

**KLEF CENTRE FOR DISTANCE & ONLINE EDUCATION**  
**MBA PROGRAM STRUCTURE & SYLLABUS**  
**(DIGITAL MARKETING) (OL)**

	<b>Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>CR</b>
<b>SEMESTER I</b>							
1	22MB51C00	Quantitative Methods	3	0	0	0	3
2	22MB51C10	POM & Organizational Behaviour	3	0	0	0	3
3	22MB51C20	Business Economics	3	0	0	0	3
4	22MB51C30	Financial and Management Accounting	2	1	0	0	3
5	22MB51C40	Marketing management	3	0	0	0	3
6	22MB51C50	Business Environment (National and International)	3	0	0	0	3
7	22MB51C60	Business Legislation	3	0	0	0	3
8	22UC2109O	Logical Thinking skills for Managers	0	0	4	0	2
<b>SEMESTER II</b>							
9	22UC1203O	Design Thinking and Innovation	0	0	4	0	2
10	22MB52C1O	Introduction to Business analysis & R Programming	3	0	2	0	4
11	22MB52C2O	Business Research Methodology	4	0	0	0	4
12	22MB52C3O	Human Resource Management	3	0	0	0	3
13	22MB52C4O	Financial Management	2	1	0	0	3
14	22MB52C5O	Operations management	3	0	0	0	3
15	22MB52C6O	Information systems & ERP	3	0	0	0	3
16	22UC2107O	Professional Skills for Managers	0	0	4	0	2
<b>SEMESTER III</b>							
17	22MB61C0O	Strategic Management	3	0	0	0	3
18	22MB61C2O	Entrepreneurship & Family Business	3	0	0	0	3
19		ELECTIVE 1	3	0	0	0	3
20		ELECTIVE 2	3	0	0	0	3
21		ELECTIVE 3	3	0	0	0	3
22		ELECTIVE 4	3	0	0	0	3
23		Sectoral Elective 1	3	0	0	0	3
<b>SEMESTER IV</b>							
	22MB62C0O	Leadership in Organisations	3	0	0	0	3
24	22MB62C1O	Business Ethics & Corporate	3	0	0	0	3

		Governance					
25		ELECTIVE 5	3	0	0	0	3
26		ELECTIVE 6	3	0	0	0	3
27		ELECTIVE 7	3	0	0	0	3
28		ELECTIVE 8	3	0	0	0	3
29		Sectoral Elective 2	3	0	0	0	3
30	22MB61E8O	Management Research Project	0	0	12	0	6

## DIGITAL MARKETING COURSES

	Code	Course Name					
	22MB61K0O	Media Planning	3	0	0	0	3
	22MB61K1O	Search Engine Optimization	2	0	2	0	3
	22MB61K2O	Affiliate marketing	3	0	0	0	3
	22MB61K3O	Social Media Marketing & Analytics	2	0	2	0	3
	22MB62K4O	Mobile Marketing	3	0	0	0	3
	22MB62K5O	E-Mail & Content Marketing	2	1	0	0	3
	22MB62K6O	E Commerce	0	0	0	0	3
	22MB62K7O	Digital PR & Corporate Communication	2	1	0	0	3

## SECTORAL BANKING

	Code	Course Name					
	22MB61B0O	Overview of Banking	3	0	0	0	3
	22MB62B1O	Banking Service Operations	3	0	0	0	3

## RETAILING

	Code	Course Name					
	22MB61R0O	Overview of Retailing	3	0	0	0	3
	22MB62R1O	Management of Retail Operations	3	0	0	0	3

## HEALTHCARE & HOSPITALITY MANAGEMENT

	Code	Course Name					
	22MB61D0O	Overview of Healthcare Management	3	0	0	0	3
	22MB62D1O	Management of Healthcare Operations	3	0	0	0	3

### INFORMATION TECHNOLOGY

	<b>Code</b>	<b>Course Name</b>					
	22MB6110O	IT Enabled Services	3	0	0	0	3
	22MB6211O	Marketing of Software Solutions	3	0	0	0	3

### RURAL & AGRICULTURAL MARKETING

	<b>Code</b>	<b>Course Name</b>					
	22MB61G0O	Overview of Agriculture & Rural Sectors in India	3	0	0	0	3
	22MB62G1O	Management of Agricultural & Rural Development in India	3	0	0	0	3

### PHARMACEUTICAL MARKETING

	<b>Code</b>	<b>Course Name</b>					
	22MB61P0O	Pharmaceutical Marketing Management	3	0	0	0	3
	22MB62P1O	Advanced Pharmaceutical Marketing Management	3	0	0	0	3

### ENTERTAINMENT

	<b>Code</b>	<b>Course Name</b>					
	22MB61E0O	Introduction to Entertainment Industry	3	0	0	0	3
	22MB62E1O	Digital Marketing in Entertainment	3	0	0	0	3

## 22MB51C00– QUANTITATIVE METHODS

Course Code	22MB51C00
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.	1	3
2	Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving	1	3
3	Employ <b>R Programming</b> software to solve problems	1	3
4	Calculate and interpret numerous statistical values and appreciate their value to the business Manager.	6	3

**Probability and Sampling, Introduction to R Programming. Sampling, Estimation, Correlation and Regression, Time series analysis, Index Numbers.**

### SYLLABUS

Probability and Sampling: Definitions and rules for probability, conditional probability independence of events, Bayes' theorem, and random variables. Probability distributions: Binomial, Poisson and Normal distributions. Introduction to R Programming. Sampling: Introduction to sampling, Basic Concepts, Types of Sampling. Sampling distributions, sampling distribution of mean and proportion, application of Central Limit Theorem. determining the sample size. Estimation: Point and Interval estimates for population parameters of large sample and small samples. Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way. Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test and Rank Test. Correlation and Regression: Meaning, Types of Correlation, measurement: graphic and algebraic, Scatter Plot, Pearson Correlation Coefficient, Rank Correlation: Spearman's Rank

Correlation. Testing the significance of correlation coefficient. Regression: Meaning, Types. Estimating the regression coefficients. Testing the significance of regression coefficients Index Numbers and Time Series Analysis: Time series analysis: Meaning and Components of Time Series. Variations in time series, Smoothing Methods: trend analysis, cyclical variations, seasonal variations and irregular variations. Index Numbers: Unweight and Weighted Index numbers.

**RECOMMENDED TEXTBOOK(S):**

1. Levin R.I. and Rubin D.S., Statistics for Management. 8<sup>th</sup>edn.Pearson Education..
2. Amir D Aczel and Jayavel Sounder Pandian: Complete Business Statistic, 7e , McGraw Hill

**REFERENCE BOOKS:**

1. Anderson, Sweeny, Williams: Statistics for Business and Economics, 9e
2. Venables, W.N ; Introduction to R Programming, CRAN

## 22MB51C10: POM & ORGANIZATIONAL BEHAVIOR

Course Code	<b>22MB51C10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Ability to manage people with an understanding of Individual behavior.	3	2
2	Ability to manage people with an understanding of the attitudes, motivation and learning on individual behaviour .	5	2
3	Ability to manage groups with an understanding of the Group behavior and leadership.	3,5	2
4	Ability to perceive organizational culture and implement organization Change and Development interventions.	5	2

**Introduction to organizational behavior, foundations of individual behavior, perception, theories of motivation, Attitudes, Learning, Groups, leadership, Nature and cultural functions, organizational development.**

### SYLLABUS

Introduction to Organizational Behavior– : Evolution of management thought, five functions of management, Evolution of OB. models of OB (Autocratic, Custodial, Supportive, Collegial and SOBC), Importance of Organizational Behavior, Foundations of Individual Behavior: Personality- Personality determinants; Personality traits: MBTI – The Big Five Model, Major personality attributes influencing OB; Psycho-Analytic Theory – Johari Window – Values – Types of Values; Perception- Perceptual process; Factors influencing Perception; perceptual distortion; Linkage between perception and individual decision making Theories of Motivation – Hierarchy Needs Theory – Two-Factor Theory – Expectancy Theory; Applications of Motivation; Attitudes – Source of attitudes; Types of Attitudes, Attitudes and consistency – Cognitive Dissonance theory. Learning- Theories of learning; Principles of learning; Foundations of Group Behavior: Groups – Nature of groups; Types of groups; Stages of Group Development; Group Cohesiveness; Group Decision-Making; Leadership – Nature; Theories of leadership: Trait Theories, Behavioral Theories and Contingency Theories; Conflict Management-

Transactions in conflict thought; Functional versus Dysfunctional conflict; The Conflict process; Conflict Management. Stress – Causes and consequences of stress; Stress management. Organizational Culture and Change Management: Nature; Culture’s Functions; Creating and sustaining Organizational Culture; Forces for change ; Resistance to change; Approaches to Managing Organizational Change – Lewin’s Model – Kotter’s Plan for Implementing Change; Organizational Development – Techniques of organizational development.

**RECOMMENDED TEXTBOOK(S):**

1. Robbins, Stephen, Timothy, A & Vohra, N. “Organizational Behavior”, 14th Ed., Pearson Education. 2012.

**REFERENCE BOOKS**

1. Mc Shane & Von Glinow, “Organizational Behavior”, 7<sup>th</sup> Ed. Mc Graw Hill Publications, New Delhi, 2014
2. Fred Luthans, Organizational Behaviour, 12<sup>th</sup> Ed., Prentice Hall, 2011.  
Jerald Greenberg & Robert A Baron, Behavior in Organizations, 9<sup>th</sup> Ed., Printice Hall India, 2010.

**22MB51C2O: BUSINESS ECONOMICS**

Course Code	<b>22MB51C2O</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Apply the intuition for analyzing economic problems from a Managerial perspective in an organizational & business context. use the basic tools that structure the microeconomic problems for optimal decision making.	3,4	3
2	Analyze the theory of demand, forecast and estimation of demand for managerial decision-making.	3	4

3	Analyze different types of competition that exist in external Environment.	4	4
4	Analyze the Macro Economic Environment of the Organization	4	4

**Introduction to economics and managerial decision making, demand and advertisement analysis, production function, Market analysis, Macro economic concepts.**

**SYLLABUS**

Introduction: Economics and managerial decision making; Managerial Economics, nature and scope of Managerial Economics; Tools of Managerial Economics; Risk, Uncertainty and Probability Analysis. Optimization techniques: Firm Theory: Objectives of the firm; Theory of the growth of the firm :Marris and Penrose; Role of a Managerial Economist

Demand and Advertisement Analysis: Concept of demand; Determinants of demand, Law of Demand; Elasticity of demand; Demand estimation and demand forecasting, Demand forecasting for consumer durables and capital goods. Techniques of demand forecasting. Advertising– Contribution of Economic Theory: Methods of determining Total advertising budget; Cyclical Fluctuations of Advertising, Measuring the Economic Effects of Advertising

Production and Cost Analysis: Production functions, Long Run and Short Run Production Functions, The Cobb- Douglas Production function, Optimum input combination; Cost concepts, Short- run and Long-run cost functions, Cost curves, Economies of Scale; Introduction to pricing and pricing practices. Market analysis: Markets, Kinds of Competition; Features of different types of market structures, Price & Output determination under Perfect competition, Monopoly, Monopolistic competition, Oligopoly; Monopoly Policy –MRTP, Macro economic concepts: National Income, Measurement of National Income, Uses of National Income Statistics; Business Cycles, Stages of business cycles; Inflation, Types of Inflation, Impact of inflation, Measures to over come Inflation.

**RECOMMENDED TEXTBOOK(S):**

Dominick Salvatore, Managerial Economics, Oxford publications, 2007.

