

Learning Outcomes Based Curriculum Framework (LOCF)

(As Per NEP 2020)

For IIPS- Vikram University All Vikram University Affiliated Colleges

Two Year MBA (Marketing) Programme

Program Objectives: The Program objectives are to develop students as professional managers and administrators for private, public and other growing sectors of the economy. The main thrust of this program is not only to develop the academic skills of the students but also to provide new insights in the dynamic Atamnirbhar Bharat's environment. Students' life skills, students' analytical and decision making abilities in the core and in the functional areas are also brushed.

Our Core Objective is to ensure and implement the active and collaborative Learning pedagogy with the help of Creation of Effective Scenarios, Management Simulation, Case Studies, Business Games, Role Playing as also envisaged in the New Education Policy. Online/Offline Presentations are also encouraged to develop Atamnirbhar Bharat's Students' personalities.

Program Outcomes :

- A Post graduate with a Master's Degree in Business Administration (Marketing Management) will surely have in-depth and detailed functional knowledge of the fundamental theoretical concepts and practical issues of the dynamic, ever changing business world and cater to all sectors of the economy.
- Our PGs will have rich knowledge of General Management as well as of specific skills in planning and functional decision making like- Sales / retail / advance / strategic Marketing Perspective and other emerging marketing areas.

Program Specific Outcomes:

- Our students will learn the multiple skill sets in examining specific business situation phenomena theoretically and also from a practical perspective, and enable them to run family business/ and alone courage them to go for own business startups/family ventures/MSMEs
- The Vibrant Atamnirbhar Bharat's young generation of Management PGs will be able to contribute to the new business ideas with new business insights as well as innovative new applications of business research.
- Our Program Regulator AICTE's Mandatory Summer Internship for all the students of the Program is one of the Key Hands-on Learning System Outcome, enabling and exposing them to the ground realities of the ever changing business world as well as dynamic marketing environment.

The Professional program is divided into Four Semesters. In the First Two Semesters core conceptual / fundamental management subjects are offered to all students. In the Last Two Semesters, Specialization Subjects are extensively offered to the students. Active and collaborative Learning pedagogy with the help of Creation of Effective Marketing Scenario, Marketing Management Simulation, Marketing Case Studies, Business Games, Role Playing and other Online/Offline Presentations are also encouraged. Seminars/Webinars, Quizzes, Guest Lectures, Alumni Interaction with experience sharing from Industries is also explored from time to time. Periodic Internal exams, External University Assessment, Oral Quizzes, Group Discussions and even feedback of students/faculty is also being encouraged for better Quality delivery. An effective teaching-learning process, imparting life skills to students, and Social - Industry connect Research Works/ OBEs Assignments based OBL Practices are also being undertaken and encouraged.

SYLLABUS


TWO YEAR MBA (Marketing) PROGRAM

(As per New Education Policy 2020)

For IIPS - Vikram University & All Vikram University Affiliated Colleges

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FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN



D. M. Mehta



P. D. Dams

FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN
TWO YEAR M.B.A. (MARKETING) PROGRAM

For IIPS- Vikram University & All Vikram University Affiliated Colleges

COURSE STRUCTURE
MBA (Marketing Management) FIRST SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit		
							C	L	T
1.	FT-MM-101	Management Concept and Process	85	15	100	4	3	1	
2.	FT-MM-102	Managerial Economics	85	15	100	4	3	1	
3.	FT-MM-103	Accounting for Managers	85	15	100	4	3	1	
4.	FT-MM-104	Organisational Behaviour	85	15	100	4	3	1	
5.	FT-MM-105	Business and Legal Environment	85	15	100	4	3	1	
Total						20	15	5	

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

MBA (Marketing) SECOND SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit		
							C	L	T
1.	FT-MM-201	Human Resource Management	85	15	100	4	3	1	
2.	FT-MM-202	Financial Management	85	15	100	4	3	1	
3.	FT-MM-203	Marketing Management	85	15	100	4	3	1	
4.	FT-MM-204	Production and Materials Management	85	15	100	4	3	1	
5.	FT-MM-205	Communication Skills	85	15	100	4	3	1	
Total						20	15	5	

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

MBA (Marketing) THIRD SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continuous Evaluation	Max Marks	Credit	Distribut ion of Credit		
							C	L	T
1.	FT-MM-301	Rural and Agricultural Marketing	85	15	100	4	3	1	
2.	FT-MM-302	Marketing & Consumer Perception	85	15	100	4	3	1	
3.	FT-MM-303	Brand Identity Management	85	15	100	4	3	1	
4.	FT-MM-304	Research Methodology	85	15	100	4	3	1	
5.	FT-MM-305	Entrepreneurship Management	85	15	100	4	3	1	
6.	FT-MM-306	Summer Internship			50	4 (VC)			
		Total			550	20+(4) VC	15	5	

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)(VC-Virtual Credit)

MBA (Marketing) FOURTH SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continuous Evaluation	Max Marks	Credit	Distribut ion of Credit		
							C	L	T
1.	FT-MM-401	Supply Chain Management and Retail Management	85	15	100	4	3	1	
2.	FT-MM-402	Industrial Marketing and Sales Management	85	15	100	4	3	1	
3.	FT-MM-403	Services Marketing Management	85	15	100	4	3	1	
4.	FT-MM-404	Field Survey Presentation And Viva Voce	200	-	200	8	-	-	
5.	FT-MM-405	Comprehensive Viva-voce			50	4 (VC)			
		Total			550	20+(4) VC			

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)



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Examination Scheme

1. Each paper shall consist of 85 marks in External Exam and 15 Marks for Internal Continues Evaluation.
2. Internal Continues Evaluation of 15 marks in each subject shall be as below(Institute can opt any one Scheme (Scheme A or B) for Internal Assessment):

SCHEME-A: Internal Assessment shall consist of two Internal Tests of 15 marks each, out of which the higher of the two shall be considered the Internal Marks obtained by the Student.

SCHEME-B: Assignment/Participation/Seminar Presentation/Attendance etc. of 15 marks

3. A Maximum of 2 papers in One Semester, he/she will be allowed to carry the same in next semester (ATKT), and the candidate will be required to have to pass such papers before the end of Fourth Semester Examinations. However, the candidate fails in more than 4 papers in two semesters (2 papers in one semester) shall not be allowed to avail the advantage of ATKT.
4. If the candidate fails in more than 2 papers in One Semester, he/she will be declared Fail and he/she will not be given the advantage of ATKT.
5. There shall be no ATKT in Fourth Semester.
6. The minimum passing marks in individual paper is 36% (including End Term Semester Exam and Internal Continues Evaluation) and 48% marks in aggregate to qualify the semester.
7. All the provisions as stated in MBA Ordinance No.27 of Vikram University are applicable for the above program. In ace of any dispute / any matter (s) not covered in the ordinance the decision of the BOS / of the Vice Chancellor shall be final.

