

PGDM- 2ND Semester

S.No	Subject Code	Subject Name	Credit	Evaluation Scheme					TOTAL
				Sessional Exam			EE	TOTAL	
				CT	TA	Total			
1.	CC 09	Economic Environment of Business	2	20	20	40	60	100	
2	CC 10	Managing Human Resources	2	20	20	40	60	100	
3	CC 11	Business Research Methods	3	20	20	40	60	100	
4	CC 12	Financial Management	3	20	20	40	60	100	
5	CC 13	Production & Operations Management	2	20	20	40	60	100	
6	CC 14	Operations Research	3	20	20	40	60	100	
7	CC 15	Business law	2	20	20	40	60	100	
8	CC 16	Fundamentals of Marketing Management- II	3	20	20	40	60	100	
9	CV 02	Comprehensive Viva- Voce	1	-	-	-	100	100	
10	RP 01	Research Project-I	1	-	-	50	50	100	
Total			22	160	160	370	630	1000	

CT- Class Test

TA- Teachers Assessment

EE- External Examination

CC09 BUSINESSES AND ITS ENVIRONMENT

Course Credit: 2

25

Total Hours:

Course Objective:

- To comprehend the forces that shape business and economic structure and develop strategies to cope with the same.
- To provide an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena.
- To introduce manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public

UNIT 01

(8

Hours)

Business – Meaning, Definition, Nature & Scope, Objectives of Business: Economic & Social, Types of Business Organizations, Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment. Introduction to Micro-Environment – Internal Environment: Introduction to Macro Components; Difference between macro and micro environment; Techniques for Environment Analysis, Approaches and Significance of Environment Forecasting.

UNIT 02

(8

Hours)

Economic environment: Role of government in Business, Legal framework in India. Economic environment- economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector , Competition Act and FEMA, Monetary and fiscal policies. Union Budget as instrument of growth and its impact on business; Meaning Objective and Recent Development in New Economics Policy (1991) and its Impact on Busines; RBI Role and functions, Regulations related to Capital Markets, Role of SEBI and working of stock Exchanges.

UNIT 03

(6

Hours)

A) Social and Cultural Environment – Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit and Social Responsibility of Business B) Competitive Environment – Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies and Consumerism.

UNIT 04

(4

Hours)

Natural and Technological Environment: Innovation, technological leadership and followership impact of technology on globalization, transfer of technology, time lags in technology

introduction, Status of technology in India; Management of technology; Features and Impact of technology.

UNIT 05

(6

Hours)

International forces in Business Environment, SEZ, GATT/ WTO, Globalization – Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs – Definition, meaning, merits, demerits, MNCs in India , FDI Policy

Course Outcome:

- Analysis of the overall business environment and evaluation of various components in business decision making.
- Student will be able to evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.
- Analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.
- Analyze the desirability of technological advancement in the current set-up and how to gain technological advancement with least cost.
- Analyze the international forces in the business environment.

Suggested Readings:

1. Business Environment: Test and Cases, PAUL, McGraw Hill Education, 3rd Ed.
2. Business Environment ---Francis Cherunilam, Himalaya Publishing House
3. V. Neelamegam – Business Environment (Vrinda Publications, 2nd Edition)
4. Shaikh&Saleem - Business Environment (Pearson, 2nd Edition)
5. International Business Environment—Ian Brooks, Jamie Weatherstom and Grahm Wilkinson

CC 10 MANAGING HUMAN RESOURCES

Course Credit: 2

25

Total Hours:

Course Objective:

- To introduce the basic concepts, functions and processes of human resource management
- To create an awareness of the role, functions and functioning of human resource department of the organizations

UNIT 01: Introduction to HRM

(6

Hours)

Nature of HRM, Scope, functions and importance of HRM, HRM versus HRD, SHRM: Introduction, characteristics and scope of SHRM, SHRM vs. Conventional HRM, Barriers to strategic HRM, Inputs provided by HR for manpower planning, Key human resource elements.

UNIT 02: Manpower Planning and Resourcing

(6

Hours)

Human Resource Planning: Purpose and Process, Recruitment and Selection: Sources of Recruitment, Stages in selection process, Placement, Goals Analysis: Job Description and Job Specification, Nature of job Analysis.