**REFERENCE BOOKS**

1. H.L.Ahuja, Managerial Economics, McGraw Hill, 2008.
2. Paul G.Keat, Philip K.Y.Young and Sreejata Banerjee, Managerial Economics, Pearson education, 2009.
3. P.L. Mehta, Managerial Economics, S.Chand& Sons, New Delhi, 2007.
4. D.N. Dwivedi ,Managerial Economics, Vikas Publications, New Delhi-2007.
5. G.S.Gupta, Macro Economics – Theory and Applications, The McGraw – Hill Companies, 2008



## 22MB51C30: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Code	<b>22MB51C30</b>
L-T-P	<b>2-1-0</b>
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	To understand the accounting process in business.	1	2
2	To gain knowledge on application of concepts and principles in preparing	6	2
3	To evaluate the tactical decisions of middle level managers relating to cost and management accounting	1	5
4	To analyze the financial statements and evaluate the decisions for better investment.	6	4

### Financial accounting, journal, ledger, ratio analysis, formats, marginal costing.

#### SYLLABUS

Financial Accounting: Accounting: Bookkeeping – Users of Accounting information – Classification of Accounting – Accounting concepts and conventions – Accounting standards and GAAP – Double entry system – Journal – Ledger. Trial Balance – Subsidiary Books – Cash Book. Trading and Profit & Loss Account - Balance Sheet with Adjustments (Problems) - Methods of Depreciation. - Ratio Analysis (problems); Issue of shares (entries) Companies Financial Accounts as per schedule 6 part I & Part II. Formats: Banking Accounts, Insurance Accounts and Electricity Accounts. Marginal Costing (Problems) – Break-even Analysis (Problems).

#### RECOMMENDED TEXTBOOK(S):

1. Libby, Financial Accounting, 6e Tata McGraw Hill, Delhi.

#### REFERENCE BOOKS

1. Horngren,HarrisonJr.Oliver, “Financial & Management Accounting by PHI
2. Colin Drury,”Cost& Management Accounting “ by Cengage Publishing
3. Horngren,HarrisonJr.Oliver, “Financial & Management Accounting by PHI
4. S N Maheshwari, “Accounting for Management”, Vikas Publishing House, 2009

## 22MB51C40: MARKETING MANAGEMENT

Course Code	<b>22MB51C40</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	PO1	2
2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing	PO1,PO2	3
3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution	PO1,PO2	3
4	Understand the need for ethics in marketing and the importance of social and green marketing	PO6	2

**Overview of marketing, buyer behavior, marketing mix, pricing decisions, branding, distribution decisions, digital marketing.**

### SYLLABUS

Overview of Marketing: Core concepts of Marketing; Marketing Orientations & Philosophies; Marketing Environment; Buyer Behavior; Marketing Planning Process; Consumer value and satisfaction; Identification and Analysis of Competitors. Market Segmentation, Targeting and Positioning strategies; Marketing Mix; The product; New Product Development; Product Life Cycle; Product Mix decisions; Branding; Packaging and Labeling. Pricing Decisions; Factors influencing Price – five “C”s; Pricing Techniques, Tactics & Strategies; Distribution Decisions; Channel alternatives; Choice of

Channel; Channel Management, Channel Dynamics, Managing promotion Mix; Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication Marketing Control techniques;

Marketing Audit; Social Marketing; Green Marketing; Web Marketing, Digital Marketing, Viral Marketing, Neuroscience Marketing.

**RECOMMENDED TEXTBOOK(S):**

1. Philip Kotler - Principles of Marketing – 15th Edition, 2014, Prentice Hall, New Delhi.

**REFERENCE BOOKS**

1.V. S. Ramaswamy and S. Namakumari- 3rded.Marketing Management, Prentice Hall, New Delhi.

2. Kotler and Keller, Marketing Management, 13th Edition, PHI New Delhi

3. Etzel, walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi

4. Philip Kotler & Gary Armstrong - Marketing Management, Prentice Hall

5. Case Studies in Marketing - Indian context - R. Srinivas, TMH, New Delhi

6. Marketing Management – Rajan Saxena, TMH, New Delhi

## 22MB51C50: BUSINESS ENVIRONMENT

Course Code	<b>22MB51C50</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Outline various components of Business Environment.	2	2
2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.	2	2
3	Understand the role of regional economic integration and political integration.	3	2
4	Apply Cognitive knowledge of global issues, to internationalize business.	3	3

**Introduction to Business environment, Economic environment, Women and business, international business environment, international trade, theories and institutions.**

#### **SYLLABUS**

**Business Environment Introduction:** Concepts, Significance and Nature of Business Environment; Elements of environment: Internal and External; Techniques of Environmental Scanning and Monitoring, **Economic Environment of Business:** Significance and Elements of Economic Environment; Economic Systems, Economic Planning in India; Government Policies: Industrial & licensing Policy, Monetary Policy, Foreign Trade Policy, Fiscal Policy - GST; Demonetization; Competition Act, FEMA, Consumer Protection Act. **An overview of Globalization,** International business environment factors: The cultural environment; Political Environment & Legal Environment; International Institutions: World Bank, WTO, IMF, Govt. influence on trade & investment. Regional blocks, Cross national co-operation agreements- Tariff & Non-tariff barriers, EU, Modes of entry, Post-Covid effects on global business environment.

**RECOMMENDED TEXTBOOK(S):**

1. Justin Paul, Business Environment Text and Cases, 3e TMH.
2. Charles W Hill, International Business, 2012, McGraw-Hill, New Delhi.

**REFERENCE BOOKS:**

1. Shaik Saleem, Business Environment, 2E, Pearson, 2010
2. Fernando, Business Environment, IE, Pearson, 2011
3. Misra S. K & Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, 2010.
4. Justin & Paul, International Business, 2005 Prentice Hall, New Delhi
5. Francis Cherunilam, International Business, Fourth edition 2014, Prentice-Hall of India private ltd, New Delhi.
6. John D Daniel et.al., International Business- Environments & Operations, 14<sup>th</sup> ed. Pearson Education,
7. P Subbarao, International Business, 2006, Himalaya Publications, New Delhi.

**22MB51C60: BUSINESS LEGISLATION**

Course Code	<b>22MB51C60</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Apply core concepts in the legal structure of business.	1	3
2	The student will be able to interpret the main statutory provisions relevant to the business organization.	6	2
3	The student will be able to identify and explain the legal issues arising in some of the main day-to-day dealings of the business organization and provide advice or remedies for those issues.	6	2

4	The student will be able to provide advice or remedy for those legal issues.	6	4
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**Law of contract, sale of goods act 1930, the negotiable instruments act, 1881, company law.**

**SYLLABUS**

Law of Contract: Importance of Contract Act; Meaning and kinds of Contract; Essentials of a Contract; Performance of contract; Discharge of contract; Quasi Contracts. Special Contracts - Indemnity and Guarantee, Bailment and Pledge, Agency. Sale of Goods Act 1930: Sale and Agreement to Sell; Conditions and Warranties; Transfer of Property; Rights of Unpaid Seller. Indian Partnership Act 1932 - Meaning and Scope; Formation of Partnership; Registration of partnership; Kinds of partners; Rights, Duties and Liabilities of partners. Other business related laws: Salient features of Consumer Protection Act, Labour related laws, Cyber Law, Competition Law, The Negotiable instruments Act, 1881: Meaning of Negotiable Instrument; Types of negotiable instruments; parties to negotiable instruments; Negotiation (Endorsement and kinds of endorsement); Dishonour of negotiable instruments; Discharge and modes of Discharge of negotiable instruments. Company Law; Definition and characteristics of a company; Kinds of companies; Formation and advantages of incorporation of a company; Memorandum of Association; Articles of Association; Prospects; Directors powers and liabilities; Kinds of meetings; Winding up of a company.

**RECOMMENDED TEXTBOOK:**

N.D Kapoor, Business Law – Sultan Chand & Sons.

**REFERENCE BOOKS:**

- 1 R.C. Chawla & KC Garg – Mercantile and Industrial Law, Kalyani Publishers.
2. Gulshan SS, Business Law, Excel Books
3. Avatar Singh – Principles of Mercantile Law, Eastern Book Company
4. Gulshan & G.K. Kapoor, Business Law, New Age Publications
5. Related Bare Acts

**22UC21090: Logical Thinking Skills for Managers**

Course Code	<b>22UC21090</b>
L-T-P	0-0-4-0

Credits	2
Contact Hours	4
Prerequisite	Nil

Mapping of Course outcomes (CO) with program outcomes (PO):

CO#.	Course Outcome	PO	BTL
1	Apply the concepts of mathematical principles besides logic and basic mathematical formulae to solve word-based situational challenges	2	2
2	Formulate the particulars of commercial math with logical tricks	3	2
3	Estimate inductive reasoning, to categorize the rules-set from a given list of observations and relate them to predict the conclusions according to the given conditions.	3	2
4	Differentiate assumptions and arguments in critical reasoning	2	2

### Syllabus

Numbers- Divisibility Rules, Units Digit, Remainders, LCM & HCF, Simplification, Square roots & Cube Roots, Decimals & Fractions, Problems On Ages, Ratio & Proportion, Partnership, Averages & Alligations. Percentages, Profit & Loss, Simple & Compound Interest, Time & work, Problems on Pipes, Speed, Distance & Time, Problems on Trains, Boats & Streams, Data Interpretation

Clocks, Calendars, Number & Letter Series and Analogy, Coding-Decoding, Odd Man Out, Blood Relations, Direction Sense, Puzzle Test. Syllogisms, Cubes, Cuboids & Dices, Logical Venn Diagrams, Number, ranking and time sequence test, Data Sufficiency, Statement & Conclusions, Statements & Assumption

Textbooks

1. Logical Reasoning, Arun Sharma, McGraw Hill.
2. Quantitative Aptitude Quantum CAT by Sarvesh K Verma, Arihant Publications

3. Quantitative Aptitude for CAT by Arun Sharma, Mc Graw Hill Education
4. Analytical & Logical Reasoning, Peeyush Bhardwaj, Arihant Publications.

Reference Books:

1. Quantitative Aptitude by R.S. Agarwal, SCHAND Publications.
2. A Modern Approach to Verbal Reasoning by R.S. Agarwal, SCHAND Publications.

**22UC12030: DESIGN THINKING AND INNOVATION**

Course Code	22UC12030
L-T-P-S	0-0-4-0
Credits	2
Contact Hours	4
Pre requisite	Nil

**Syllabus:**

Design thinking an overview, Design Thinking for Contextualized Problem-Solving: Problem Selection/Definition Need for Cultural Relevance (Time, Space, and Environment). Empathy: definition, Empathic research: framing interview questions, focus groups, procedure to conduct skilled interviews, Insights from Empathetic research, Define: Developing user personas, nuggets from insights, laying customer journey maps, POV statements and POV questions to define user needs. Ideate: Techniques to generate, shortlist and evaluate Ideas: Rapid Estimation form and Solution concept form. Prototyping and Testing: Products vs. Services, Rough Prototypes, Testing Techniques, User Experience High-Fidelity Prototypes Entrepreneurial Innovation: Innovation Management, Business Model Basics, Financial Estimation, Pitch Decks, IPR Considerations.

Text Books:

1. David Lee: Design Thinking in Classroom. Ulysses Press: 2018
2. The Art of Innovation Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley: 2001



Reference Books:

1. Michael Lewrick, Patrick Link & Larry Leifer: The Design Thinking Play Book. Wiley Press: 2018

**22MB52C10: INTRODUCTION TO BUSINESS ANALYTICS AND R PROGRAMMING**

Course Code	<b>22MB52C10</b>
L-T-P	3-0-2
Credits	4
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Ability to make data driven decisions	2,4	3
2	Using R to input and output data	5,6	3
3	Generating Descriptive Statistical Reports	5,6	4
4	Data Visualization and story telling	5,7	4

**Business analytics, introduction to R programming, SPSS, Testing of Hypotheses with R, data visualization.**

**SYLLABUS**

Business Analytics – Definition, Market, Trends and People- The Paradigm Shift from Data to Insight and from Business Intelligence to Business Analytics – Categorization of Business Analytics: Descriptive, Predictive and Prescriptive Analytics. Introduction to R programming, Basic Features of R Studio. Variables, operators and Data Structures in R, Functions in R - Getting familiar with R data sets- Creating R data sets- Reading data files into R - Excel, txt, SPSS, SAS, html.

Object Oriented Programming in R -Assigning variable attributes- changing variable attributes – Basic Statistical functions; Looping functions in R. Testing Hypotheses with R : T-test, ANOVA, Chi-Square Test, Data Visualization - What and Why? - Telling Stories with Data. Visualizing Relationship- Spotting Differences – Visualizing time series data.

