
- Global Public Relations
- Digital Global Promotion
- Global Marketing Channels and Physical Distribution
- Strategy Alternatives in Physical Distribution
- Global Marketing Organizations

REFERENCE BOOKS:

- Global Marketing and Management Warren J Keegan
- Export Marketing B S Rathore
- International Marketing Rathore & Rathore
- International Marketing P Sarvanvel
- International Business Scenario MS Thakur
- International Marketing RajaGopal(Vikas Publishing)
- International Business Shyam Shukla(Excell)
- International Marketing Vasudava P.K. (Excell)

MMC 403 RURAL AND INDUSTRIAL MARKETING

[Total (60+40) = 100]

Credit 3

Course Objective: - The purpose of this course is to develop an understanding among the students about various concepts of Industrial Marketing which are helpful in developing sound marketing policies for Industrial goods.

UNIT- I Introduction to Industrial Marketing

- Industrial Marketing- Definition, nature & scope – comparison between Industrial & Consumer marketing – Characteristics of Industrial Marketing – Marketing mix for industrial products. Buying motives of Institutional customers.

UNIT- II Organisational Buying

- Organisational Buying process, concept of BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centers, value analysis & vendor analysis.

UNIT- III Industrial Marketing Segmentation

- Industrial market segmentation, bases for segmenting industrial market-macro and micro variables. Targeting and positioning the industrial product. Industrial product life cycle, product mix.
- Service component—The provision of parts, technical assistance, terms of sales.

UNIT- IV Introduction to Rural Marketing

- Rural Marketing – Definition, Objectives, functions and importance of Rural Market. Determinants of change in Indian Rural Marketing. Classification of inflow marketing and out Flow marketing in rural Sector. Difference between Urban & Rural Marketing System. Influence of government sponsored rural development programs on rural markets (case studies).

UNIT- V Rural Marketing Strategy

- Rural Marketing Communication, Concept of Rural Marketing Strategy, Rural Marketing Product strategy, Rural branding strategy, Pricing system in rural marketing, Promotional component of Rural Market. Rural distribution system. Measurement of Advertising effectiveness in rural marketing. Special publicity reference to the Rural Marketing System, Digital campaign for rural marketing (case studies).

REFERENCE BOOKS

- Industrial Marketing
 - Rural Marketing
 - Industrial Marketing
 - Marketing Management
 - Industrial Marketing
 - Rural Marketing
- J S Hill
 - T. Gopal Swamy(Vikas)
 - Reeder & Reeder
 - Ramaswamy
 - Gandhi
 - Shamim Ahmed

MMC 404 MARKETING OF SERVICE

[Total (60+40) = 100]

Credit 3

Course objective:-The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of services marketing which make it different from good marketing.

UNIT I Introduction to Service Marketing

- Concept of service and importance. Reasons of growth of service sector. Characteristics of service, classification of services. Role of services sector in India Economy. Career Opportunities.

UNIT II Service Marketing Strategies

- Strategies for service marketing. Molecular model and Client centered marketing. Gronross Service Marketing Model. Internal external and interactive marketing. Focus Strategy, Service Strategy - Market Leadership.

UNIT III STP in Service Marketing

- Service Segmentation: Meaning and elements, Service Targeting: meaning and elements, Service Positioning: meaning and elements, Industrial Services, Service distribution. Component of service delivery system, potential management. Problems associated with retailing of services.

UNIT IV Service Marketing Mix

- Promotion – concept for service, advertising. Sales Promotion & Personal Selling in service industry. People – Importance of people in service marketing. Role of various people involved. Physical evidence –concept of physical Evidence, importance type of Physical evidence in various services. Process –concept type of process, Role of process in various services. CRM in Service Marketing

UNIT V Service Quality

- Service Quality –concept of service quality. Gronross model of service quality. Conceptual model of service quality. Marketing of service –challenges in India. Productivity in services, increasing productivity. Customer Service handling SERVQUAIL.

REFERENCE BOOKS

- Services Marketing - Sinha
- Services Marketing - S.M. Jha
- Services Marketing : Concept Application & cases - M. K Rampal, S.L Gupta
- Services Marketing : Integrating Customer Focus Across the Firm - Valarie .A. Zeithamal
- Services Marketing - P.N Reddy , H.R. Appanniah
- Services Marketing - Vasanti Venugopal ,Raghu V.N
- Service Marketing - Bhattacharyya D.K. (ExcelBooks)
- Service Marketing - Ravi Shankar (ExcelBooks)

MMC 405 MANagements of Public Relation Communication

[Total (60+40) = 100]

Credit3

Course objective-The objective of the course is to develop an understanding of Public relation concepts.