UNIT 03: Employee Training & Development

(8

Hours)

Training and Development: Training Needs, Training Methods, Application of Computers in Training, Developing Effective Training Programs, Concept of HRD, Management Development Programs.

UNIT 04: Performance Appraisal

(6

Hours)

Concept and Objectives of Performance Appraisal, Process of Performance Appraisal, Criteria for Performance Appraisal, Benefits of Performance Appraisal, Limitation and Constraints, 360 Degree Performance Appraisal, Promotion-Degree, Purpose, Principles and Types; Transfer: Reasons, Principles and Types; Separation: Lay-Off, Resignation, Dismissal, Retrenchment, Voluntary, Retirement Scheme.

UNIT 05: Employee Safety, Health and International Human Resource Management

(6

Hours)

Basics of ethics and fair treatment at work, Measures and policies for employee safety at work, Basic principles governing International Human Resource Management, HR Audit.

Course Outcome:

- Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

- Administer and contribute to the design and evaluation of the performance management program.
- Demonstrate knowledge of human behavior in organizations and the role of management strategies, including motivational theory to influence behavior
- Compare the common methods for recruiting and selecting human resources
- Demonstrate cultural awareness by summarizing global human resource perspectives and policy

Suggested Readings:

1. Dessler, Gray, and Biju Varkkey, Human Resource Management, 11th ed., Pearson Education, New Delhi, 2009
2. David S . Decenzo and Stephen P. Robbins, Personal/Human Resource Management, 3rd edition, Prentice-Hall of India, New Delhi, 2006
3. K. Aswathappa, Human Resource and Personnel Management, Tata McGraw-Hill
4. RS Dwivedi, Managing Human Resources in Indian Enterprises, Galgotia Publishing Co., New Delhi, Latest ed.
5. Biswajeet Pattanayak, Human Resource Management, 3rd ed., Prentice-Hall of India, New Delhi
6. Gomez-Mejia, et al., Managing Human Resources, 3rd ed., Pearson Education

CC11 BUSINESS RESEARCH METHODS

Course Credit: 2

Total Hours: 25

Course Objective:

- Understand the concept / fundamentals of research and their types.
- Understand the practical application of various research techniques.
- Understand the importance of scaling & measurement techniques and sampling techniques
- Understand the importance of coding, editing, tabulation and analysis in doing research.
- Understanding and applying the concept of statistical analysis which includes various parametric test and non parametric test and ANOVA technique and understand technique of report writing.

UNIT 01

Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process
Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question Research Proposal – Elements of a Research Proposal, Drafting a Research Proposal, evaluating a research proposal.

UNIT 02

Research design: Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches. Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

UNIT 03

Scaling & measurement techniques: Concept of Measurement: Need of Measurement; Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.

UNIT 04

Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota

Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

UNIT 05

Data Analysis: Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram. Hypothesis: Qualities of a good Hypothesis –Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing – Logic & Importance. Test of Significance: Small sample tests: t-test (Mean, proportion) and F tests, Z test, Cross tabulations, Chi-square test; Analysis of Variance: One way and two-way Classifications.

Mechanism of Report Writing- Report Preparation: Types, Report Structure: preliminary section, main report, interpretation of results, suggestions and recommendations, limitations of the study Report formulation.

Course Outcome:

- Knowledge of concept / fundamentals for different types of research.
- Applying relevant research techniques.
- Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
- Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
- Evaluating statistical analysis which includes various parametric test and non parametric test and ANOVA technique and prepare report.

Suggested Readings:

1. Research Methodology, Deepak Chawla, NeenaSondhi, Vikas Publication
2. Business Research Methods, Naval Bajpai, Pearson Education
3. Research Methodology, C R Kothari, New Age International.
4. Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
5. Business Research Methods by Alan Bryman& Emma Bell, Oxford University Press, 2nd Edition.
6. Business Research Methods by T N Srivastava&ShailajaRao, TMH Publication, 2ndEdition.