**RECOMMENDED TEXTBOOK(S):**

1. Michael Crawly, The R Book, 2<sup>nd</sup> Ed, John Wiley (2012)
2. Peter Dalgaard , Introductory Statistics with R, Springer(2008)
3. U Dinesh Kumar, Business Analytics, Wiley (2017)

**REFERENCE BOOKS**

1. Robert Kobacoff , R in Action, Manning, 2ed,
2. SandeepRaksht, R programming for Beginners(2017), Amazon

**22MB52C20: BUSINESS RESEARCH METHODOLOGY**

Course Code	<b>22MB52C20</b>
L-T-P	4-0-0
Credits	4
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand and independently apply the research process to business problems.	7	2
2	Evaluate different statistical methods that are applicable to specific research problems.	7	5
3	Take data driven business decisions.	3	3
4	Analyze organizational data using software packages	3	4

**Introduction to scientific Research, Thinking like a Researcher, Scaling of attitudes, Types of data, introduction to SPSS & R, Descriptive data analysis, report writing.**

**SYLLABUS**

Introduction to Scientific Research: Science and Scientific Research –History of Scientific Research- Types of Scientific Research – Research process – Defining Research Problem and Development of Research Hypothesis –Review of Literature: role and methods- Research design – Types - Ethical issues in Social Research.

Thinking like a Researcher: Unit of study -Study population- Concepts and Variables; Propositions, Hypotheses and Theories-Levels of measurement of variables: Scaling of attitudes. Reliability and validity of scales.Data Collection, Processing and Analysis: Plan for data collection; Census Vs Sampling- Sampling Design -Sample size determination; Types of data; Primary Vs Secondary Data - Primary Data : media used to communicate with respondents: Questionnaire, Interviews, Observation- Selection of an appropriate survey research design - Data Processing Editing, Coding, Classification and Tabulation of data- Introduction to SPSS& R. Explorative Data analysis: Graphs and Diagrammatic presentation of data :Descriptive data analysis: Univariate and Bivariate Data Analysis-Confirmative Data Analysis - Stating hypothesis and hypothesis testing Report Writing: steps in report writing, Mechanics of report writing, precautions in research reporting.

**RECOMMENDED TEXTBOOK:**

William G. Zikmund : Business Research Methods, 8<sup>th</sup> edition, 2010,Cengage Learning.

**REFERENCE BOOKS**

- 1..Alan Bryman and Emma Bell : ‘Business Research Methods, Third Edition, 2011, OUP.
- 2.Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, TMH, 2009.
- 3.C.R Kothari: Research Methodology: Methods & Techniques, 2/e, Vishwa Prakashan, 2009.
- 4.Moser and Kalton : Survey Methods in Social Investigation, Second edition, ELBS.
- 5.Gaur: Statistical Methods for Practice and Research, Sage Publication,2009.
- 6.DipakKumar.Bhattacharya: Research Methodology, Excel Books, 2009)

**22MB52C30: HUMAN RESOURCE MANAGEMENT**

Course Code	<b>22MB52C30</b>
L-T-P	3-0-0
Credits	3

Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Integrated perspective on role of HRM in modern business	3	2
2	Competency to recruit, train, and appraise the performance of employees	5	3
3	Rational design of compensation and salary administration and ability to handle employee issues	3,5	3
4	Ability to understand and interpret emerging trends in HR	5	3

**Introduction, manpower planning, HR process, Recruitment and selection, governance, Grievance, trade unionism, trends in HRM.**

**SYLLABUS**

Introduction: Importance and Functions, Scope of HRM, Human Resource Management in a changing environment; Manpower Planning: Manpower planning process, Job Description and Job specification, Job analysis and Job design; Techniques of Job design. Manpower Planning: Manpower planning process, Job Description and Job specification, Job analysis and Job design; Techniques of Job design. HR Processes: Employee Selection and Development - Recruitment, Selection and Induction, Training and Development, Performance Appraisal. Compensation Planning- Employee Compensation, Job evaluation, Employee Benefits and Welfare, Compensation and Salary Administration. Governance: Integration and Separation- Employee Discipline, Suspension, Dismissal and Retrenchment; Employee Grievance Handling, Trade Unionism, Collective Bargaining, Industrial Democracy. New Trends in HRM: HRM in India, HRM in International Firms, talent management, HR Accounting, HR Audit, HRIS

**RECOMMENDED TEXTBOOK(S):**

Dessler, Human Resource Management, Pearson Education, Eleventh edition, New Delhi, 2011.

**REFERENCE BOOKS**

- Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M Wright, Human Resource Management, 8<sup>th</sup> Ed., The McGraw Hill Pub, 2012  
Louis & Gomitz Mejia et. al: Managing Human Resources, 7<sup>th</sup> Ed., Pearson Education, 2011.

**22MB52C40: FINANCIAL MANAGEMENT**

Course Code	<b>22MB52C40</b>
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L-T-P	<b>2-1-0</b>
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.	1	2
2	To evaluate the long term and short term investment decisions	1, 5	5
3	To Evaluate the financing decisions by using different techniques of valuation.	5	5
4	To evaluate the dividend Decisions in relation to wealth maximization.	5	5

**Introduction to finance, time value of money, capital budgeting, financial leverage, dividend decisions, working capital management.**

**SYLLABUS**

Introduction to Finance: Nature and Scope of Financial Management, Goals& Objectives of Financial Management – Emerging Role of Financial Manager – organization of finance function--Sources of Finance-Long Term and Short Term Financing – Time Value of Money.

Capital Budgeting Decisions: Payback Period, Average Rate of Return, Net Present value, Internal Rate of Return, Profitability Index and Discounted Payback Period .Cost of Capital and Capital Structure: Capital Structure Theories, EBIT& EPS Analysis – Financial Leverage – Operating Leverage – Specific Cost of Capital and Weighted Average Cost of Capital. Dividend Decisions ,Dividend Theories–Forms of Dividend.WorkingCapital Management: Working Capital Management – Determinants - Working Capital Financing approaches –Estimation of working Capital - Cash Management - Receivables Management - Inventory Management. (Problems)

**RECOMMENDED TEXTBOOK(S):**

1. James C. Vanhorne , Financial Management

## REFERENCE BOOKS

1. Jonathan Berk, Peter Demarzo, Financial Management, Pearson.
2. Prasanna Chandra, Fundamentals of Financial Management, TMH.
3. I. M. Pandey, Financial Management, Vikas Publications
4. ShashiK.Gupta, Financial Management by Kalayani Publications.

## 22MB52C50: OPERATIONS MANAGEMENT

Course Code	22MB52C50
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	1	2
2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput and customer service	2,3	4
3	Optimize the use of resources which include: people, plant, equipment, tools	2,3	4

4	Make the best use of technology to achieve maximum efficiency, especially in the planning and control of operations	1,3	2
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**Introduction and overview of operations management, operations strategy, project management, work study and method study, demand forecasting, supply chain management.**

**SYLLABUS**

Introduction and Overview-Operations Management Strategy framework-Understanding similarities and difference among Products, Goods and Services-Historical Evolution of Operations Management-Changes & Challenges-Product development: Operations strategy- Product Strategy and Integrated Product Development- Process Strategy- Capacity Planning Decisions- Facilities Location Strategies.System Design-Facilities Layout and Material Handling Strategy-Group Technology-Flexible Manufacturing System. Project Management-CPM PERT. Productivity & Quality Tools-Productivity Concepts-Quality Circle-Kaizen-Value Analysis and Value Engineering – Statistical Quality Control-Work Study-Method Study &Work Measurement-Learning Curves-Work Sampling-control charts for Variables and Attributes.Planning and Managing Operations- Demand Forecasting-Supply Chain Management-Purchasing, Job Sequencing-Transportation problems-Assignment problems,Advanced Operations Management- Constraint management (TOC-Theory of Constraints) – Computer Integrated Manufacturing – DSS for Operations Management.

**RECOMMENDED TEXTBOOK(S):**

1. Norman Gaither and Greg Frazier (2008)-Operations Management, 9th International Student Edition, South Western, Thomson Learning Inc.

**REFERENCE BOOKS:**

1. O.P.Khanna, Work Study, DhanpatRai Publications, 2003
2. Chase et al, Production and Operations Management.
3. Everett Adam and Ronald Ebert, Production and Operations Management: Concepts, models and behavior, 5th edition, 2009.
4. William Stevenson, Operations Management, Tata McGraw Hill Company, New Delhi.
5. Nigel Slack, Stuart Chambers and Robert Johnston, Operations Management, fourth edition, Pearson

**22MB52C60: INFORMATION SYSTEMS& ERP**

Course Code	<b>22MB52C60</b>
L-T-P	3-0-0

Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand Foundational concepts of Information Systems & ERP	1	2
2	Analyze the role of IS & ERP in organizations.	2	4
3	Evaluate the IS structures, Business Models	2	5
4	Evaluate the ERP Implementation Processes and Methodologies	1	6

**Business process and management, data and knowledge management, ERP.**

**SYLLABUS**

Business Process and Business Process Management. Information Systems (IS) ; Concept, Definition, components. Importance of IS in organizations. IS architecture, Managing Information resources. Data and Knowledge management: Data types, sources, data warehousing, data governance and knowledge management. Types of IS: Decision Making concept and process, MIS, DSS & ES, Functional Information Systems, Organizational Information Systems. Competitive advantage with IS. Managerial support systems, ERP-Introduction; Advantages; ERP and Business – value creation; Integrated Information Management; Enterprise and ERP, Business modeling; Integrated data model; To ERP or not to ERP – Strategic Options; Benefits of ERP: Quantifiable, Intangible, Risks: People, process, Technology, Implementation, Operational and Managerial risks. Introduction to ERP related technologies; Functional modules of ERP software; Implementation of ERP: Technological, Operational Business reasons, Life cycle; Implementation methodologies, transition strategies; People involved in implementation; Success and failure in implementation – factors. Operation and Maintenance of an ERP system.

**RECOMMENDED TEXTBOOK(S):**

1. Introduction to Information Systems, R. Kelly Rainer Jr. and Casey G. Cegielski, John Wiley and Sons, Inc. 2011
2. Alexis Leon (2008)- Enterprise Resource Planning, 2nd Edition, Tata Mcgraw Hill publishing company.

**REFERENCE BOOKS:**

1. Database Management System : Rajesh Narang, PHI, 2006.



2. Laudon & Laudon, Management Information Systems, Tata Mc-Graw Hill, New Delhi.
  3. Gordon, Davis, Management Information System-, Tata Mc Graw Hill, New Delhi, 2007.
- Daniel, E.O' Leary (2002), Enterprise Resource Planning Systems, Cambridge University Press.

### 22UC21070: Professional Skills for Managers

**L-T-P-S: 0-0-4-0**

**Credits: 2**

**Prerequisite: Nil**

#### Mapping of Course outcomes (CO) with program outcomes (PO):

CO No	Course Outcome (CO)	PO	BTL
CO1	Updating grammar concepts and receptive skills to demonstrate in placement tests	5	2
CO2	Demonstrate intrapersonal in the process of setting the Goal.	5	2
CO3	Distinguishing different styles and forms of writing skills and using them while documenting	5	2
CO4	Able to present and communicate themselves effectively during discussions.	5	2

#### Syllabus:

Critical reading, Tenses, Active and Passive voice, Direct and Indirect speech, Spotting errors, Sentence completion, and Sentence rearrangement. Introduction to soft skills -Components of Soft Skills, Character Vs personality, Assertiveness, Building Confidence, Attitude, SWOT, Goal Setting

Writing Skills – Paragraph writing, Product and Process description, speaking from the script, and Report writing. Time Management, Presentation Skills, Public Speaking, Group Discussion, Leadership, Problem Solving-Decision Making, Etiquette, Body Language

#### Textbooks:

1. Objective English for Competitive Examination by Hari Mohan Prasad and Uma Sinha. McGraw Hill Education, 2017.
2. English Language Communication Skills, Cengage, 2014.
3. Effective Technical Communication by M Ashraf Rizvi, Tata McGraw Hill, 2010
4. Soft Skills by Dr. Alex, S. Chand Publications.

#### Reference Books:

1. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patrica J. Moodi; Cornerstone Publications.