UNIT- I

- Principles of public relations.
- Public relations defined; scope and dimensions
- PRA other form of public communication.
- Organization of PR department
- Employee Relation and Employee Communication.

UNIT- II

- Group communication. Producing house journal.
- Spoken word communication. Managing corporate crises. Press & public relation.

UNIT- III

- Basic principles of corporate PR.
- Image communication factors. PR role in safety.
- PR communication plan. Industrial relations & public relations. Public service communication. Corporate advertising.

UNIT- IV

- Community relations. Purpose of PR writing.
- Public relation process. PR research. 7C's sorry of PR communication.
- Inter Personal communication. Johari window. Perception & reality in communication.

UNIT- V

- Process & context of communication. Non-verbal, verbal-audiovisual.
- Roadblocks of communication. Types of communication. Communication research. Reporting format of research on individual basis or on group basis.

REFERENCE BOOKS

- TQM
 - TQM
 - Management concept & strategies
 - HRM
 - Managing for total quality
- Dr. B Narayan (APH publishinghouse)
 - Parag Diwan (Deep & Deep)
 - J S Chandan (Vikas publication)
 - T. N Chabra
 - N. Logothetis (Tata-Mc Graw Hill)

MMC 406 MARKETING MODELS

**[Total (60+40) = 100]
Credit 3**

Course objective: The objective of the course is to develop an understanding of Marketing Models.

Note: Only Theoretical aspects will be covered in this paper. Numerical contents and Mathematical aspects will not be the part of syllabus.

Unit- I

- Decision making theories like Bayesian Decision theory.
- Consumer Behaviour- Attitude ,Perception

Unit- II

- Organization Buying Models New product Design

Unit- III

- Pricing Models: New product pricing, price elasticity Of demand,
- cross elasticity
- Distribution / location decision

Unit- IV

- Communication Models: Objective setting promotion-mix
- Budget Allocation, Media Models

Unit- V

- Models to measure effect of Advertising
- Forecasting Sales forecasting decisions

Reference Books

- Consumer Behaviour
 - Sales Management
 - Marketing Models
 - Marketing Models
- Schiffman And Kanuk
 - Cundiff
 - Philip Kotler
 - K Shridhar Moorty

MMC-407 LOGISTIC MANAGEMNT

[Total (60+40) = 100]

Credit3

Course Objective:- The objective of the course is to develop an understanding of Logistic Management.

Unit-I

- Definition, activities in logistics management
- The concept of material flow, time compression, total cost, variability and complexity concepts
- Concepts of customer service, and role of logistics, order processing, distribution communication, inventory control, demand forecasting, traffic and transportation
- ware housing and storage, materials handling, packaging, salvage and Scrap disposal
- Inbound logistics and outbound logistics, physical distribution.

Unit-II

- Integration and organization of logistics
- Determination of stock level, and quantities
- Co-ordination with other major functions, improving stock availability and rotations throughout, resource planning and optimization, material planning and control
- Control of work in progress, third party logistics.
- Implementation of logistics concepts. Objectives,
- Inputs and cost of inputs
- Elements of good organization –centralized and decentralized.

Unit III

- Warehouse, stockyard and depots-location
- Building and distribution network
- Safety and security system,
- Warehousing principle, ware housing cost control and Warehousing information system, warehousing cost control.
- Concept of codification, advantages, different types of system (Alphabetical, numerical, decimal, etc)–Bar-coding.

UNIT-IV

- Automated Retrieval System, application of robotics
- material receipts, inspections, finalization of receiving reports
- discrepancies and method of solving them
- traditional methods of quality assurance
- supplier self certification procedures
- Dock to stock and dock to shop concept, vendor training.

Unit V

- Stock verification and store accounting
- Relevance to stores records on the basis of planning
- Different methods and the irrelevance. Handling of surplus and obsolescent stock scrap, ERP application, various aspects of insurance, spatial profitability ratios and other cost factors, throughout activity measurements.

Reference Books

- Fundamentals of Logistics Management - Douglas Lambert, James R Stock, Lisa M. Ellram
- Textbook of Logistics & Supply Chain Management - Agrawal, D K
- Modern Logistics Management, Linking Marketing, Manufacturing, and Physical Distribution - John F. Magee (Author), William F. Capacino
- Logistics Management - William J. Augello,

MMC 408 EVALUATION OF MANAGEMENT SKILLS THROUGH PRESENTATION.

TOTAL (60+40=100]

CREDIT 3

Note-Student is expected to choose a topic from a emerging issues and has to prepare a presentation. The candidate must submit an abstract of the presentation atleast one month before the commencement of Term-End examination.