CC12 FINANCIAL MANAGEMENT

Course Credit: 3

Total Hours: 36

Course Objective:

- To gain an understanding on the use of basic business financial management concepts and tools of analysis such as valuation.
- To gain an insight into various types of financing available to a firm.
- To have an understanding of various factors considered in designing the capital structure.
- To acquaint the students about key areas related to investment and Working Capital Management.
- To gain an insight into various techniques of dividend and retention ratio.

UNIT 01 (6 Hours)

Introduction to Finance & Corporate Finance : Finance & its scope Financial Decisions, Sources of Finance Time Value of Money ,Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Corporate Finance Introduction:– Nature and Scope . Concept of Risk and Return

UNIT 02 (10 Hours)

Investment Decision : Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital ,Cash Flows as Profit and components of Cash Flows , Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analyzing Projects. Risk Analysis in capital budgeting. Strategic Investment decisions. International dimensions in cost of capital.

UNIT 03 (10 Hours)

Financial Decision: Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference. Link between capital structure & capital budgeting.

UNIT 04 (10 Hours)

Dividend Relevance: Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models :Walter and Gordon Model, Miller- Modigliani(MM) Hypothesis . Dividend policies in practice, Patterns observed in payout policies worldwide

UNIT 05 (4 Hours)

Indian Financial System: Role of Financial Institution, Primary and Secondary Market, Lease Financing, Venture Capital, Mutual Funds.

Course Outcome:

- Describe the basic concept of Financial management and risk- return analysis.
- Analyse the short term and long term investment decisions made by the firm.
- Describe and analyse the capital structure of a firm and can suggest ways to increase the values of the firm.
- Analyse the dividend policy of a firm, pay out ratio, and value of the firm.
- Understand Indian financial system. Describe the concept of mutual funds, derivatives & lease financing.

Suggested Readings:

- 1) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 2) Pandey I M - Financial Management (Vikas, 11th Ed.)
- 3) William HakkaBettnerCarcello- Financial and Management Accounting(TMh-16th Ed.)
- 5) Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
- 6) Bark DemazoThampy- Financial Management (Pearson,2nd Ed.)
- 7) R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
- 8) Ravi.M Kishore – Financial Management (Taxman, 7th Ed)
- 9) Fundamentals to Financial Management , Brigham & Houston, 14/e ,Cengage Learning
- 10) Van Horne - Financial Management and Policy (Prentice hall, 2003, 12th Ed.)

CC13 PRODUCTION & OPERATIONS MANAGEMENT

Course Credit: 2

Total Hours:

25

Course Objective:

- To understand the role of Operations in overall Business Strategy of the firm.
- To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.
- To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
- To understand the trends and challenges of Operations Management in the current business environment.
- To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

UNIT 01 Production Concept: Hours)

(4

Difference between Production and Operations Management, Productivity, Work Study, Productivity measurement, Factors affecting Productivity. Production Technology – Types of Manufacturing processes (process design)

UNIT 02 Operations Concept: Hours)

(6

Difference between product and service, Product and service design, value analysis and value engineering, concurrent engineering, Characteristics of service, Classification of service, factors affecting service operations, Service capacity planning, SERVQUAL model of measuring service quality.

UNIT 03 Material and Inventory Management: Hours)

(10

Factors affecting Plant Location, Types of Plant layout. Types of production planning, process of Production planning and control(PPC) – Routing, Scheduling, Loading, Just-in-time (JIT), KANBAN. Latest trend in Production and operation – Lean manufacturing, Agile manufacturing. Types of inventories, Inventory control techniques- EOQ, ABC and others.(Simple numerical on Inventory control techniques)

UNIT 04 Productivity and Quality: Hours)

(5

TQM, Deming's 14 principles, PDCA cycle - KAIZEN, Quality Circles, 7QC tools and its advancements, ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S.

Course Outcome:

- Students will understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.