### **22MB61C00: STRATEGIC MANAGEMENT**

Course Code	<b>22MB61C00</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand basic concepts Strategic Management	1	2
2	Learning and developing competitive strategies.	3	3
3	Apply corporate restructuring.	5	3
4	Learning and Understand e business.	6	2

**Introduction to strategic management, competitive strategies, value chain, corporate restructuring, takeover strategies and defenses, the challenges of e-business strategy creation.**

**SYLLABUS**

Introduction to Strategic Management–Evolution of the concept of strategic management – Company Vision – Mission statements - Components of strategic management – The three levels of strategic planning – making strategic decisions. Strategic Management Process– Benefits and limitations of Strategic Management. Company Vision – Mission statements.Competitive Strategies – Cost leadership – differentiation – focus – other strategic issues – pitfalls of strategies – competitive strategies in different types of industries – formulation of strategies in an emerging industry – maturing industries – declining industries. Sustaining competitive advantage – Defining the value chain – the value chain and the buyer value – competitive scope and the value chain – value chain and the organizational structure. Corporate Restructuring: Forms of Corporate Restructuring: Expansion, Sell-offs, Turnaround Management, Joint Ventures and Strategic Alliances, Mergers & Acquisitions, Divestitures and Spin Offs. Takeover Strategies andDefenses: Kinds of Takeovers, Formulating e–business strategy :The challenges of e–

business strategy creation: Top–down analytical planning, Bottom–up Just–do–it planning, continuous planning with feedback, – Roadmap to a move a company into e–business:

**RECOMMENDED TEXTBOOK(S):**

1. Fred R. David, Strategic Management, Prentice Hall, New Delhi, 2010
2. Strategic Management – An Integrated Approach, Charles Hill & Gareth Jones/ Biztantra

**REFERENCE BOOKS**

- 1) Hitt/Hoskisson/Ireland, Management of Strategy – Concepts and Cases, CENGAGE Learning, 2009.
- 2) Making Strategy, Colin Eden & Ackermann / Sage Publications
- 3) Pearce and Robinson, Strategic Management, McGraw Hill, New York, 2007.
- 4) Michael Porter, Competitive Strategy, Harvard University Press, New York, 2007.
- 5) Arthur Shaplin, Strategic Management, Tata Mc Graw Hill, New Delhi, 2007.
- 6) Competing for the Future, Prahalad and Hamel/ TMH
- 7) Strategic Management, Dr. P Subba Rao/ Himalaya Publishing House.

**22MB61C00: STRATEGIC MANAGEMENT**

Course Code	<b>22MB61C00</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand basic concepts Strategic Management	1	2
2	Learning and developing competitive strategies.	3	3

3	Apply corporate restructuring.	5	3
4	Learning and Understand e business.	6	2

**Introduction to strategic management, competitive strategies, value chain, corporate restructuring, takeover strategies and defenses, the challenges of e-business strategy creation.**

**SYLLABUS**

Introduction to Strategic Management–Evolution of the concept of strategic management – Company Vision – Mission statements - Components of strategic management – The three levels of strategic planning – making strategic decisions. Strategic Management Process– Benefits and limitations of Strategic Management. Company Vision – Mission statements.Competitive Strategies – Cost leadership – differentiation – focus – other strategic issues – pitfalls of strategies – competitive strategies in different types of industries – formulation of strategies in an emerging industry – maturing industries – declining industries. Sustaining competitive advantage – Defining the value chain – the value chain and the buyer value – competitive scope and the value chain – value chain and the organizational structure. Corporate Restructuring: Forms of Corporate Restructuring: Expansion, Sell-offs, Turnaround Management, Joint Ventures and Strategic Alliances, Mergers & Acquisitions, Divestitures and Spin Offs. Takeover Strategies andDefenses: Kinds of Takeovers, Formulating e–business strategy :The challenges of e–business strategy creation: Top–down analytical planning, Bottom–up Just–do–it planning, continuous planning with feedback, – Roadmap to a move a company into e–business:

**RECOMMENDED TEXTBOOK(S):**

3. Fred R. David, Strategic Management, Prentice Hall, New Delhi, 2010
4. Strategic Management – An Integrated Approach, Charles Hill & Gareth Jones/ Biztantra

**REFERENCE BOOKS**

- 1) Hitt/Hoskisson/Ireland, Management of Strategy – Concepts and Cases, CENGAGE Learning, 2009.
- 2)Making Strategy, Colin Eden & Ackermann / Sage Publications
- 3)Pearce and Robinson, Strategic Management, McGraw Hill, New York, 2007.
- 4) Michael Porter, Competitive Strategy, Harvard University Press, New York, 2007.
- 5)Arthur Shaplin, Strategic Management, Tata Mc Graw Hill, New Delhi, 2007.
- 6)Competing for the Future, Prahalad and Hamel/ TMH
- 7)Strategic Management, Dr. P Subba Rao/ Himalaya Publishing House.

**22MB61C20: ENTREPRENEURSHIP & FAMILY BUSINESS**

Course Code	<b>22MB61C20</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

<b>CO#.</b>	<b>Course Outcome</b>	<b>PO</b>	<b>BTL</b>
1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development and Construct a well-structured business plan	PO1,PO6	6
2	Understand and explain the concept of family business and managerial implications of family business and family myths	PO1	2
3	Understand the issues of leadership transition in family business and apply the knowledge of change management in the family business	PO3	3
4	Understand the schemes and support available for entrepreneurs from the government and institutional support for entrepreneurial development	PO4	2

**Introduction to entrepreneurship, environmental analysis, financing and managing the new venture, business development dimensions, introduction to family business, institutional support to entrepreneurship.**

**SYLLABUS**

Introduction to Entrepreneurship: Definition of Entrepreneur, Entrepreneurial traits, Entrepreneurial Culture, Administrative culture Vs Entrepreneurial Culture; Entrepreneur vs. Manager vs Intrapreneur; Role of Entrepreneurship in Economic Development; Woman as Entrepreneur. Creating and Starting the venture: Environmental Analysis - Search and Scanning, Assessment of Opportunities; Business Idea,

Sources of new Ideas, Techniques of generating ideas; The Business Plan: Nature and scope of business plan, Writing Business Plan, Evaluating Business plans, Using and implementing Business plans. Financing and Managing the New Venture: Sources of Capital, Venture Capital. Introduction of Family Business – Conceptual Models of Family firms – Three dimension development Model – ownership development dimension – Family Developmental Dimensions – Business Developmental Dimensions; Four Classic Family Business types – Founders and the Entrepreneurial experiences – Growing and evolving family business – Complexity of family enterprise – Diversity of successions : Different Dreams and challenges. Narcissism, Envy And Myths In Family Firms Personality types – Managerial implications of dysfunctional narcissism – importance of individuation – power of envy – role of family myths and impact of family myths on family business – common personality characteristics of founder – common defensive structures in founder – maintaining the balance. Leadership Transition Options for tackling succession problem – inheritance – psychological pressure on new leaders – systematic view of business family – family system proposition – family scripts and rules – practical example of family system thinking – diagnosing family entanglements. Transition And Change 10 Lewin’s idea of change – model of individual change – major themes in the individual journey towards change – process of change within organization – change process in families – family focus or organizational focus. Institutional support to Entrepreneurship: Government policies and schemes for entrepreneurial development; Role of MSME, Directorate of Industries, District Industries centers (DICs), Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs), Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

#### **RECOMMENDED TEXTBOOK(S):**

1. Robert Hisrich, Michael Peters and Dean Shepherd, Entrepreneurship, TMH, 10th Edition, 2017.
2. Generation to generation Life cycles of Family business – Lansberg, Iven – Harvard Business School publishing India Pvt Ltd.
3. “Family Business on the Couch – A psychological perspective” : Manfred F.R. Kets de Vries, Randel S. Carlock, Elizabeth Florent – Treacy – Wiley Publisher 2007.

#### **REFERENCE BOOKS:**

1. Baringer and Ireland, Entrepreneurship, 6th Edition, Pearson, 2018
2. P. Narayana Reddy, Entrepreneurship – Text and Cases, Cengage Learning India, I edition, 2010
3. "Corporate Entrepreneurship: Building The Entrepreneurial Organization" by Paul Burns published by Palgrave Macmillan, 3<sup>rd</sup> Edition 2013
4. Drucker F Peter “Innovation and Entrepreneurship”, 1985. Heinemann, London.

#### **22MB62C00: Leadership in Organizations**

**L-T-P-S: 3-0-0-0**

**Credits: 3**

**Prerequisite: Nil**

**Mapping of Course outcomes (CO) with program outcomes (PO):**

CO#.	Course Outcome	PO	BTL
1	Capacity to apply leadership in changing business environment	3	2
2	Equip the learners with skills, tactics, styles for leadership roles	3	2
3	Understanding of executing leadership in organizations	3	2
4	Ability to develop leaders in organizations	3	3

**Syllabus**

From Management to Leadership – Nature and Importance of Leadership –Difference between Leadership and Management – Leadership Theories – Trait Theories – Behavioral Theories – Scandinavian Studies – Contingency Approaches – Situational Theories - –Servant Leadership- Adaptive Leadership.Leadership Skills and Leadership Styles – Leadership Skills and Tactics – Social Skills- Persuasion Skills – Motivational Skills –Communication and Conflict Resolution Skills – Role Models – Story Telling — Leadership Styles-The Impact of Leadership Styles on Work Climate. Strategic Leadership by Executives-The Nature of Strategic Leadership-How leaders influence organizational performance- Constraints on Executives- Conditions Affecting the Need for Strategic Leadership- Political Power and Strategic Leadership-Research on Effects of CEO Leadership-Strategic Leadership by Executive Teams,- Women CEOs. Leadership Development and Succession-Development through Self-Awareness and Self-Discipline-Development through Education, Experience and Mentoring-Leadership Development Programs.Developing next Generation Leaders - Leadership Development and Organizational Goals – Coaching Leaders -Leadership Succession -Choosing the Right CEO

**Textbooks:**

1. Yulk, Gary (2011).Leadership in Organizations, 7th e Pearson Education
2. Du Brin, Andrew J (2009), Leadership Principles, Cengage Learning, NewDelhi

**Reference Books:**

1. Allio, Robert J.(2005)Leadership Myths and Realities Tata Mcgraw Hill
2. Peter G Northouse (2013), Leadership: Theory and Practice, 6ed. Sage.

**22MB62C10: BUSINESS ETHICS & CORPORATE GOVERNANCE**

Course Code	<b>22MB62C10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

<b>CO#.</b>	<b>Course Outcome</b>	<b>PO</b>	<b>BTL</b>
1	Gain knowledge about differences between ethics and morals, various ethical theories.	PO1	2
2	Have proficiency about the definition, objectives, natures and sources of ethics.	PO2	2
3	Have adequate knowledge in ethical issues in corporate governance, the problems of whistle blowing.	PO3	2
4	Become an expert in ethical issues in employer-employee relations, ethical issues in marketing.	PO4	4

**Values, norms and beliefs, ethics, corporate social responsibility, corporate governance, employees and business ethics, ethical issues in marketing.**

**SYLLABUS**

Values, Norms and Beliefs- Ethics v. Morals; Values, Norms, Beliefs and their role; values for managers from Indian ethos; Ethical Codes – Ethical theories; Teleological, Deontological, natural and Kantian. Introduction to Ethics- Definition of Ethics – Objectives, nature and sources of ethics – Business Ethics – Nature, Importance and Factors influencing Business Ethics. Corporate Social Responsibility: Ethical issues in Corporate Governance; The role of Insider Trading; The problem of whistle blowing, Recent case studies. Nature and significance; arguments for and against CSR; the conflicting interests of various stakeholders; CSR initiatives at HSBC: Making good business sense. Ethical issues in Corporate Governance; The role of Insider Trading; The problem of whistle blowing, Recent case studies. Employees and Business Ethics - Ethical issues in employer – employee relation; discrimination at work place; Sexual and racial harassment; working conditions – employee privacy. Consumers and Business Ethics; the limits of doctrine of caveat emptor; Ethical issues in marketing, advertising; the ethical challenges under globalization .

**RECOMMENDED TEXTBOOK(S):**



## REFERENCE BOOKS

1. Andrew Crane and Diark Matten, Business Ethics, Oxford Publication, New Delhi, 2013.
2. Chris Moonand Clive Bonny, Business Ethics, The Economist Publication, 2013.
3. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.
4. S.K. Chakraborty, Ethics in Management- Vedantic Perspectives, oxford India paper backs, New Delhi, 2013.