The block contains three handwritten signatures in blue ink. The top signature is a large, stylized cursive signature. Below it is a signature that appears to be 'D. M. M. S.' with a double underline. At the bottom is another signature, possibly 'D. M. M. S.', also with a double underline.

MANAGEMENT CONCEPTS & PROCESSES (FT-MM-101)

OBJECTIVES: The objective of this subject is to deliver the in-depth knowledge about various concepts and processes of management to the students. It highlights the principles, functions, responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

OUTCOMES: After completion of subject, the students will be able to understand the various concepts, principles, functions and practices of management. Better understand the key role of managers in an organization. Learn about coordination, decision making concept and able to enhance their potential skills.

SUBJECT CONTENTS:

- Scientific Management Approach to Management, System Approach to Management, Human Relations Approach to Management, Principles of Management.
- The Concept of Planning, Process of Planning, Types of Plans, Management by Objectives(MBO).
- Process of Organizing – Span of Management and Levels of Authority, Delegation of Authority, Decentralization of Authority, Line and Staff Organization.
- Nature & Process of Decision Making – Group Decision Making, Guidelines for Effective Decision Making, Management by Exception.
- Concept and Process of Management Control, Types of Control, Principles of Controlling, Techniques of Management Control.

Suggested Readings:

Stoner and Freeman, Management, Prentice Hall, N. Delhi.

Koontz, O' Donnell & Wehrich, Essentials of Management- An International Perspective, Tata McGraw Hill, New Delhi.

Peter F. Drucker, Management - Tasks, Responsibilities and Practice, Allied Publishers, Ahmedabad.

Peter F. Drucker, The Practice of Management. Allied Publishers, Ahmedabad.

Massie, Essentials of Management, AITBS, New Delhi.

Terry and Franklin, Principles of Management, AITBS, New Delhi



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MANAGERIAL ECONOMICS (FT-MM-102)

OBJECTIVES: The aim of this subject is to explain the nature and scope of managerial economics, role and responsibilities of economists. Students will thoroughly understand the law of demand, law of returns, market competition, BOP, National Income and Cost Benefit Analysis.

OUTCOMES: After completion of subject, the students will be able to understand the concepts of micro and macro economics and exposed to theoretical and practical aspects of computation of BOP and National Income and other market competition dynamics.

SUBJECT CONTENTS:

- Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Role and Responsibilities of Managerial Economist.
- Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Consumer Surplus.
- Law of Returns and Production Functions, Cost Concepts, Cost Classifications, Economies and Diseconomies of scale, Cost-Output relationships.
- Price-output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Non-Price Competition.
- Input- Output Analysis, Trade Cycle, Balance of Payments, Concept and Measurement of National Income, Cost Benefit Analysis.

Suggested Readings:

Adhikary, M. Business Economics., New Delhi, Excel Books.

Varshney & Maheshwari, Managerial Economics, Sultan Chand, New Delhi.

Chopra, O.P., Managerial Economics, New Delhi, Tata Mcgraw Hill.

Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.

Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.

Trivedi M L, Managerial Economics, Tata McGraw- Hill, New Delhi.

Mehta P.L., Managerial Economics : Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.

Mathur, N.D.(2010), Managerial Economics, Jaipur:Shivam Book House

D. Kumar
R. Singh

ACCOUNTING FOR MANAGERS (FT-MM-103)

OBJECTIVES: The objective of this subject is to acquaint the students with basic concepts of Financial Accounting, Financial Statement Analysis, Management Accounting, Budget and Budgetary Control and HR Accounting. Further to develop understanding of Accounting for Managers for Decision Making.

OUTCOMES: After completion of subject, the students will be able to understand the basic concepts of Financial, Cost and Management Accounting. To prepare financial statement in accordance to GAAP and to develop practical skills by analyzing the financial statement as decision making for the business.

SUBJECT CONTENTS:

- Financial Accounting – Concept, Nature, Scope and Importance , Generally Accepted Accounting Principles, Preparation of Financial Statements.
- Financial Statement Analysis - Ratio Analysis, Funds Flow Analysis.
- Management Accounting – Concept, Nature, Need, Scope and Importance; Marginal Costing, Accounting for Decision Making, Break Even Analysis.
- Budget and Budgetary Control, Types of Budget – Flexible Budget, Cash Budget, Capital Expenditure Budgeting, Zero-Base Budgeting.
- Responsibility Accounting, Value Added Accounting, Human Resource Accounting, Inflation Accounting, Environmental Accounting

Suggested Readings :

M Y Khan & P K Jain, Management Accounting, Tata McGraw- Hill, New Delhi.

Bhattacharya S K and Dearden J. Accounting for Management : Text and Cases, Vikas, New Delhi.

Ashok Sehgal, Advanced Accounting, Taxmann Publication, New Delhi.

Hingorani, N L. and Ramanathan, A.R. Management Accounting., New Delhi, Sultan Chand.

Sharma & Gupta, Management Accounting & Financial Management, Kalyani Publishers, New Delhi.


Jagdish Prakash & Nageshwar Rao "Prabandh Lekhankan" Prayag Pustak Sadan ,Allahabad

Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.

Vij, Madhu. Financial and Management Accounting. New Delhi, Anmol Publications.

Bhattacharyya, " Financial Accounting" Prentice Hall of India Ltd, New Delhi

Kothari, Rajesh, Godha Abhishek, " Management Accounting-Concept & Applications, Macmillan, New Delhi


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 P. K. M. M.

ORGANIZATIONAL BEHAVIOUR (FT-MM-104)

OBJECTIVES: The objective of this subject is to understand the human behavior within the organizational environment so that they can improve their HR skills for attainment of their goals.

OUTCOMES: After completion of subject, the students will be able to understand and apply the theories of OB under HR practices. Analyse the key issues relating to Human elements such as Perception, Learning, Motivation and Leadership etc.