- Students will understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.
- Students will be able to Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
- Students will be able to Analyze / understand the trends and challenges of Operations Management in the current business environment.
- Students will be able to apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

Suggested Readings:

1. MAHADEVAN: Operations Management: Theory and Practice (PEARSON) (with MLSA)
2. Chase, Shankar, Jacobs – Operations & Supply Chain Management (Tata McGraw-Hill, 14th Edition)
3. Chary - Production and Operations Management (Tata McGraw-Hill, 1997, 9th Edition)
4. Bisen& Singh - Operation & Logistics Management (Excel Books)
5. R.V.Badi& N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)
6. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Edition)
7. Krishnan Dr. Gopal - Material Management, (Pearson,New Delhi, 5th Ed.)
8. Adam JrEverett E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

CC14 OPERATION RESEARCH

Course Credit 3

Total Hours 36

Course Objective:

To make better decisions in complex scenarios by the application of a set of advanced analytical methods. It couples theories, results and theorems of mathematics, statistics and probability with its own theories and algorithms for problem solving.

UNIT 01 (4 Hours)

Introduction to Operations Research: Introduction, Historical Background, Scope o , Features of , Phases , Types Models, Methodology, Techniques and Tools , Structure of the Mathematical Model, Limitations of Operations Research

UNIT 02 (6 Hours)

Linear Programming: Introduction, Linear Programming Problem, Requirements of LPP, Mathematical Formulation, Case Studies of LPP, Graphical Methods , Applications, Advantages, Limitations Introduction, , Some Basic Definitions, Graphical Methods to Solve LPP, Some Exceptional Cases.

UNIT 03 (6 Hours)

Simplex Method, Duality and BiG M method : Introduction , Standard Form of LPP, Fundamental theorem of LPP, Solution of LPP – Simplex Method, The Simplex Algorithm, Penalty Cost Method or Big M-method, Two Phase Method, Solved Problems on Minimization. Concept of Duality

UNIT 04 (8 Hours)

Transportation Problem& assignment problem: Introduction, Formulation of Transportation Problem (TP), Transportation Algorithm (MODI Method), the Initial Basic Feasible Solution, Moving Towards Optimality-
Assignment Problem: Introduction, Mathematical Formulation of the Problem, Hungarian Method Algorithm,

UNIT 05 (8 Hours)

Queuing Models& Project Scheduling and PERT-CPM: Introduction, Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline
Project Scheduling and PERT-CPM: Introduction, Basic Difference between PERT and CPM, PERT/CPM Network Components and Precedence Relationship, Project Management – PERT

UNIT 06 (4 Hours)

Game Theory: Introduction, Competitive Situations, Characteristics of Competitive Games, Maximin – Minimax Principle, Dominance

Course Outcome:

- Understand the basic operations research concepts and terminology involved in optimization techniques
- Understand how to interpret and solve business-related problems
- Apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources
- Apply the most widely used quantitative techniques in decision making
- Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in order to achieve project success
- Aims at explaining and predicting how individuals behave in a specific strategic situation

Suggested Readings:

1. S Kalawathy ‘Operation Research
2. S.D.Sharma “Operation Research
3. J. K .Sharma
4. Quantitative Techniques by C.R Kothari
5. Singh & Kumar—Operation Research (UDH Publisher edition 2013)
6. TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)

CC15 LEGAL ASPECTS OF BUSINESS

Course Credit: 3

Total Hours: 36

Course Objective:

- To provide basic understanding of law of contract, Law of agency, Bailment & Pledge
- 2. To provide basic requirements of Negotiable Instruments Act, Law of Insurance and Law of Partnership for the purpose of conducting business
- To impart basic provisions of Companies Act concerning incorporation and regulation of business organizations
- To create an awareness about important legislations namely Sale of Goods Act, Consumer Protection Act, Factories Act having impact on business.
- To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions.

UNIT 01

(8

Hours)

Law of Contract: Definition, essentials and types of contracts, offer – definition and essentials, acceptance – definition and essentials, consideration – definition and essentials, exceptions to the rule, no consideration, no contract, doctrine of privity of contract, capacity of parties, free consent, quasi contract, legality of object, performance of contract, termination of contract, remedies for breach of contract. Law of Agency: Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency

UNIT 02

(8

Hours)

Negotiable instruments act 1881, Nature and characteristics of Negotiable instruments, kinds of negotiable instruments – promissory notes, bills of exchange and cheques. Parties to negotiable instruments, Negotiation, presentment, discharge and dishonour of negotiable instruments
Law of partnership: Definition, essentials of partnership, formation of partnerships, kinds of partners, authorities, rights and liabilities of partners, registration of partnership, dissolution of partnership firm.