## DIGITAL MARKETING –FUNCTIONAL SPECIALIZATION COURSES

### 22MB61K00 - MEDIA PLANNING L-T-P : 3-0-0 CREDITS :3

**An Overview of Indian Media Scenario:** Defining Media Planning- The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The Ramifications. Major Media Buying Agencies and Agency Affiliations- Sources of Media Information: Population, Census, Annual Economic Survey, India-Yearbook, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS)Handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, Data on Market Share. **Media Characteristics:** Media Brief- Marketing Information Checklist- Marketing Problem- Objectives- Product Category Information- Geography/Location- Seasonality/Timing- Target Audience. **Media Planning and its Application.** Defining Media Objectives, Target Audience- Objectives, Distribution Objectives, Media Terms- Media Weight Theories- Various Models of Media Planning: Bill Harvey’s Expansion Model, Recency Model and Other Models Applications: Analysis, Techniques and Implication of a Media Plan - Information Needs for Making a Media Plan: Marketing and Copy Background, Marketing Objectives, Rationale, Media Strategy, Gross Impression Analysis, Media Rationale- Preparing a Media Brief: Marketing Information Checklist, the Objectives, Product Category information, geographic location, seasonality and target audience. **Understanding Media Objectives, Strategy, Scheduling** Strategy and Media Plan- Setting Media Objectives: Determining Media- Objectives, Budget Constraints, Creative-Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions within Media, Evaluating and Selecting Media Vehicles- Developing Media Strategy: Consideration in Strategy Planning, the Competitive Strategy , Formulating Strategy when Budget is too Small. Seasonal Effect of Media Effectiveness- Scheduling Strategy and Tactics: The Media Flowchart (Schedule), Pulsing, Fighting Continuous Media Plan- Developing a Media Plan **Budgeting and Evaluation Plan** - Budgeting- Setting and Allocating the Budget, Different Methods of Setting Budget-Competitive Spending, Objective and Task, Expenditure per Rate, Factors Affecting the Size of the Budget- Presentation of Media Plan to a Client and Evaluation of Media Plan- Media Matrix and Measurability and Global Challenges Differences between Brand Matrix and Media Matrix-

Evaluation of Media Plan- Retrieval and Interpretation of Data- Audience Audit Techniques: People Meter, Single Source Data, Geo Demographic Measurement- Practical session on Media Information Retrieval **Media Buying** - Media Buying Process : Structure, Roles and Responsibilities- Steps in Buying Process and Objectives of a Media Buyer- New Trends in Media Buying, Problems in Media-Buying, Evaluating Media Buys, Media Negotiations and Strategies, Media Costs, Media Buying Problems, Considerations in Planning and Buying, Media Buying and Planning for Digital Media

## **22MB61K10 SEARCH ENGINE OPTIMIZATION L-T-P : 2-0-2 CREDITS 3**

**Introduction to SEO** Internet and Search Engine Basics-Importance of Internet Marketing- Types of Internet Marketing Methods-Importance of Search Engines-SEO is an Art or Science-How does the search engine work? -Understanding the SERP-Using Search Operators-Google Search Engine Architecture-Search Engine Algorithms-Google Algorithm Updates-Page Rank Technology-Latest Updates about SEO Algorithms-Google Web Masters Tools **Keywords Research and Analysis; Introduction** to Keyword Research-Business Analysis-Types of Keywords-Keyword Research Methodology-Keywords Analysis Tools-Competition Analysis-Preparing a Keyword List for Project-Localized Keywords Research - Key PPC Concepts: Bidding & Budgets, Strengths of Pay per click, Scheduling, Display Networks, Google PPC, Ad Centre, Research Tools, Ad Groups; Campaign Management: Search Campaign Process, Conversion Tracking, Keyword Selection, Conversion Metrics: Quality Score, CPA, CTR, Ad Copy, Bidding, Landing Pages, Analytics, Targeting, Laws & Guidelines. **On-Page Optimization (Onsite)** Essentials of good website designing-Usability and User Experience in Website-Onsite Optimization Basics-Importance of Domain Names and Value-Domain Selection-Website Structure and Navigation Menu Optimization-Filename Optimization-Title Tag Optimization-Keywords-Keyword Density Analysis-Keywords Research in Various Search Engines-Meta Tags-Meta Tags Optimization-Headers Optimization-SEO Content Writing-Optimizing SEO content-Page Speed Optimization Tool-Header and footer-Header optimization with tag line or catch line-Footer Optimization-Google SEO Guidelines-Search Engines V/S Directory-Major search engines and directories-Google Page Rank-Heat map of Home page-Description-Creating sitemaps-Image tag optimization-Anchor Text. **Off Page Optimization: Submission** to search engines-Introduction to Offsite Optimization-Local marketing of websites depending on locations-Promoting Subsequent pages of the website-Black Hat / White Hat / Grey Hat SEO-Submission to Relevant Directories-Linking Building Methodology-Types of Linking Methods-Free Links / Paid Links-Directory Submission-Blog Submission-Free Classifieds-Forums-Forum Signatures and Commenting-Press Releases-Video Optimization-Link Building-How to promote home page. Directory Submissions for SEO-Social Bookmarking-Local Business Listing (Local SEO)-Classifieds Posting-Using Blogs for SEO-Blog Commenting-Press Release Submission-Article Submissions-Video Submissions-Social Media Optimization Techniques (Basics)-RSS Feeds Submissions-Tracking the Links and Page Rank-Preparing SEO Reports

## **22MB61K20– AFFILIATE MARKETING L-T-P : 3-0-0 CREDITS 3**

### **SYLLABUS**

#### **Introduction to Affiliate Marketing**

History of Affiliate Marketing-Frequently asked questions about Affiliate Marketing-The basis of Affiliate Marketing-How affiliate Marketing works-Affiliate Program payment methods-Cookies, Cookie Stuffing and Affiliates-AdSense-Email spam, search engine spam, Google slap, adware, trademark bidding- Tiered Affiliate Marketing-Cross selling and up selling-Multi tier marketing and commissions-List of affiliate marketing software **Enrolling in an Affiliate Marketing Program** Signing up as an Affiliate-Logging into your affiliate account-Integrating Affiliate Links into your websites-Monitoring affiliate performance and tracking sales Setting up an affiliate website: Web design and development, capturing visitor credentials, integrating social plugins, integrating third party tools, developing plugins, add-ons, apps and widgets. **Types of Affiliate Marketing** Search affiliates-Price comparison service website-Loyalty websites-Cause related and coupon websites Content and niche market website-Personal weblogs and website syndicates-Email marketing and shopping directories-Registration or coregistration affiliates-File sharing affiliates **Strategies to improve Affiliate Marketing** Affiliate Links and how to deal with them-Promoting your affiliate program-Overcoming the challenges of affiliate marketing-Performing market analysis and market research-Market strategies Establishment-Affiliate Marketing and organic Search Optimization **Setting Up affiliate Marketing Program** How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns Merchants/publisher management-Affiliate program promotion and content pages-Screen affiliates- Combating affiliate fraud.

## **22MB61K30 – SOCIAL MEDIA MARKETING & ANALYTICS L-T-P : 2-0-2 CREDITS 3**

### **SYLLABUS**

Introduction to social media-What is social media? -How social media developed-Managing Information- Aggregators-Google Alerts-Blogs - Getting your company ready for social media- Content Management-Touchpoint Analysis-Scheduling-Creating Content-Managing content programs- Planning Worksheets  
The Legal side of social media-In-house guidelines-Copyright and Trademark Implications- Blogs-Blogger-Tumblr –WordPress - a) Set-up b) Services-Influencers-Who are they?How to find them? How to use them to benefit your brand? Podcasting-What is it? -Where to find it? How to create? a) Hardware) Software- Facebook- Creating groups and pages-Tips and Guides-

Posts-Paid Promotion-Ads- Contests Google+-Set-up and usage-Company Profile-Hangouts-Authorship-YouTube-Long-form video platforms Setting up a channel-Managing content-Twitter-Set-up and usage- Tips- Up and Coming social media. LinkedIn-Tips and Guides-Review of profiles-Pinterest- Major target audience-Visual social media and bookmarking-Setup and management- Review of profiles. Collaborative Marketing & Crowdsourcing-Consumer-generated content-a) Encouraged b) Organic Guidelines-Metrics & ROI. Introduction to web analytics- Introduction to Google analytics- Setting KPI's and Site Objectives- GA Basic Setup- GA - Advanced Setup - Campaign Tagging & Reporting -Understanding Conversions - Understanding Conversions - Advanced (Custom) Segments - Dashboards & Custom Reporting –Intelligent events – Virtual pageviews – event tracking – linking and using data from Google Adwords – Profiles – Profile filters – Visitor flow – Real-time data.

## **22MB62K40: MOBILE MARKETING L-T-P : 3-0-0 CREDITS 3**

### **SYLLABUS**

Why mobile advertising matters

- Growth trajectory• Problems mobile can solve for• Barriers to growth - The mobile consumer
- Customer journey- Integration of marketing vehicles- Privacy and user data- The role of data
- Definition, nomenclature and value of various types of user data (e.g., intent, behavioral, retargeting, social)- • Technological approaches to collecting and sharing data
- Challenges in the gathering of user data- The privacy debate and implications for mobile
- Fair Information Practice Principles- • Data regulation environment

Ecosystem and likely evolution:• Current ecosystem (from online display)• Drivers of evolution and "next generation" of user data uses• Key challenges

Traditional Mobile Advertising (Search, Display, Messaging)

Mobile search engine optimization- Mobile display: • How it works• Programmatic evolution•

Targeting options- Short messaging service: • Types of SMS• Potential uses

Mobile sites and applications: Mobile commerce and payments (online and offline) and what it means for marketers: • Ecosystem overview and economics of existing players• Creating a consumer experience in mobile payments

Mobile site design, Creating a mobile application- • Value proposition• Native vs. HTML vs. hybrid• App store dynamics• App marketing- Local ecosystem evolution

Understanding who the buyers are and where they advertise today: • Who they are: National retailers, Franchises, Small and medium business• Where and how they buy today: Newspapers, directories, radio, local TV, direct mail• Major verticals• Segmentation approach• Needs by segment• How to create strategic advantage in the market.

Location technologies: Macro-location technologies: • How to locate a phone (handset, network approaches)• Tradeoffs of different approaches• Applications- Micro-location approaches: • Beacons

- WiFi, In-situ communication vehicles• QR Codes• NFC

Social mobile-User journey and trends-Social options-• Platforms (Twitter, Facebook)

- Multimedia sharing (pictures, video, etc.)-Native ad targeting demonstration• How to target
- Custom audiences-Social media marketing best practices• Mobile content marketing
- Creating sharing-• Mobile Commerce, Loyalty programs• Putting loyalty programs on mobile
- Punchards - Coupons and offers programs on mobile: • Formats• Challenges

Mobile payment and mobile wallet, Conquesting and showroom-ing, Next generation POS  
Opportunity to transform the commerce experience, Next generation evolution: Augmented  
reality,  
Wearable technology, Internet of things

### **22MB62K50: EMAIL & CONTENT MARKETING L-T-P : 2-1-0 CREDITS 3**

#### **SYLLABUS**

Email Marketing Strategy: Building email marketing strategy, Building subscriber lists, Building database and Purchasing database, Follow-ups. Email Marketing Campaign Design: Designing Newsletters, Types of Campaigns, Email Marketing Reports and analysis, Scope of Email marketing, Influence of modern digital marketing models in email marketing. Email Marketing Tools: Email Automation, Email Design Reference - Concepts, Design, Development, Resources. Mailchimp, EMMA, AWeber, Active Campaign. Basics of CSS, Purpose of CSS Inliner tool.