SUBJECT CONTENTS:

- Organizational Behaviour : Definition, Concept, Significance, Level of Organisational Behavior, Managerial Skills Influencing OB
- Personality: Meaning, Determinants, Types, Theories of Personality – Trait Theory and Freud theory.
- Attitude: Definition, Meaning, Components of Attitude.
- Perception: Meaning, Elements, factors Influencing Individual Perception Process.
- Learning: Meaning, Effectiveness of Learning.
- Motivation: Meaning, Types, Theories of Motivation, Maslow's Theory of Need, Herzberg Two factors Theory, Vroom's Expectancy Theory.
- Leadership: Meaning, Styles of Leadership, Theories of Leadership- Charismatic Leadership Theory, -Trait Theory, Contingency Theory
- Management of Conflict: Meaning, Types, Sources, Levels, Process of Conflict.
- Group: Meaning, Types of Group, Group dynamics, Group Decision Making.

Suggested Readings:

Luthans Fred, Organisational Behaviour., New York, McGraw Hill.

Robbins S.P., Organisational Behaviour, New Delhi, PHI.

Mcshane & Vonglinow, Organisational Behaviour, Tata McGraw- Hill, New Delhi

Staw, B.M. Psychological Dimensions of Organisational Behaviour, Englewood Cliffs, New Jersey, Prentice Hall Inc.

Davis Keith, Human Behaviour at Work, TMH, New Delhi

Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai

Hersey Paul and Blanchard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.

Uma Shekharan, Organisation Behaviour, TMH, New Delhi.

John W. New Strom, "Organisational Behaviour, Tata McGraw, New Delhi

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BUSINESS AND LEGAL ENVIRONMENT
(FT-MM-105)

OBJECTIVES: The objective of this subject is to understand the laws related to business environment activities which influences the corporate sector. To develop BLE focus and to develop a practical approach towards Business legal framework among the students with various laws and practices.

OUTCOMES: After completion of subject, the students would be able to understand and legal system or laws related to business activities. They will develop the relationship between various laws and economic activities for the attainment of business goals.

SUBJECT CONTENTS:

- Business Environment: Nature, Scope and its relevance in Business Decision Making,
- Political, Social, Cultural & Economic and Technological Environment.
- WTO Provisions, Trading Block, Industrial Ecology and Recycling Industry, Industrial Pollution – Air, Water, Land Pollution and Business ethics.
- The Indian Contract Act 1872, Essentials of a Valid contract, Void agreements,
- Performance of Contracts & its remedies.
- The Sale of Goods Act 1930 : Formation of a contract, Rights of an unpaid seller,
- The Companies Act, 1956: Nature and Types of Companies, Formation, Memorandum and Articles of Association,
- Prospectus, Allotment of Shares.

Suggested Readings:

Francis Cherumilam, Business Environment
 Adhikari, M., Economic Environment of Business
 Sampat Mukerjee, Economic Environment of Business
 Dwijendra Tripathi, Business Politics in India
 Shukla M B, "Business Environment-Text & Cases" Taxmann, New Delhi
 Gupta, D., Indian Government & Politics
 Ruppaswamy, B., Social Changes in India
 N D Kapoor, Mercantile Law, Sultan Chand, New Delhi.
 Chawla, Bhasin & Garg, Mercantile Law, Kalyani Publishers, New Delhi.
 Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa.
 V S Datey, Business & Corporate Laws, Taxmann, New Delhi



HUMAN RESOURCE MANAGEMENT

(FT-MM-201)

OBJECTIVES: The objective of this subject is to help the students to understand the various dimensions of Human Resources which can be connected to HR Dynamics/concepts and helpful in formulating the HR policies and practices..

OUTCOMES: After completion of subject, the students would be able to understand the theories/ concepts and HR practices covered under the field of HRM. Understand the differences between training and development, selection and recruitment, role of HR manager etc.

SUBJECT CONTENTS:

- Introduction: Concepts and Functions of Human Resource Management, Role of Human Resource Managers, Meaning and Process of Human Resource Planning, Job Analysis. Job Evaluation: Meaning, Objectives and Methods of Job Evaluation. Wage, Salary and Employee Benefits: Meaning of Wages/ Salary, Minimum Wages, Fair Wages and Living Wages. Meaning and Description of Fringe Benefits (Fringes / Employee Benefits / Perquisites). Meaning and Types of Incentives, Factors Affecting Fixation / Revision of Wages / Salary and Fringe Benefits, Methods of Wage Fixation / Wage Revision, Methods of Wage Payment, Meaning of Bonus and Objectives of Paying Bonus.
- Employee Recruitment: Meaning, Sources and Methods of Employee Recruitment. Employee Selection: Meaning and Process of Scientific Methods of Employee Selection. An Overview of Various Tests and Interview Methods for Employee Selection. Process of Induction of the New Employees.
- Training and Development: Meaning of Training and Development, Process of Employee Training, Methods of Training Need Identification, Methods of Training Delivery, Need and Methods of Training Evaluation, Meaning and Goals of HRD, An Overview of Various sub-systems (Process Mechanisms of HRD), Inter linkage of Various HRD Sub-systems.
- Performance Appraisal: Meaning, Objectives, Process and Methods of Performance Appraisal, Errors in Performance Appraisal.
- Trade Unionism: Meaning of Trade Union, Registration and Rights of Trade Unions, An Overview of Trade Unions in India,
- Industrial Relations: Meaning of Industrial Relations and Industrial Disputes, Reasons for Industrial Disputes in India, System of Prevention and Settlement of Industrial Disputes in India.
- Grievance Handling: Meaning and Causes of Grievances, Process of Grievance Handling, Model Grievance Handling Procedure.
- Management of Discipline: Meaning of Misconduct, An Overview of Various forms of Misconduct, Procedure of Conducting Domestic Inquiry against Indiscipline Employees.

Suggested Readings:

Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi. De

Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.

Ivancevich, Human Resource Management. TMH, New Delhi.

Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.

Rao and Das R.P., Cases in Human Resource Management, Himalaya Publishing House.

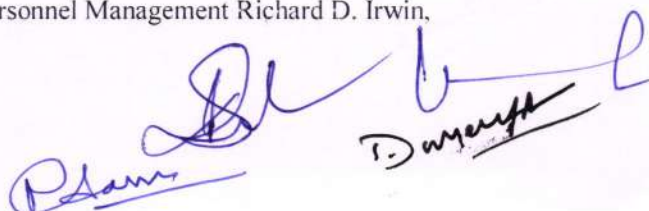
Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata Mc-Graw Hill.

Rao V.S.P., Human Resource Management, Text and Cases, Excel Books, New Delhi.

Dwivedi, R.S. HRM in Indian Organisation, New Delhi, Galgotia.

ParEEK, Udai. Designing & Managing Human Resource System, New Delhi, Oxford Pub. Co.