UNIT 03

(7Hours)

Companies Act: definition, characteristics and kinds of companies, steps in formation of company. Memorandum of association, articles of association, prospectus. Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings. Auditor: appointment, rights and liabilities. modes of winding up of a company.

UNIT 04

(6

Hours)

Sale of goods Act: Essentials, sale v/s agreement to sell. Condition v/s warranties, rights of unpaid seller. Consumer Protection Act: Objectives, definition, consumer protection council and state consumer protection council.

UNIT 05

(7

Hours)

The Information Technology Act, 2000 Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

The Right to Information Act, 2005 Right to know, Salient features of the Act, obligation of public Authority, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, Information commissions, powers of Information Commissions, Appellate Authorities, Penalties, Jurisdiction of courts.

Course Outcome:

- Acquire a sound understanding of the legal aspects of the laws affecting businesses.
- Apply basic legal knowledge to business transactions.
- Communicate effectively using standard business and legal terminology.
- Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.
- Describe current law, rules, and regulations related to settling business disputes

Suggested Readings:

1. Kuchhal M.C. - Business Law (Vikas Publication)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. N D Kapoor – Elements of Mercantile Law – Sultan Chand-2014
4. Dr Avatar Singh- Principles of Mercantile Law, Eastern Book Company 2014
5. NandanKamath- Law relating to Computer, Internet and E-Commerce (A Guide to cyber Laws), Universal Law Publishing Co. Ltd.New Delhi, 2012.
6. Relevant Acts

CC16 FUNDAMENTALS OF MARKETING MANAGEMENT – II

Course Credits: 3

Total Hours:

36

Course Objective:

- Understand basics of marketing mix.
- Develop effective understanding on product and brand management.
- Develop effective understanding on pricing and distribution management.
- Understand Promotion Management and develop promotion strategies
- Ability to understand Recent Trends in Marketing, Rural Marketing, Digital and Mobile Marketing,. Customer Relationship Management

UNIT 01 (7 Hours)

Concept of Marketing Mix: Introduction, Traditional Marketing Mix 4Ps, and 4Cs', Service Marketing Mix, Developing of an Effective Marketing Mix, Managing and Designing Marketing Mix.

UNIT 02 (8 Hours)

Product Management: Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Mix Strategies, Product Line Strategies, Packaging and Labeling, New Product Development Process, Why new products fail, Adoption Process, Diffusion of Innovation, Product Life Cycle (PLC)

Brand Management: Meaning, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Portfolio

UNIT 03 (8 Hours)

Market Analysis and Selection: Nature and Contents of Marketing Plan, Marketing environment, Controllable and Uncontrollable factors effecting marketing decisions, Analyzing latest trends in Political, Economic, Socio-cultural and Technical Environment, Concept of Market Potential & Market Share, Concept, Characteristics of consumer and organizational markets, Buyer Behavior, 5 step Buyer decision process.

UNIT 04 (7 Hours)

Promotion Management-: Introduction, Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications, Promotion Mix, Advertising- Meaning, Objectives, Advertising Budget Fundamentals of Sales Promotion, Public Relations, Direct Marketing,

UNIT 05 (6 Hours)

Recent Trends in Marketing- Rural Marketing- Meaning, Characteristics of Rural Market. Digital and Mobile Marketing Meaning & types

Customer Relationship Management: Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management.

Course Outcome:

- Understand and analyze marketing for creating value with product and price strategy.
- Develop aptitude to create and craft the brand positioning/ equity by evaluating brands and identifying market segments and targets.
- Understand and analyze marketing for delivering and communicating value with integrating marketing channels and promotion strategy.
- Remember and comprehend advance marketing concepts for the new realities and digital aspects of marketing.
- Creating and developing marketing strategies and plans for conducting marketing responsibly for marketing success.

Suggested Readings:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.
3. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.
4. Marketing: An Introduction - Rosalind Masterson & David Pickton, 2/e, Sage Publications, 2010.
5. Marketing Management- Russ Winer, Ravi Bhar 4/e Pearson Education 2015.
6. Principles & Practices of Management – Dr. Premvir Kapoor, Khanna Publishing House, Delhi.