The Art Of Writing: Essentials of writing & storytelling - what is storytelling - why is it important - what makes a good story and a bad one - basic rules of grammar and language - understanding 'tone of voice'. Understanding The Reader & Applying Psychology To Writing. The psychology of writing: Basic concepts of psychology (with regards to writing) - understanding how the mind reacts to writing - how to use this knowledge to influence the reader - what readers like to read (or see/hear). Writing For The Digital Medium: How to write for digital - what makes writing for digital different - copywriting for the digital medium - Technical Writing - Creative Writing. Different Types Of Writing: Writing for websites - writing for blogs (reviews/UGC etc.) - writing for social media (Facebook / twitter etc. - Writing for search engines - Web Copy writing - writing for banners/stamp ads. After You Write: Proof Reading – Editing – Rewriting - Content based Marketing - Customer Targeting and Demographics - Content based Analytics and Quality Check

### **22MB62K60: E-COMMERCE L-T-P : 3-0-0 CREDITS 3**

#### **SYLLABUS**

Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework  
Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India  
Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise  
e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model  
Risks of Insecure Systems: Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners  
Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm

Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems

Electronic Data Interchange(EDI): The Meaning of EDI, History of EDI, EDI Working Concept, Implementation difficulties of EDI, Financial EDI, EDI and Internet

E-Marketing: The scope of E-Marketing, Internet Marketing Techniques

Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website

Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue, A Unique Search Engine

Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities

Future Directions: Software Agents, Technology Behind Software Agents, Types of Software Agents, Characteristics and Properties of Software Agents, Frame-work for Software Agentbased e-commerce, m-commerce, m-commerce Architecture, Areas of Potential Growth and Future for m-commerce

## **22MB62K70: DIGITAL PR & CORPORATE COMMUNICATIONS**

**L-T-P : 2-1-0 CREDITS 3**

### **SYLLABUS**

New Media — Introduction- New Media- Definitions, Concept and Scope- The Characteristics of New Media and Significance- A Brief History—How Communication has been forever changed with the coming of Digital Media- Key Milestones- Overview: Digital Literacy New Media and the Emerging Trends- The Evolution of Media- Old Media vs. New Media- The New Media Landscape- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society.

Interactivity and Active Audiences- Digitalization and Convergence- The Power of New Media- Hands on skills – Various Modes and Usages of Social Media.

Digital PR- PR in the age of New Media: Scope, Challenges and Opportunities- Changing Trends and Leveraging the Potential of New Media- PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases)- Social Media – Platforms, Analytics and Campaigns

Online PR Strategies- Relationship Building in an Internet age – How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media- Building Relationship through Interactivity

Digital PR in Marketing and Brand Promotions- Use of Digital Media in the overall Marketing Mix- Use of Digital Media in Brand Building- The need for synergy between Digital Marketing and PR to achieve marketing goals- Online Sponsorships and Brand Promotions- Case Studies of Brands that have used Digital Media to be successful

Employee Communication in Digital Age- Introduction and Genesis- Various New Media for Internal Communication(SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts,

Organization's Intranet etc)

Corporate Reputation Management- Introduction- Reputation in the Net age- Corporate Reputation Management Imperatives - Building Corporate Identity- Corporate Advertising- Financial Communication in the Digital Age- Investor Relations-Online- Case Studies Issue Management and Crisis Communication- Managing Issues Online- Crisis Communication on Digital Media and Solutions- Case Studies. Corporate Communication Channels- Corporate Website, Facebook, Twitter, LinkedIn, You Tube Accounts, Corporate Blog, Building Online Corporate Community.

## **22MB61E00: INTRODUCTION TO ENTERTAINMENT INDUSTRY**

### **L-T-P : 3-0-0 CREDITS 3**

Prerequisites: None.

### **SYLLABUS**

**Overview of the entertainment industry** -- Process, Perspectives and Principles - Key Players - Innovation success factors - Role of technology - Barriers to entry - Nature of the product and consumption - Role of marketing.

#### **Perspective and Overview of the Entertainment Industry**

What is Entertainment? The "Experience" economy. Competition for leisure time, content creation and consumption. Key marketing issues. Growth by sector, trend, major players and centers.

#### **Film and Exhibition**

Production, distribution, exhibition and marketing components.

#### **Home Entertainment**

Structural changes and consolidation. Consumption of filmed entertainment. Growth of supplementary income streams: Home video, DVD and Streaming. Marketing issues.

#### **Network TV and Syndication**

Development of television programming. Industry players. Share & Ratings, Shift in Audience Viewership, Local Affiliates and O & O's. Marketing issues.

#### **Cable Television and Streaming**

Development of Cable. Economic underpinnings, Cable Basics. Cable Regulations. MSO's and consolidation. Content and programming. Key marketing challenges.

#### **Publishing: Books, Magazines, Newspapers and the Internet**

Key Sectors. Books, magazines, newspapers. Similarities and differences. 21<sup>st</sup> Century issues.

#### **Music Industry**

Brief History. Key characteristics. Major players. Revenue streams. Radio's role. 21<sup>st</sup> Century Issues

### **RECOMMENDED TEXTBOOK(S):**

Vogel, H.L., *Entertainment Industry Economics: A Guide for Financial Economics*, 9th Edition. Cambridge Press, 2015.

## **22MB62E10: DIGITAL MARKETING IN ENTERTAINMENT**

**L-T-P : 3-0-0 CREDITS 3**

### **SYLLABUS**

overview of entertainment industry - The entertainment marketing landscape: examine the role of

advertising agencies, public relations companies, promotion agencies, internal marketing departments, and research firms

Understanding the consumer: How to define and select target Components

Applying marketing and communications principles;

Professional Writing for the Entertainment Business

Advertising & Publicity: Writing, producing, editing and production Processes

Marketing Movies, Network TV, Syndication, Radio, Media Buying;

The rising tide of technology: Effective use of new technologies in building a successful campaign

Digital Content Disruption

Branded Entertainment / Printed Media Going Digital

Promotion Marketing and Licensing.

Mobile Marketing - Home entertainment and emerging mobile distribution channels  
Sports, and Music - Building a Brand - Travel and Tourism.

Global Perspectives - Future of Digital Marketing in the Entertainment Industry.

### **RECOMMENDED TEXTBOOK(S):**

Lieberman, A., & Esgate, P. (2014). *The definitive guide to entertainment marketing: Bringing the moguls, the media, and the magic to the world*. Upper Saddle River, NJ: FT Press/Pearson Education Inc. ISBN: 0134194675.



# SECTORAL SPECIALIZATION - BANKING

## 22MB61B00: OVERVIEW OF BANKING

Course Code	<b>22MB61B00</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Understand the Indian financial Services	1,6	2
2	Understand the role of central Bank and commercial banks	1	2
3	Analyse credit appraisal mechanism and regulatory system of Indian banking Industry	5	4
4	Analyse the functioning of various banks	5	4

**The financial services overview, RBI, Commercial banks, basic accounting for banking credit scoring, BCSBI, banking ombudsman service, securitization, rural banking, RRBs, NABARD, Banking regulation, Monetary policy, NI Act, Banking regulation Act.**

### SYLLABUS

The Financial Services - An overview, Origin and Growth of Indian Banking System, Reserve Bank of India Structure, Role of RBI, Types of Banks, - Commercial Banking in India, – Functions of Banks, primary and Ancillary functions of commercial banks, Deposit products –Fee based and fund based activities, Principles of lending, loan products, bank assurance, Types of charges, Types of securities ,letters of Credit – Bank guarantees, off balance Sheet Activities. Basic accounting for Banking, Statement of Sources and uses of Funds, bank’s Profit and loss Account, Books of Accounts in Banks. Credit Scoring- Credit appraisal techniques, Credit management and credit monitoring, Priority sector lending, Credit Information bureau (India) limited(CIBIL), Banking Codes and Standards Board of India(BCSBI), Banking Ombudsman Service, Loan Syndication, The Syndication process, Non Performing Assets , Prudential Norms, securitization-.Retail Banking, Corporate Banking,

Developments in Corporate banking, Issues/problems. Consortium finance, multiple banking Arrangements, Rural Banking – Sources of Rural Finance, Credit delivery Mechanism in Rural finance, Multi Agency Approach, Regional rural banks (RRBS), National Bank for Agriculture and rural Development (NABARD). Banking Regulation - Monetary policy, Money laundering and prevention of Money laundering Act, Negotiable Instruments Act, Banking Regulation Act Recent developments and future challenges in banking sector Small Banks, Payment Banks.

**TEXT BOOK**

1. Indian Financial System, M. Vohra, Anmol Publications.

**REFERENCE BOOKS**

1. Banking Law and Practice in India, P.N. Varshney, Sultan Chand & Sons-24th Edition 2010.
2. Financial Institutions and Markets- Structure, Growth and Innovations, L.M. Bhole&JitendraMahakud, Tata McGraw Hill- 5th Edition.
3. Bank Management and Financial Services, Peters S. Rose and Sylvia C. Hudgins, Tata McGraw Hill- 7th Edition

**22MB62B10: BANKING SERVICE OPERATIONS**

Course Code	<b>22MB62B10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand nature of Banking service operations and role of technology in banking	2	2
2	Analyse e-banking mechanism	2	4
3	Ascertain Service Quality Metrics and CRM Practices	5	3
4	Evaluate risk management strategies	5	5

**Introduction to banking operations, role and impact of technology on banks, E-banking, ATMs, Credit and debit cards, CRM, ECS, EDI, certification in banking services, designing of service quality, Mergers and Acquisitions in the Indian bank scenario.**

### **SYLLABUS**

Introduction to Banking Operations: Changing Nature of Banking Operations – Computerisation in Banks, Communication Net work and security considerations. Role and Impact of Technology on banks. E-banking, E-Products and Services offered to Customers, Plastic money – Parties to the transaction, Salient Features concepts of a Credit Card, Distinction between Credit card, Charge Card, Debit card and Operational aspects, Credit card business in India. Payment and settlement systems: Electronic Funds Transfers (EFTs)– Automatic Teller Machines (ATMs)–Electronic Clearing Service (ECS)–Electronic Data Interchange (EDI)– Real Time Gross Settlement System(RTGS), -Customer Relationship Management – Types of Customers, Financial situation Vs Banking needs, Banker and Customer Relationship, Role and impact of Customer Relationship Management – Stages in Customer Relationship Management, Regulations relating to Know Your Customer. Service Quality - Technical Quality and Functional Quality, Gap analysis, ISO 9000 Certification in Banking Services – Marketing of Services – importance of marketing for Indian banks, characteristics of service product, marketing of financial services and banking services, Implications of service characteristics for marketing, services marketing mix, Product Life Cycle -New Product development — banking product mix, Bank pricing, Channels for Banking Services, Delivery Strategies in a Bank, — Promotion mix, Role of direct selling agent/ direct marketing agent in a bank - Designing of Service Quality –Implications of Service Intangibility. Marketing Issues, Risk Management in Banks, loan review mechanism, Capital Adequacy, Basel norms., Mergers and Acquisitions in the Indian banking scenario.

### **RECOMMENDED TEXTBOOK:**

Managing Indian Banks: Challenges ahead Vasant C Joshi and Vinay V Joshi, sage publications

### **REFERENCE BOOKS**

1. Banking theory law and practice b R.Rajesh and sivagnanasithi, Tata Mc graw hill
2. Risk Management in e- Banking Jayaram Kondabagil John Wiley & sons
3. Indian Banking in Electronic Era- S.S.kaptan& N.S. Choubey sarup& sons publications
4. Office organization & management M.E. Thukaram Atlantic publishers
5. Elements of banking and Insurance Jyotsna Sethi and nishwan Bhatia PHI learning Private limited
6. Customer Relationship management Modern trends ShanmugaSundharam, Prentice Hall of India Limited.