Stone, Lloyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Lllionis.



FINANCIAL MANAGEMENT (FT-MM-202)

OBJECTIVES: The objective of the subject is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

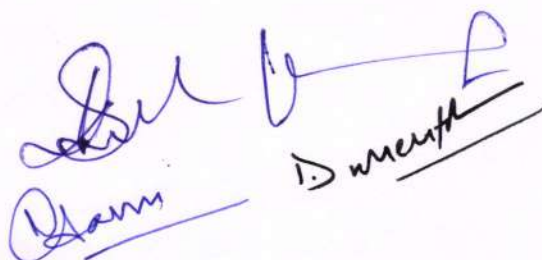
OUTCOMES: After completion of the subject, students will be able to understand the theories/ concepts of Financial Management, sources of finance and to make financial decision. To analyse the financial statements through CFS, FFS and Ratio Analysis.

SUBJECT CONTENTS:

- Financial Management: Nature, Scope and Objectives, Finance Functions, Profit Maximization v/s Wealth Maximization, Financial Forecasting. Retail Finance and its importance.
- Leverages: Operating, Financial and Combined Leverage; Investment and Capital Structure Decisions; Payback period, Accounting Rate of Return, Internal Rate of Return and Time value of money methods.
- Cost of Different Sources of Raising Capital; Equity Capital, Debt capital, Retained Capital, Preference Capital, Term Loan and Lease Financing. Optimum Capital Structure.
- Factors Influencing Dividend Policy, Dividend Theories, Forms of Dividend Policies, Types of Dividend, Dividend Payment Practices in India.
- Management of Working Capital - Concept of Working Capital, need and influencing factors, Estimation of Working Capital, Inventory and Receivables Management.

Suggested Readings:

- Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Van Horner, James C. Financial Management and Policy, New Delhi, Prentice Hall of India.
- Ross, Westerfield & Jordan, Fundamental of Corporate Finance, TMH, New Delhi.
- J.C. Van Horne, Fundamentals of Financial Management, PHI, New Delhi.
- Weston Brigham, Managerial Finance, McGraw Hill, New York
- I.M. Pandey, Financial Management, Vikas Pub.House, New Delhi.
- P. Chandra. Financial Management, TMH, New Delhi.
- Khan & Jain, Basic Financial Management, TMH, New Delhi
- Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.
- Maheshwari, S.N., Financial Management, Principles & Practices, Sultan Chand & Sons, New Delhi.
- Rajesh Kothari & Bobby Dutta, Contemporary Financial Management, Macmillan, New Delhi.



MARKETING MANAGEMENT (FT-MM-203)

OBJECTIVES: The objective of this subject is to impart the students' exposure of modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

OUTCOMES: After completion of the subject, students will be able to understand the dimensions of marketing with using management in to the business. Correlate the marketing theories with practical situations. Develop new marketing mix strategies for the up-coming market.

SUBJECT CONTENTS:

- Marketing: Concept, Nature and scope. Marketing Environment
- Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets
- Product Decisions, Pricing Decisions (Elementary idea Only).
- Channel Management, Promotion Management (Elementary idea Only).
- Marketing Control. Specific Marketing Issues : Rural Marketing, Retail Marketing, Marketing of E-Business, Consumerism, Globalisation.

Suggested Readings:

Philip Kotler, Marketing Management Analysis, PHI, New Delhi.

Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.

McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.

Philip Kotler & Armstrong Jr., Principles of Marketing : PHI, New Delhi.

Rajiv Lal, Quelch & Kasturirangan, Marketing Management- Text and Cases, TMH, New Delhi.

Czinkota & Kotabe, Marketing Management, Vikas Publications, New Delhi

Jayachandram S, Marketing Management, Text & Cases, Excel Books, New Delhi.

Suresh K, Green Marketing, ICFAI University Press, Hyderabad.

Saxena Rajan, Marketing Management, Tata Mcgraw Hill, New Delhi.

**PRODUCTION AND MATERIALS MANAGEMENT
(FT-MM-204)**

OBJECTIVES: The objective of this subject is to help the students to understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production/materials management related problems. Encourage the learners with brain storming new product design ideas.

OUTCOMES: After completion of the subject, students will be able to understand the basic functions and their applications of production. Practical approaches to Plant location, layouts, product design, capacity planning, materials purchase/classification/codification decisions and processes. Develop new production ideas w.r.t. Startups/MSMEs and apply TQM practices.

SUBJECT CONTENTS:

- Nature, Significance , Scope ,Role ,Functions of Production Management, Relationship with other Management Functions, Different Production Systems
- Plant Location, Plant Layout, Product Design & New product Development, Capacity Planning Process & Decisions.
- Scheduling and Sequencing – Conceptual Framework, Industrial Safety Management, Waste Management and Scrap Disposal, JIT Approach.
- Materials Management – Principles, Value Analysis, Variety Reduction, Material Handling, Classification and Codification.
- Work Measurement Techniques – Work Study and Method Study- Conceptual Framework of Statistical Quality Control (SQC) & TQM, Maintenance Management, TPM.

Suggested Readings:

Adam, E E& Ebert, RJ. "Production & Operation Management., New Delhi, PHI.

Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, PHI Inc.

Buffa, E.S. Modern Production Management, John Wiley (New York).

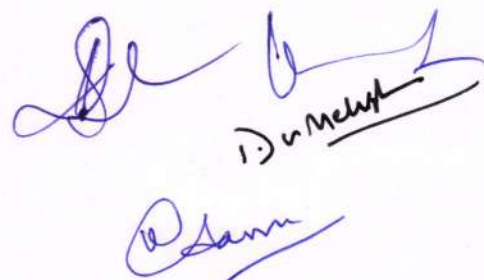
Chary S.N. Production and Operations Management, New Delhi, TMH.

Dobler, Donald. W & Lee Lamar "Purchasing & Materials Management, New York, Mc Graw Hill.

Dilworth, James B. Operations Management : Design, Planning & Control for Manufacturing & Services, Singapore, Mc Graw Hill.

Moore, FG & Hendrick, T.E. – Production / Operations Management, Homewood, Illinois, R.D. Irwin.

Manocha R.C., Production and Operations Management, Excel Books, New Delhi.