MME 401 E-MARKETING

[Total (60+40) =100]

Credit 3

Course Objective: To Contextualize marketing Concept in electronic Marketing Context. To give insights into aspects of E Marketing from the perspective of creating Customer Value

Unit-I

- **E-Marketing:** Concept & scope, E Marketing and E Business interrelationship Marketing implications of Internet technologies and convergence, Convergence and M-commerce.
- E Marketing 7 Step Plan: Situation Analysis, E- Marketing Strategic Planning Objective E- Marketing Strategies Implementation plan Budget Evaluation Plan

Unit-II

- **E-Marketing Environment:** Global markets, Emerging Economies Technological readiness Ethical & Legal issue privacy and Security Concerns Electronic Payment System – Different types of payment modes e- cash e-check e- money, E- Security Firewalls
- **The virtual value chain:** Marketplace vs market space- Visibility Mirroring capability, The network economy – “Moor’s Law” and “Gilder’s Law” E-Marketplaces and Economic impacts.

Unit III

- **Customer Behavior:** Social & Cultural context Individual characteristics and resources Motivations for shopping on the net attributes of online shopping.
- **Segmenting and Targeting Online Customers:** Business- Government and Customer Market Important geographic for E-Marketing Demographic segments psychographic segments Behavior segments. Targeting online customers
- **Differentiation and Positioning Strategies:** Product – Service Personnel
 - Channel and image differentiation Differentiation Strategies – site atmospherics making the intangible building trust efficient and timely order processing pricing CRM Enhancing the Customer experience.

UNIT-IV

- **Product Mix of E- marketing :** product creating customer value online product benefits Enhanced product development taxonomy of internet products.
- Price Buyers & sellers perspectives pricing strategies distribution system distribution channel metrics.
- **Integrated Communication:** Internet advertising website bogs. Community building on line events coupons sampling contests games e- mail

UNIT-V

- **Customer Relationship Management:** Values customer experience CRM Technology & Metrics
- The Economics of E- Loyalty : The importance of focusing on the “right” customer Relationship Capital – e-CRM-Internet strategies facilitation CRM including personalization collaborative filtering data mining data warehousing and real time proofing.

Reference Books

- E-Marketing - Judy Strauss.
- Adel Ansary Raymond frost Prentice
Hall Digital Marketing for Dummies Carter Brokks - Gataiano-Smith
- Guide to E-Marketing - Prasad Gadka

MME 402 TOURISM MARKETING -II

[Total (60+40=100)
Credit3

Course objective: To Develop an understanding of the marketing in the context of Tourism. To provide an overview marketing strategy in the context of Tourism

UNIT-I

- Tourism product Strategy Background product strategy, product life cycle Modifying and Revitalizing the product branding. Why ascribing a brand name ? How to make the branding decisions/ how to make a good brand name? The Reasons for product failure launching a new product, Product Screening A Package Tour Formulating the product Mix Need of the Hour

UNIT-II

- Tourism Pricing Strategy Background Pricing- the influencing Factors Interplay of Price and Demand, Pricing Objectives pricing policies pricing strategies pricing strategy during different stages Discounting Price Pricing and product Mix Pricing and Marketing Mix Summary.

UNIT-III

- Tourism distribution Strategy Background marketing Channel- the concept Distribution Policy – influence the chain of distribution, the distribution system the Middlemen Tour Operators Travel Agents Importance Functions of Travel Agents Opening a Travel Agency Designing of travel agencyoffice, travel agency commission management of Reservation Travel Agents Organization Travel Guide Channel decisions in the tourism Industry.

UNIT-IV

- Tourism Promotion Strategy Background word of Mouth information personal selling Skill needed for selling sales sequence. Tourism Advertising Purpose in Tourism, Advertising Importance of Tourism advertisement paling Selection of Media selection of message, Advertising agencies testing advertisement effectiveness advertisement Campaign Advertisement strategy tourism publicity public Relations Sales Promotion Techniques of sales promotionstagesinsalespromotiondecisionsKeyToolsofsalespromotion evaluation sales promotion efforts tourism promotion strategy.

UNIT-V

- Overall Marketing strategy for tourism Background Overall Marketing strategy formulation of Overall marketing strategy, The selection of Marketing inputs Factors in selecting the marketing strategy marketing inputs
- Strategies Evaluating of overall marketing through Marketing Audit

Reference Books

- Tourism Management - Anil Sharma
- Essential Books New Delhi Tourism and travel management - Biswandth Ghosh
- Basic of Tourism management - Suddhendu Mishra
- Starting a tourism Company - Monika Prakash & Ninit Chowdhary
- Tourism Development Revisites Concepts issue and Paradigms -Sutheeshnababu,S.Shitikantha Mishra
- Tourism Management - Stephed J Page Butterworth

MMS 401 Skill Management

Credit 2

Total (60+40=100]

Comprehensive Viva Voce

Credit 4

Total Marks = 50