# SECTORAL SPECIALIZATION - RETAILING

## 22MB61R00:OVERVIEW OF RETAILING

Course Code	22MB61R00
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

### Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Excel in the functions of a retailer. Student will be aware of the role of a retailer in global economy, career opportunities in retail, retail theories and various retail formats.	1,6	2
2	Gain practical expertise in designing of retail marketing strategies including Retail communication mix and pricing strategies. Further he/she can able to understand role of consumer in retail environment and various factors influencing consumer behavior. Identify consumer motivations, shopping behaviors, loyalty programs and decision processes for a retailconsumer and accordingly designing strategies to give a robust experience to consumers	1	3
3	Apply HR programs and identify initiatives to improve operations and Employee retentions	6	3
4	Understand measures of financial performance including strategic profit model	6	2

**Retailing, retail marketing, retail strategies, retail organization, CRM in retailing, social marketing in retailing, HRM in retailing, financial management in retailing.**

**SYLLABUS**

Retailing – Meaning, Nature, and Classification- Emergence of Organized Retailing -Indian vs. Global Scenario- Factors Influencing Retailing- Functions of Retailing- Retail as a career -Types of Retailing- Store & Non-Store -Retail Formats- Multichannel Retailing-Issues & Challenges in Multichannel Retailing Servicing the Retail -Customers, Customer service- customer complaints.Retail marketing – and branding mix - Retail consumer and factors influencing buying behavior – Segmentation - Targeting- Positioning. Retail Strategies- Developing and applying Retail Strategy- Strategic Retail Planning Process.Retail Organization- The changing Structure of Retail - Concept of Life cycle Retail. Retail pricing strategies.CRM in retailing – process – planning and implementing loyalty programs- Social Marketing in retailing-Impact of Technology E-tailing – Issues and Challenges.Human Resource Management in Retailing - Human Resource Planning - Role of Human Resources in Retail Organizations; Recruitment - Selection - Training needs for Employees - Motivation and Performance Appraisal, Compensation and rewarding store Employees. Importance of Financial Management in Retailing - Financial Performances and Financial Strategy - Accounting Methods - Strategic Cost Management - Strategic Profit Model-Managing Diversity-Legal and Regulatory issues

**RECOMMENDED TEXTBOOK:**

1. Barry Berman Joel &R Evans, Retailing Management - A Strategic Approach, Pearson Education, 2009.

**REFERENCE BOOKS**

1. SwapnaPradhan, Retailing Management Texts & Cases, 3/e-McGraw Hill, 2009.
2. Michael Levy, Burton A Weitz, Ajay Pundit- Retailing Mnagement,6/e, The McGraw -Hill Companies, 2008.
3. itz, Ajay Pundit- Retailing Mnagement,6/e, The McGraw -Hill Companies, 2008.
4. Levy &Weitz, Retailing Management, TMH, 2009.
5. A. J. Lamba, The art of Retailing, TMH, 2009.
6. Andrew J Newman &Petes Cullen, Cengage Learning, 2009.
7. Sinha, P.K and Uniyal D.P, Managing Retail, 2/e, Oxford University Press, 2007
8. Chetan Bajaj, RajnishTuli, Srivastava, N.V, Retail Management, Oxford University Press, 2005

**22MB62R10:MANAGEMENT OF RETAIL OPERATIONS**

Course Code	<b>22MB62R10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO/PSO	BTL
1	Understand the factors influencing store location and location strategies including store layout and space planning.	1,2	2
2	Understand store environment, the roles and responsibilities of a store manager and build strategies to enhance the store loyalty.	1	2
3	Source, plan and procure merchandise for a retail organization and also able to analyze	2	4
4	Implement trends and practices of supply chain management in retail.	1	3

**Setting up retail store, store management, store environment, inventory management, sales promotion, role and responsibilities of merchandiser, supply chain management, supply chain drivers and obstacles.**

**SYLLABUS**

Setting up Retail Store - Size and space allocation- location strategy, factors affecting the Retail – Research techniques and store layout and space planning. Store Management- Responsibilities of Store Manager -Retail Image -Store Façade. Store environment- Exteriors, Interiors -Store ambience-Store Atmospherics- Visual Merchandising - Store Security. Inventory Management - EOQ - Rational of Discounts of Bulk Purchase. Sales Promotion – Importance& Types - Impact of Sales Promotions - Forecasting– Different Forecasting Techniques in Estimating Demand - Retail Merchandising. Role and responsibilities of merchandiser-The process of Merchandise Planning- Merchandise Procurement-Sourcing, Vender selection - Category management – process – manufacturer’s brands Vs private label brands. Supply chain management – Definition, Scope, Need & Challenges; Role of Logistics in SCM– Retail & Manufacturing; Differences in SCM and Logistics - Integrated supply chain planning Uncertainty and supply chain management. Supply chain Drivers and Obstacles- Supply chain Network-Different types of Supply Chain Networks. Cross Docking and Collaborative Planning- Bull Whip Effect. Innovations in Supply chain management.

**RECOMMENDED TEXTBOOK:**

Swapna Pradhan, Retailing Management Texts & Cases, 3/e-McGraw Hill, 2009.

**REFERENCE BOOKS:**

1. Retail Logistics and Supply Chain Management, Rajesh Ray, The Mc Graw Hill Companies
2. Michael Levy, Burton A Weitz, Ajay Pundit- Retailing Mngement,6/e, The Mc Graw -HillCompanies, 2008.
3. Barry Berman Joel &R Evans, Retailing Management-A Strategic Approach, Pearson Education, 2009.
4. Sinha, P.K and Uniyal D.P, Managing Retail, 2/e, Oxford University Press, 2007
5. Sunil Chopra and Peter Meindl: Supply chain Management: Strategy, Planning and Operation, Third edition, Pearson Education, New Delhi 2009.
6. Narayan Rangaraj, G Raghuram and Srinivasan, Supply Chain Management for Competitive Advantage Concepts and cases, TMH, 2009.
7. Rahul V. Altekar, Supply Chain Management, Concepts and Cases, PHI , 2008.

## **SECTORAL SPECIALIZATION HEALTHCARE & HOSPITALITY MANAGEMENT**

### **22MB61D00:OVERVIEW OF HEALTHCARE MANAGEMENT**

Course Code	<b>22MB61D00</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand basics of Healthcare Sector	1	2

2	Analyze the role of clinical and diagnostic services	1	4
3	Evaluate the impact of hospital operations management	6	5
4	Evaluate the components and process of maintaining medical record	6	5

**Introduction to Healthcare systems, overview of healthcare sector in India, specialities in healthcare, hospital code of ethics, clinical & diagnostic services, hospital operations management, medical records.**

### **SYLLABUS**

A Conceptual Approach to Understanding the Healthcare Systems – Evolution – Institutional Settings. Overview of Healthcare Sector in India – Understanding the Hospital Management – Health Policy – levels of healthcare; primary, secondary and tertiary – systems of medicine – Ayurveda, Siddha, Unani, Homeopathy, Yoga, Naturopathy, etc. – Preventive and Curative medical care – General and specialty Hospitals-Pharmacopia. specialties: Overview of the functions and sphere of each specialty: oncology, general medicine, cardiothoracic, gastroenterology, urology, nephrology, radiology, psychiatry, endocrinology, neurology, ophthalmology, medical services, surgical services, operation theatre, maternity services, dental services. Hospital code of ethics, medical ethics, standards for hospitals accreditation, accreditation standards for extended care facilities. **Clinical & Diagnostic Services:** Outpatient Services – Accident and Emergency Services – Inpatient Services – Operation Theatre Services – Intensive Care Unit Services – Nursing Services. Diagnostic and Therapeutic Services: Laboratory Services – Radio Diagnosis and Imaging Services – Radiation Hazards – Blood Transfusion Services – infection control, mortuary services, Pharmacy Services: Role of pharmacy manager, analyzer for pharmacy, drugs management. **Hospital operations management:** productive systems in a hospital, Facility Location and Layout, importance of location, factors, Productivity measures, value addition, capacity utilization, productivity – capital operations, front office, billing, staffing, housekeeping, transportation, dietary services, emergency services. **Medical Records** – Admission – Billing – Nursing Records – Diagnostic Records – Infection Control Records – Maintenance of Operation Theatres Records – Maintenance of Intensive Care Units Records; Clinical Records – Housekeeping Records – Food Records – Engineering Records – Maintenance Records – Security Records – Fatal Documents – Mortuary Maintenance Records – Transportation – Medico Legal Records, Healthcare Information System.

### **RECOMMENDED TEXTBOOK:**

1. B M Sakharkar, Principles of Hospital Administration & Planning, 2<sup>nd</sup> Edition, Jaypee Brothers Medical Publishers, New Delhi, 2009

### **b) REFERENCE BOOKS:**

1. A G Chandorkar, Hospital Administration & Planning, 2<sup>n</sup> edition, Paras Medical Publishers, Hyderabad, 2009
2. Srinivasan, A.V. (ed), Managing a Modern Hospital, Response Books, New Delhi, 2000
3. Hospital Planning, WHO, Geneva, 1984.
4. Madhuri Sharma, “Essentials for hospital support services and physical infrastructure”, Jaypee publications, New Delhi.
5. S.L. GOEL, Healthcare Management and Administration, Deep & Deep publications pvt. Ltd., New Delhi



6. KeiranWalshe& Judith Smith, Healthcare Management, TMH, New Delhi, 2010
7. K Park, Preventive & Social Medicine, 15<sup>th</sup> Edition, BanarasidasBhanot Publishers, New Delhi, 1997

**22MB62D10:MANAGEMENT OF HEALTHCARE OPERATIONS**

Course Code	<b>22MB62D10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Implement the best practices of the health care Services	6	3
2	Apply knowledge of financial management techniques in the corporate hospitals	6	3
3	Analyze, interpret and solve HR related issues in the hospitals	6	4
4	Perform lifelong learning and professional development to enrich the professionalism by learning production functions and store	6	4

**Marketing of health care services, financial management in hospitals, human resource management in health care, labor laws applicable to hospitals, production and cost functions, ethics and healthcare marketing in twenty first century.**

**SYLLABUS**

**Marketing of Health care Services:** Over view of services sector, healthcare services marketing; socio-economic factors, choices and preferences of the customers of health services and the factors influencing them in the selection of hospitals. Healthcare Products and Services, seven Ps of Health care services; service quality in selected hospitals with a quantitative approach. Customer Relations management, Marketing practices of the selected corporate hospitals Escorts, Apollo, Bhatia;. **Financial Management in Hospitals:** Over view of managing finance in Hospitals. Techniques of Financial analysis – Funds flow analysis, break-even analysis and ratio analysis. Investment Decision: Criteria for investment evaluation – Pay back period –Discounted cash flow techniques, NPV, P I and I R R

Working Capital Management: Concept of working capital and operating cycle – Determinants of working, capital in Hospitals – Estimating working capital requirements financing of working capital – Management of inventories – Inventory control systems – Receivables Management, Cash Management in Hospitals. **Human Resources Management:** Role of HRM in hospitals – Human Resource Planning: process –Recruitment Selection: Recruitment policy – Sources, methods – Selection Process: Training of Employees in hospitals; Wage and Salary Administration; developing wage and salary structure – Working conditions – Safety – Welfare – Employees’ health services. **Labor Laws Applicable to Hospitals:** Industrial Employment (Standing Order ) Act, 1946 – Shops and Establishment Act, 1954 – Employment’s State Insurance Act, 1948 – Employees’ Provident Fund Act, 1952 – Payment of Gratuity Act, 1972 – Maternity Benefit Act, 1961-: Minimum Wages Act, 1948 – Payment of Wages Act ,1936 – Payment of Bonus Act, 1965. Consumer Protection Act 1986.**Production and Costs functions:** Introduction to Productivity and Work Measurement:, Hospital layout, setting work standards, techniques of work measurement, time and motion study, standard time, PMT, work sampling, calibration of hospital equipment, Ancillary services. Store management, Bio-medical waste management, Critical care services, Media management during crisis, Ethics in Health care Business, Medical Insurance, Healthcare Marketing in the Twenty-First Century

**REFERENCE BOOKS:**

- A V Srinivasan, Managing Modern Hospitals, 2008, Sage India
- P G Ramanujam, Marketing of Healthcare Services, Excell Books, New Delhi
- Don H. Hockenbury, Marketing of Healthcare Services, Excell Books, New Delhi
- Richard K. Thomas "Marketing Health Services, Health Administration Press  
Beaufort B. Longest, Jr., Jonathon S. Rakich, and Kurt Darr. Managing Health Services Organizations and Systems, *Fourth Edition*, Health Profession Press.