COMMUNICATION SKILLS (FT-MM-205)

OBJECTIVES: The objective of the subject is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

OUTCOMES: After completion of the subject, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

SUBJECT CONTENTS:

- Importance and Nature of Business Communication, Process of Communication Channels and Media of Communication, Communication Networks, Effectiveness of Communication.
- Barriers and Gateways in Communication; Written Communication; Writing Business Reports, Resume Development.
- Communication in meetings, Oral presentation skills, Public speaking, Facing Job-Interview.
- Listening Skills, Conversation Skills, Non-verbal Communication, Legal aspects in Business Communication.
- Feedback Skills, Counseling Skills, Negotiation Skills, Communication on Disciplinary Matters.

Suggested Readings:

Bowman, Joel P and Branchaw, Bernadine P. "Business Communication : From Process to Product", Dryden Press, Chicago.

Rao ,Nageshwar and Das R.P."Communication Skills" Himalaya Publishing House, Mumbai
Kitty O- Locker, Business & Administrative Communication, TMH, New Delhi.

Murphy, Herta A and Peck, Charles E. "Effective Business Communications", Tata McGraw Hill, New Delhi.

Pearce, C Glenn etc. "Business Communication : Principles and Applications", John Wiley, New York.

Mehta D and Mehta N. K "A Handbook of Communication Skills Practices" Radha Publications ,New Delhi

K.K. Sinha, Business Communication, Galgotia Publishing House, New Delhi.

Mehta N.K., Mehta, D., Malviya R.N., Communication Skills, DPS Publishong House ,New Delhi.

RURAL AND AGRICULTURAL MARKETING (FT-MM-301)

OBJECTIVES: The objectives of this subject are to expose the students to various aspects of rural and Agricultural marketing as an integral part of marketing management, and developed an understanding of rural and agricultural issues with emerging scenario.

OUTCOMES: After completion of the subject, students will be able to understand the Rural Marketing and agricultural marketing Scenario and equipped them with conceptual and practical dimensions of this super specialty base marketing subject from their career prospective.

SUBJECT CONTENTS:

- Rural Marketing - Concept, definition, importance, nature and scope of rural marketing. Problems in Rural Marketing, Rural Market Structure: Demographic Environment, Physical Environment, Economic Environment, Political Environment, Technological Environment, Size of rural market.
- Rural Economy: The Economic Scenario in Rural India, the rural economic structure, rural occupation pattern and employment structure, income and consumption, rural infrastructure and government policies, sources of rural finance, Rural Consumer Behavior: Factors affecting consumer behavior, characteristics and Psychology of rural consumer.
- Product, promotion, branding and packaging, Distribution in the rural markets, types of rural channels, selection and management of channels, factors influencing channel decisions, retailing, transportation, warehousing.
- Agriculture Marketing: Concept, Definition, Nature and Scope, characteristics of AGRI. Marketing, Components of Agri Marketing, Agri Packaging and Packing, Types of Agri Materials for Packing, Marketing of Seeds, Manure, Fertilizers, Pesticides, Feeds for Live Stock, Farming Equipments and Chemicals, Rural and agri marketing strategies – Market segmentation, Positioning, Coverage basic four Ps of rural and Agri marketing
- Innovation in Rural and Agri Marketing: Role of Innovations, Importance of Information and Communication Technology (ICT) in rural distribution, Cooperative Marketing and Emergence of Organized Retailing in rural markets, Problems and challenges in rural and agri Marketing

SUGGESTED READINGS:

CSG Krishnamacharyulu and Lalitha Ramakrishnan (2000). Rural Marketing-Text and Cases, Singapore: Pearson Education Asia, 1st Edition.



T.P.Gopalswamy (1998). Rural Marketing - Environment Problems and Strategies, Wheeler Publishing.

R.V. Badi and N.V. Badi, Rural Marketing, Himalaya Publishing House, First Edition, Mumbai, 2004

Pradeep Kashyap and Siddhartha Raut, The Rural Marketing Book, Biztantra, New Delhi, Revised Edition, 2008

S.L. Gupta, Rural Marketing, First Edition, Wisdom Publications, Delhi, 2004

O.S. Shrivastava, Rural Marketing, Quality Publishing Company, New Delhi, 2004


 D. D. Mehta

 P. D. Mehta

MARKETING AND CONSUMER PERCEPTION

(FT-MM-302)

OBJECTIVES: The objectives of this subject is to impart the understanding of various aspects of Advertising and Consumer Behaviour and their applications in the market as an integral part of marketing management, and developed an understanding of the importance of advertising to discover the different approaches of consumer behavior.

OUTCOMES: After completion of the subject, students will be able to understand the behavior of consumers towards the products or services and the impact of advertising in the change of consumer behavior towards their taste and preference.

SUBJECT CONTENTS:

- Nature, Scope and Significance of Advertising, Legal, Ethical and Social Aspects of Advertising.
- Advertising: Types of Media, Media Planning, Media Selection and Strategy. Creative Advertising, Advertising Planning and Strategies.
- Introduction to Consumer Behaviour, Consumer Buying Behaviour, Consumer Behaviour and Marketing Strategy.
- Factors in the study of Consumer Behaviour: Lifestyle, Motivation, Attitude, Learning, Perception and Personality. Family, Groups, Social Class and Cultural Influence on Consumer Behaviour,
- Various Buying Behaviour Models.
- Application of Consumer Behaviour. Issues in Formulation of Different Marketing Strategies.

Suggested Readings :

Manendra Mohan, Advertising Management, TMH, New Delhi.

Aaker, Batra and Myers, Advertising Management, Prentice Hall of India, New Delhi.

Norris, Advertising Management, Prentice Hall of India, New Delhi.

B.S. Rathore, Advertising Management, Himalaya, Mumbai.

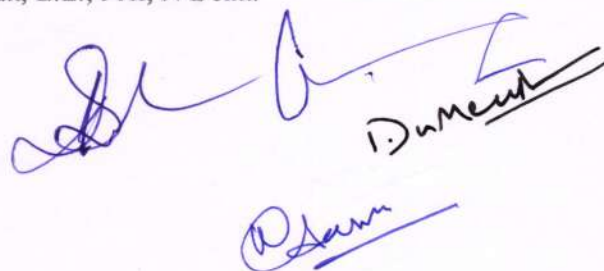
Consumer Behaviour, Peter D. Bennet and H.H. Kes.

Kazmi & S.H.H. & Batra Satish, Consumer Behaviour, Excel Books, New Delhi.

Fundamentals of Consumer Behaviour, Douglas W. Meutot, Jr.

Consumer Behaviour, Walters and Paul, McGraw Hill, New York.

Consumer Behaviour, Shiffman, L.G. & Kanuk, L.L., PHI, N Delhi.



BRAND IDENTITY MANAGEMENT (FT-MM-303)

OBJECTIVES: The purpose of this subject is to make familiar the students with the concept of Product & Brand Management in the context of promoting products and services. Brand management is one of the integral part of the marketing management and the organizations are very much concerned about their brand image management.

OUTCOMES: After completion of the subject, students will be able to understand the strategies used by the companies to develop their product or services in converting of the brand and how does it manage by the different management concepts.

SUBJECT CONTENTS:

- Product: Definitions & Features, Product Levels, Classification of Products, Individual Product Decisions, Difference between Consumer Products and Industrial Products, Consumer Adoption Process, Product Differentiation
- New Product Development: Factors Contributing to a new Product Design, New Product Development Process, Product Life Cycle, Factors Affecting Product Mix, Product Mix Strategies, Product Positioning
- Brand Elements: Classification of Brands, Brand Identity, Brand Image, Brand Personality, Brand Architecture, Brand Equity, Brand Loyalty Pyramid, Brand Equity, Factors Influencing Brand Equity, Different Methods of Brand Equity Measurement, Brand – Customer Relationship.
- Successful Brands: Characteristics of Successful Brands, Brand Strategies, Consumer Perceptual Space & Clutter, Brand Positioning, Brand Extension Strategies, Brand - Product Relationship, Brand Revitalization.
- Other Branding Issues: Concept and characteristics of Industrial Brands, Brand Building Issues in Services, Concept of a Retail Brand, Key Issues in Building Retail Brands, Classification of Retail Formats, Ethics in Branding and Retailing, Marketing Research in Product and Brand Management Areas

Suggested Readings :

- Subroto Sengupta,, Brand Positioning, PHI, New Delhi.
 S.A. Chunawalla,, Product Management, Himalaya, Mumbai.
 Aaker, David A., , Managing Brand Equity, PHI, New Delhi.
 Steward, P : Building Brands Directly, London Macmillan.
 Murphy, John A. Brand Strategy, Cambridge, The Director Books.
 Kapferer, J.N. Strategic Brand Management, New York (FreePress).
 Czerniawski, Richard D. & Michael W. Maloney, Creating Brand Royalty, AMACOM.
 Cowley, Don – Understanding Brands, London, Kogan.
 Shrivastava, R.K., Product Management & New Product Development, Excel Books, New Delhi.
 Verma, Harsh, Brand Management, Text & Cases, Excel Books, New Delhi.
 M. Govind Rajan, Industrial Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi.
 Francis Cherunilam – Industrial Marketing , Himalaya Publishing House, Mumbai. 18

Dr. M. Govind Rajan

RESEARCH METHODOLOGY
(FT-MM-304)

OBJECTIVES: The objective of this subject is to equip the students with the concept and methods of Research Methodology. The students will be able to plan, design and learn business research planning using scientific methods

OUTCOMES: After completion of the subject, students will be able to understand the concept of research methods/research test types and their applications into the business for research and development.

SUBJECT CONTENTS:

- Concepts of Research, Scientific Approach to Research, Types of Social Science Research, Research Process and Planning for Research, Defining Research Problem. Research Designs.
- Sources / Methods of Collecting Primary and Secondary Data, Schedules & Questionnaires, Interview, Observation, Scaling Techniques etc.
- Methods of Data Analysis: Application of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Coefficient of Correlation, Regression Analysis, ANOVA Analysis, t-test, z-test, f-test, chi-square test.
- Research Report Writing. Elementary Idea about Statistical Software Packages

Suggested Readings:

K.R. Sharma, Research Methodology, National Publishing House, Jaipur.

Kothari.C.R., Research Methodology, Vishwa Prakashan , Delhi

Bannerjee,S & Roy R"Fundamentals of Research Methodology" Kitab Mahal ,
Allahabad Asthana BN" Elements of Statistics" S Chand, New Delhi.



ENTREPRENEURSHIP DEVELOPMENT

(FT-MM- 305)

OBJECTIVE: The aim of this subject is to provide the insight knowledge about entrepreneurship and make students familiar with entrepreneur's traits, Qualities Business startup/MSMEs issues and prepare business plans accordingly..

OUTCOMES: After completion of the subject, students will be able to understand the basic concept of entrepreneurship with more realistic examples. The can apply the theoretical knowledge as entrepreneurs with their practical business plan and startup approach.

SUBJECT CONTENTS:

- Concept of Entrepreneurship. Process of Entrepreneurship. Entrepreneurial Motives. Enablers of Entrepreneurial Intentions. Entrepreneurial Competencies. Characteristic Features of Corporate Entrepreneurship. Differences between Entrepreneurship and Intrapreneurship.
- Concept of Social Entrepreneurship. Differences between Normal Entrepreneurs and Social Entrepreneurs. Need and Benefits of Social Enterprise. Differences between Social Enterprises and Social Responsibility of Business. Ethical Issues in Entrepreneurship.
- Benefits of Women Entrepreneurship Status of Women Entrepreneurship. Entrepreneurship. Challenges in Women Entrepreneurship. Barriers and Facilitators of Women Entrepreneurship.
- Relationship among Creativity, Innovation and Entrepreneurship. Environmental Scanning for New Venture Creation. Developing Business Plan for New Venture Creation. Market Orientation and Marketing Skills for Entrepreneurs. Marshalling Resources for New Venture Creation.
- Characteristic Features of Family Business. Advantages of Family Business, Problems in Managing Family Business. Global Opportunities for Entrepreneurs.

Suggested Readings:

- Raj Shankar – “Entrepreneurship Theory and practice”. Vijay Nicole Imprints Pvt td, Chennai 2012
- Kuratko. F.D. & Hodgetts. M.R., “Entrepreneurship Theory, Process, Practice (6thed), Thomson South Western Pub,Singapore.
- Desai Vasant , “ Dynamics of Entrepreneurship Development and Management, Himalaya Pub House,Mumbai,2008.
- Khanka,S.S. , “Entrepreneurship Development,” S.Chand and Co.Ltd, New Delhi, Revised Ed, 2012
- Mohanty.S.K., “Fundamentals of Entrepreneurship”, PHI Learning Pvt Ltd, Delhi, 2012.
- Proceedings of EDI „s of Xth Biennial Conference on Entrepreneurship, Vol.I&II, Bookwell Publishers, Delhi.(2013)

**SUMMER INTERNSHIP
(FT-ST-306)**

OBJECTIVES: The objective of the summer internship program is to encourage the skills development of MBA (Marketing Management) students in Marketing related functional areas. To encourage practical thinking and application of management/ functional knowledge.