**SECTORAL SPECIALIZATION – INFORMATION TECHNOLOGY**

**22MB61100: IT ENABLED SERVICES**

Course Code	<b>22MB61100</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand the basic concepts of IT enabled services in India	1,6	2
2	Understand the networking communication systems	2	2
3	Understand the other Emerging verticals in outsourcing	6	2
4	Understand Disaster Recovery Strategies and HR and Quality Issues in IT Enabled Services	6	2

**Global outsourcing market on a growth path, IT enabled services, project work, software technologies, other emerging verticals in outsourcing, disaster recovery strategies, HR and quality issues in IT enabled services.**

#### **SYLLABUS**

Global Outsourcing Market on a Growth Path; The Indian IT Enabled Services Market; The Indian Contract Services Market. Project Work; Networking, Data Communication & Computer Networks Infrastructure; Software Technologies & Frameworks The Medical Transcription Market; Back Office Operations, GIS, Animation, Engineering and Design Services, **Other Emerging verticals in outsourcing**, On-line Training. Disaster Recovery Strategies; Business Models Driving IT Enabled Service; India's Challenge in the IT Enabled Services Space. HR and Quality Issues in IT Enabled Services; Challenges Facing the Indian IT Enabled Outsourcing Market

#### **RECOMMENDED TEXTBOOK:**

1. The Offshore Advantage, 2e Hillary Kobhayashi Mark, Springer (India) Pvt. Ltd

#### **REFERENCE BOOKS:**

1. The Services Shift: Seizing the Ultimate Offshore Opportunity, Robert E Kennedy, Ajay Sharma, Pearson Education.

### **22MB62110: MARKETING OF SOFTWARE SOLUTIONS**

Course Code	<b>22MB62110</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3

Pre requisite	Nil
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**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand Product and Services based Software Solutions.	1,6	2
2	Understand Key Concepts of IT solutions.	2	2
3	Understand Strategies for planning and management of software related issues	6	2
4	Understand Management of investment, budget, quality and performance issues	6	2

**Solutions marketing, IT solutions marketing, planning and research before initiating a sales cycle, defining solution road map and strategy, customer relationship management, management of software solutions, investment and budgeting for IT solutions.**

**SYLLABUS**

Solutions Marketing - Software Solution, Product based Software Solutions, Services based Software Solutions. IT solutions marketing vis-à-vis marketing other products/services – the key differentiators, Key Concepts of IT solutions. Planning and Research before initiating a sales cycle, Understanding of buyer business, Diagnosis before selling, Developing Strategic alignment with buyers, Understanding the Customer and the Pain Points, Determining product requirements, Defining solution roadmap and strategy. Strategies for handling Request for Proposals, Account Planning and Management, Customer Relationship Management vis-à-vis Partner Relationship Management – Key to successful long term relationship building. Management of Software Solutions - Investment and Budgeting for IT solutions, Resource Management, Project and Quality Management, Performance Management and Benchmarking, Implementation and Maintenance of IT solutions.

**RECOMMENDED TEXTBOOK:**

- Royce, Software Project Management, Pearson Education
2. Huges Bob, Software Project Management, Tata McGraw Hill

**REFERENCE BOOKS :**

1. Kelkar, S.A., Software Project Management, PHI
2. Kishor Swapna, Software Requirements & Destinations, Tata McGraw Hill

**SECTORAL SPECIALIZATION – RURAL & AGRICULTURAL  
MARKETING**

**22MB61G00: OVERVIEW OF AGRICULTURE AND RURAL SECTORS IN INDIA**

Course Code	<b>22MB61G00</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

CO#.	Course Outcome	PO	BTL
1	Understand and explain the concepts of agriculture and rural sectors	1	2
2	Evaluate the contribution of Agriculture and Rural sectors for the development of Indian economy	1	5
3	Apply the knowledge of developmental theories to discuss the degree of development	6	3
4	Identify the determinants of rural development in India	6	2

**Introduction to rural sector in India, introduction to agricultural sector in India, rural economy of India, Measures and paradigms of rural development, determinants of rural development.**

**SYLLABUS**

**Introduction to Rural Sector in India:** Concepts and Connotations of Rural Development; Basic

Elements of Rural Development; Growth versus Development; Why Rural Development; Rising Expectations and Development; Development and Change; Human beings as the Cause and Consequence of Development; Some Dilemmas in Development. **Introduction to Agricultural Sector in India:** Pre Independence Agrarian System; Agriculture in the Constitution of India; land Resources in India; Small sized holdings – reasons and disadvantages; Cropping patterns of Agricultural Crops; Low Productivity of Indian Agriculture – Causes for Low Productivity. **Rural Economy of India:** Size and Structure of the Rural Economy; The Characteristics of the Rural Sector; The Role of the Agricultural Subsector; The Role of the Non-Agricultural Subsector; Challenges and Opportunities. **Measures and Paradigms of**

**Rural Development:** Measures of Level of Rural Development; Measures of Income Distribution; Measures of Development Simplified; Concepts and Measures of Rural Poverty; The Modernisation Theory; Rosenstein-Rodan's Theory of the Big Push; Leibenstein's Critical Minimum Effort Thesis; Gunnar Myrdal's Thesis of Spread and Backwash Effects; The Gandhian Model of Rural Development.

**Determinants of Rural Development:** Changes in Output; Natural Resources; Human Resources Capital; Technology; Organizational and Institutional Framework; Relation between Rural Development and Its Determinants

**RECOMMENDED TEXTBOOK:**

1. Rural Development: Principles, Policies and Management, Katar Singh, Sage Texts, 3<sup>rd</sup> edition 2008
2. Agriculture and Rural Development in India since 1947, Chandra Sekhar Prasad, New Century Publication, 2009

**REFERENCE BOOKS:**

1. Rural Management (Edited Book) S B Verma, Deep & Deep Publications Pvt. Ltd. 2010
2. Rural Development - Indian Context, Manie Ahuja, Gully Baba Publishing House (P) Ltd., 1<sup>st</sup> Edition 2013
3. Gandhian Vision of Rural Development, Asha Patel, D K Print World Ltd. 1<sup>st</sup> Edition 2005

**22MB62G10: MANAGEMENT OF AGRICULTURAL AND RURAL DEVELOPMENT IN INDIA**

Course Code	<b>22MB62G10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Understand and explain the important areas of management for the development of Agricultural sector in India	2	2

2	Understand and explain the important areas of management for the development of Rural sector in India	2	2
3	Apply the knowledge of managerial function like planning, organizing, controlling to discuss the management model for the development of agriculture and rural sector	3	3
4	Evaluate the role of Government in Agriculture and Rural development	3	5

**Management of agricultural development in India, management of rural development in India, planning and organizing for rural development, financing rural development, implementation, monitoring and evaluation.**

**SYLLABUS**

**Management of Agricultural Development in India:** Agricultural Inputs and Services; Agricultural Workers; Agricultural/Rural Credit; New Agricultural Strategy/Green Revolution; Agricultural Marketing and Trade; Agricultural Price Policy, Food Subsidy and Public Distribution System; Plantation, Horticulture, Animal Husbandry, Dairy Farming and Fisheries; Agriculture/Rural Insurance; Taxation of Agricultural Income; Indian Agriculture and Information Technology; Indian Agriculture and WTO; Government role in policy making and implementation; Mechanism for Agricultural Development. **Management of Rural Development in India:** Rural Employment; Rural Industries; Education and Training in Rural Areas; Rural Health; Rural Electrification; Rural Transport and Communications; Empowerment of Women, Scheduled Castes (SCs), Scheduled Tribes (STs), Disabled and Older Persons in Rural Areas; E-governance in Rural Areas; Government role in policy making and implementation; Mechanism for Rural Development. **Planning and organizing for Rural Development:** Levels and Functions of Planning; Decentralization of Planning; Methodology of Micro-level Planning; Methodology for Block and District-level Planning; Organising for Rural Development: Criteria for Designing an Appropriate Organisation; Government Organisations; Panchayati Raj Institutions; Cooperatives; Voluntary Agencies/Non-governmental Organisations; Corporations and Rural Development; **Financing Rural Development:** Domestic Institutional Sources; The Role of Non-institutional Agencies; Deficit Financing or Controlled Inflation; Foreign Sources of Funds. **Implementation, Monitoring and Evaluation:** Project Implementation; Project Control; Integration and Coordination; People's Participation in Implementation; Project Monitoring; Project Evaluation

**RECOMMENDED TEXTBOOK:**

1. Rural Development: Principles, Policies and Management, Katar Singh, Sage Texts, 3<sup>rd</sup> edition 2008
2. Agriculture and Rural Development in India since 1947, Chnadra Sekhar Prasad, New Century Publication, 2009

**REFERENCE BOOKS:**

1. Rural Management (Edited Book) S B Verma, Deep & Deep Publications Pvt. Ltd. 2010

2. Rural Development - Indian Context, Manie Ahuja, Gully Baba Publishing House (P) Ltd., 1<sup>st</sup> Edition 2013
3. Gandhian Vision of Rural Development, Asha Patel, D K Print World Ltd. 1<sup>st</sup> Edition 2005

**SECTORAL SPECIALIZATION - PHARMACEUTICAL MARKETING**

**22MB61P00: PHARMACEUTICAL MARKETING MANAGEMENT**

Course Code	<b>22MB61P00</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Apply key marketing concepts, theories and techniques for analysing a variety of marketing situations in pharmaceutical Industry.	2	3
2	Implement marketing planning for STP, product related strategie for Pharmaceutical products	2	3
3	Impart the implications for marketing strategy determination and implementation of price, distribution and promotion.	6	3
	Impart the implications for marketing strategy determination and implementation of promotion strategies	6	3

**Marketing, product decision, pricing, pharmaceutical marketing channels, promotion.**



## SYLLABUS

**Marketing:** Meaning, concepts, importance and emerging trends; Marketing environment; Industry and competitive analysis, Indian Pharmaceutical Industry; Analysing consumer buying behaviour; industrial buying behaviour, Pharmaceutical market segmentation & targeting. **Product Decision-** Meaning, Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry. **Pricing- Meaning,** importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority). **Pharmaceutical marketing channels:** Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management. **Promotion-** meaning and methods, determinants of promotional mix, promotional budget; an overview - personal selling, Strategic marketing planning; Marketing implementation and evaluation

### RECOMMENDED TEXTBOOK:

- 1) Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications. Principles of Pharmaceutical Marketing – Mickey C. Smith

### REFERENCE BOOKS :

- 1) Walker, Boyd and Larreche : Marketing Strategy- Planning and Implementation, Tata MC Graw Hill, New Delhi.
- 2) Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
- 3) Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India 4) RajanSaxena: Marketing Management; Tata MC Graw-Hill (India Edition)
- 5) Ramaswamy, U.S &Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmilan India, New Delhi.

### **22MB62P10:ADVANCED PHARMACEUTICAL MARKETING MANAGEMENT**

Course Code	<b>22MB62P10</b>
L-T-P	3-0-0
Credits	3
Contact Hours	3

Pre requisite	Nil
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**Mapping of Course Outcomes with PO/PSO :**

CO#.	Course Outcome	PO	BTL
1	Apply advanced marketing practices to physicians in pharmaceutical industry.	2	3
2	Apply advanced marketing practices to Patients in pharmaceutical industry.	2	3
3	Identify the demand for pharmaceutical products based on marketing research	6	2
4	Understand Ethical considerations in the marketing of pharmaceutical Products.	6	2

**Marketing of physicians, marketing to patients, the patient/physician dialogue, ethical considerations.**

**SYLLABUS**

**Marketing to physicians:** Sales force, including call plan development - Journal ads - Medical education - Speaking and consulting fees  
**Marketing to patients:** Historical development - Positioning and messaging - Legal and regulatory considerations and principals - Acquisition - Retention - Public relations  
**Marketing to physicians:** Sales force, including call plan development - Journal ads - Medical education - Speaking and consulting fees.  
**Marketing to patients:** Historical development - Positioning and messaging - Legal and regulatory considerations and principals - Acquisition - Retention - Public relations  
**The patient/physician dialogue:** Why it's important - Tactics to drive to desired outcome • Market research - Quick review of traditional market research - The difficulties in market research in the pharmaceutical industry - Nontraditional market research. The changing media landscape and its effect on pharmaceutical marketing.  
**Ethical considerations** in the marketing of pharmaceutical products, Time permitting: very brief overview of other topics, Competition from generics, other influencers! Payors, including HMOs, PBMs, government! Advocacy groups.

**RECOMMENDED BOOK:**

1. Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.  
 Principles of Pharmaceutical Marketing – Mickey C. Smith

**REFERENCE BOOKS :**

- 1) Walker, Boyd and Larreche : Marketing Strategy- Planning and Implementation, Tata MC Graw Hill, New Delhi.
- 2) Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
- 3) Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India
- 4) Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)

5 Ramaswamy, U.S &Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmilan India, New Delhi.