OUTCOMES: Live direct/ hands-on, on the spot field exposure with the different formats of business organizations. Helpful in developing problem solving approach, innovative thinking in all possible formats of organization, backed-up with improvement in communication and presentation skills as well as appropriate understanding of team work approach.

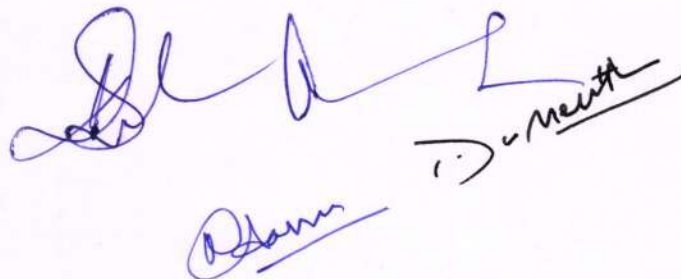
SUBJECT CONTENTS:

Summer Internship is mandatory to encourage the skills development of MBA Students (in all/any specialized functional area(s). In order to encourage practical thinking and application of Management knowledge (knowledge of Business Ethics and Social Responsiveness, Critical Thinking Business Analysis, Problem solving and Innovation, Business Environment and Domain Knowledge, Effective Communication Leadership and Team Work), Student shall be required to undertake 6-8 weeks practical training in an Organization (Irrespective Of Size) connected with Industry/Trade or Commerce, NGO, Social Work, any Government body/MSME/SSI/Business/Partnership Firm/ Sole-Proprietor Firm, Startup /Service Sector/Any other type of Private sector organization / Undertaking / Business Enterprise / Franchisee/Business House/Export House etc. The student shall be solely and purely assessed/evaluated only on the basis of performance of presentation based on Practical thinking/ Application of Management Knowledge/ Communication/Negotiation/Managerial skills learnt during training/internship. This Oral Presentation shall constitute as a part of the MBA Full Time III semester examination and shall carry 50 marks.

The Assessment/ Evaluation will be done by a Panel of Examiners comprising Head/Director of the institute and One Internal Faculty to be appointed by the Director of the Institute in case of University Department and Head/Director of the institute and One Internal External Faculty to be appointed by the Examination Committee of the University.

The student shall be required to submit a Self Declaration Form certifying his/her of completing the Summer Internship as per the directions stated above. It shall be the sole responsibility of the student as regards truthiness of the Certificate and Institute and Director (Head)/ Faculty of the Institute (Department) shall in no way be responsible for it. If at any stage the Self Declaration given by the candidate is found false/untrue, appropriate measures as provided in the Rules / Regulations of the University shall be taken. If a student fails to undergo the Summer Internship and appear in Presentation, he/she will be awarded ATKT in the above Subject.

In case of special circumstances / natural calamities / pandemic condition, offline / online summer internship / summer internship presentation may also be arranged / conducted subject to the approval of competent authority.



SUPPLY CHAIN MANAGEMENT AND RETAIL MANAGEMENT (FT-MM-401)

COURSE OBJECTIVE:

The course is designed to explain basic theory and techniques of logistics and RM to examine the issues and problems associated with logistics in a changing business environment, and to show how logistics can improve an enterprises effectiveness and competitiveness. Student would be encouraged to use computer software packages for problem solving.

OUTCOMES :

Expected outcome is to provide the students exposure to SCM and RM Concepts and practical Knowledge of Emerging trends to help them develop skills and abilities required to manage SCM issues and Retail Outlets / Mall management.

COURSE CONTENTS:

- Introduction to SCM: Concepts, Definition nature and scope of SCM, Characteristics of SCM, Importance of SCM, Components of SCM.
- Conceptual framework of Logistics system analysis and design, Warehousing and distributing centers, their location; Modes & Characteristics transportation systems, facilities and services, Key issues and practices involved in SCM.
- Conceptual framework of Dispatch and routing decisions and models, Inventory management decisions, Logistics audit and control, Packaging and materials handling, Emerging trends in International logistics management.
- Retail Management: Concept, definition & Meaning of Retail and Retailing, Types of Retailers, Various types of retail formats, The Strategic Retail Planning Process, Shopping Trends in Indian Retail Market and Rural Retailing scenario in India, HR Planning and Issues in Retailing.
- Location Selection / Strategies for Retail Outlets / Mall Management: Factors Influencing Retailer's Choice of Location, Types of Location Site and Retail, Retail Location Strategies, Factors Affecting the Location of Retail Outlet, Retail Location Research and Techniques, Retail Organization Designs and Structures, Meaning of 'Franchising', Franchise Market, Franchising in India, Growth Potential, Trends for Indian Franchising, Mall Management: Factors or Parameters Affecting the Success of Malls, Size and Practices in Few Well known Indian and Overseas Malls.

SUGGESTED READINGS:

- Suja Nair (2006). Retail Management, Mumbai: Himalaya Publishing House.
- Ogenyi Omar (1999). Retail Marketing, London: FT Pitman Publishing.
- Ballau, Renald H (1992). Business Logistics Management, Englewood Cliffs, New York: Prentice Hall Inc.
- Beal K. (1990). A Management Guide to Logistics Engineering, U. S. A. Institute of Production Engineering.
- Benjamin S. B. (1996). Logistics Engineering and Management, Englewood Cliffs, New York: Prentice Hall Inc..
- Bowersox, D J and Closs, D. J. (1986). Logistics Management: A system Integration of Physical Distribution, New York: MacMillan.
- Christopher, M. (1992). Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services, London: Pitsman.
- James C.J. and Wood, Donald F. (1990). Contemporary Logistics, New York: Macmillan.
- Shapiro, R. (1995). Logistics Strategy: Cases and Concepts, St.Paul, West.
- B. S. Sahay (1994). Supply Chain Management, New Delhi: Wheeler.
- Barry Berman and Joel R. Evans (2002). Retail Management: A Strategic Approach, New Delhi: Pearson Education.
- M. V. Kulkarni (2005). Retail Marketing Management, Pune: Everest Publishing House.
- Dunne Lusch, Retail Management, Cengage Learning India Pvt. Ltd., New Delhi, 2002.
- A Shiva Kumar, Retail Marketing, Excel Books, New Delhi, 2007.

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INDUSTRIAL MARKETING AND SALES MANAGEMENT (FT-MM-402)

COURSE OBJECTIVE:

The objectives of this subject are to expose the student to various aspects of Industrial Marketing and Sales Management and develop salesmanship abilities from marketing / selling prospective.

OUTCOMES

It will help in exposing the various aspects of IM as well as personal selling and harness their abilities in the real life marketing / selling situations.

COURSE CONTENTS:

- The nature and concept, scope and characteristics of IM: Industrial Vs Consumer marketing, economics of industrial demand. Resellers marketing. Organizational Customers, Governmental agencies, Institutions, Classifying Industrial Products, Characteristics of organizational procurement. Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.
- Strategies for Managing the Industrial Marketing Environment. Concepts and Models of Organizational Buying Behaviour, Buying center involvement and interaction patterns, joint decision-making, conflict and resolution in joint decision making, The buying committee, supplier choice and evaluation. Green / environmental initiatives undertaken in IM.
- The strategic planning process in industrial marketing bases for Industrial market Segmenting, Target Marketing and Positioning. Formulating IM channel strategies: Marketing channel participants, Formulating the IM Promotion, advertising and communication strategies. Pricing Negotiations in IM.
- Meaning, objectives, Nature and Scope of Sales Management, Buyer - Seller Dyads, Theories of selling - AIDAS Theory, "Right set of circumstances" Theory, "Buying Formula" Theory, and Behavioural Equation Theory of selling.
- Sales and Territory Planning : Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas. Operational Sales Management: Selection, Training, Motivation, Compensation and Types of Sales incentives / Commissions Evaluation and Controlling Methods of Sales force Management. Conflict and Competition.

SUGGESTED READINGS:

Robert R.Reeder, Edward G.Brierty, and Betty H. Reeder. (1998). Industrial Marketing, Analysis, Planning and Control, New Delhi, Edward, PHI, 2nd Edition.

Krishna K. Havldar (2002). Industrial Marketing, Tata Mc Graw Hill, Delhi.

Philip Kotler, Principles of Marketing Management, New Delhi, Prentice Hall of India, Millennium Edn. 1998.

Cundiff and Govni, Sales Management - Decisions, Strategy and Cases, New Delhi: Prentice Hall of India, 1997.

Michael H. Morris (1992). Industrial and Organizational Marketing, New York, Macmillian, 2nd Edition.

Watuba R. Thomas ., Sales Management-Texts and Cases, Business Publication Inc.

Johnson, Kurtz and Scheving (1994). Sales Management, Concept Practice and Cases, McGraw Hill NY.

S. L. Gupta (2000). Sales and Distribution Management, New Delhi: Excel.

F. L. Lobo (1998). Sales and Distribution Management, New Delhi: Global Business Press.

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SERVICES MARKETING MANAGEMENT (FT-MM-403)

OBJECTIVES: The objective of this subject to make understand the concept of marketing and service and also provide the exposure various marketing strategies and how to formulate it in the field accordingly.

OUTCOMES: After completion this subject, the students will be able to understand the basic concept of service and marketing. They will be able to develop the various marketing strategies/ marketing mix in service marketing, branding and advertising as marketing tools.

SUBJECT CONTENTS:

- Concepts, Nature, Emergence, Growth and Importance of Services, Challenges in Marketing of services, Service Classification.
- Marketing Framework for Service Business, Understandings Service Market, Services and Consumer Behaviour in Market of Services, Segmentation, Targeting and Positioning of Service Marketing.
- Marketing Mix in Service Marketing, Advertising, Branding Issues of Services, Relationship Marketing, Retail Marketing.
- Marketing Information System and Marketing Research in Service Marketing, Strategies for Services Marketing, Designing of Service Strategy.
- Service Vision, Issues concerning Service quality and Quality Models.
- E-Marketing and Marketing of Services in Various Business Areas.
- Development of Service Market in Indian Business.

Suggested Readings :

Lovelock, Christopher H. Managing Services : Marketing Operations and Human Resources. Englewood Cliffs, New Jersey, Prentice Hall Inc.

Lovelock, Christopher H. Service Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc.

McDonald, Malcom and Payne, A. Marketing Planning for Services. Butterworth, Heinemann. Nargundkar R and T.K. Panda, Managing Customer Relationship in Service Industries, Excel Books, New Delhi.

Bhattacharya C, Service Marketing, Excel Books, New Delhi.

Newton M P Payne, A. The Essence of Service Marketing. New Delhi, Prentice Hall of India.

Verma, H V. Marketing of Services. New Delhi, Global Business Press.

Zeithaml, V A and Bit MBA SYLLABUS 2016-18 (CBCS)ner, M J Services Marketing. New York, McGraw Hill.

FIELD SURVEY PRESENTATION AND VIVA VOCE
(FT-MM-404)

The student will be required to make detailed survey on the topic related to Media Management. This will be Field Survey and may consist of Working in and On Any Business/Non Business Organization, Study of Phenomenon, Related topic and survey. After completion of the Field Survey, the student is required to make presentation of the Field Survey done. The survey presentation will be presented for assessment before the Assessment Committee consisting of a Panel of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

COMPREHENSIVE VIVA-VOCE
(FT-MM-405)

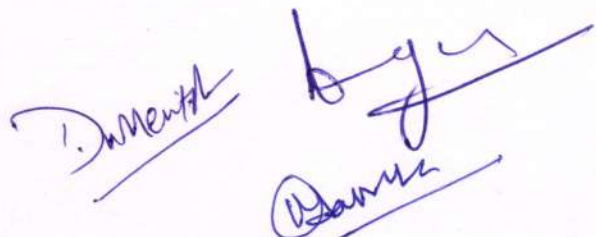
The Comprehensive Viva-Voce shall be based on the subjects taught in the MBA Course to assess conceptual as well as personality based communication skills/ behavioral competence of the students, so as to evaluate the subjects taught in the entire two year program.

OUTCOME: Extensively beneficial in the assessment of students' decision making skills, interview skills, and face to face effective communication skills and understanding their domain knowledge testing. Helpful in encouraging their application testing abilities of theory with conceptual clarity.

The Comprehensive Viva-Voce Examination would assess the theoretical, practical as well as behavioral competence of the candidate. The evaluation is panoramic covering the subjects taught in the entire two-year program to examine the managerial skills the candidate is supposed to possess.

The Assessment/ Evaluation will be done by a Panel of Examiners comprising Head/Director of the institute and One Internal Faculty to be appointed by the Director of the Institute in case of University Department and Head/Director of the institute and One Internal External Faculty to be appointed by the Examination Committee of the University.

In case of special circumstances / natural calamities / pandemic condition, offline / online Comprehensive viva-voce may also be arranged / conducted subject to the mutual consent of external examiner / internal examiner, as per directives issued time to time.


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