

UNIVERSITY OF PUNE
FACULTY OF MANAGEMENT
MASTERS IN MARKETING MANAGEMENT
(MMM)
FOUR SEMESTER, TWO YEAR, FULL TIME PROGRAMME
Equivalent to MBA (Marketing) Programme of the University of Pune
MMM Part I w.e.f. A.Y. 2013-2014
MMM Part II w.e.f. A.Y. 2014-2015

1. TITLE OF THE PROGRAMME:
MASTERS DEGREE PROGRAMME IN MARKETING MANAGEMENT (MMM)

PREAMBLE: The revised curriculum for the MMM programme is developed keeping in mind the changes in the practices of the industry, evolution in technology and the expectations of industry, students and faculty members at large.

The knowledge and skills required to plan, and manage marketing function, which has emerged as a special discipline is highly valued in all industry sectors including business, tourism and other services. The basic objective of the Masters Programme in Marketing Management (MMM) is to provide to the country a steady stream of competent young men and women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding career into the rapidly expanding world of Marketing.

The Job Opportunities are:

- (a) Many graduates begin their career as junior executives and, after some experience, are promoted to senior levels. Others seek entrepreneurial roles in the Marketing world as independent consultants or professionals. Career opportunities exist in such areas as management, sales, retail, technical writing, training, consulting, etc.
- (b) Application areas include National and International Marketing, Advertising, Market Research, Export and Import, Training and Development.

3. INTRODUCTION: The MMM program is of two years, 4 semesters.

3.1 Credits: The programme is a combination of

- a) Full Credit Courses (100 Marks each) : 3 Credits each (except SIP* Work)
- b) Half Credit Courses (50 Marks each) : 2 Credits each (Except RM Mini Project[^], Field work[#])
- c) Total Marks = 3000
- d) * SIP has 6 Credits
- e) [^] RM Mini Project has 3 Credits
- f) [#] Field Work has 4 Credits

Minimum number of sessions for full credit courses shall be 45 hrs per course per semester. Minimum number of sessions for half credit courses shall be 30 hrs per course per semester.

In the Credit system the emphasis is on the **hours put in by the learner and not on the workload of the teacher**. Each credit can be visualized as a combination of **3 components viz. Lecture (L) + Tutorials (T) + Practical / Project Work (P) i.e. LTP Pattern**.

In terms of credits, for a period of one semester of 15 weeks:

- a) every ONE hour session per week of L amounts to 1 credit per semester
- b) a minimum of TWO hours per week of T amounts to 1 credit per semester,
- c) a minimum of TWO hours per week of P amounts to 1 credit per semester,

The effort of the learner for each Credit Point may be considered under two parts –

- a) The hours actually spent in class room / practical / field work instructions and
- b) The notional hours spent by the Learner in self study, in the library, peer interactions, case study, writing of journals and assignments, projects etc for the completion of that course.

Teaching / learning sessions are to be interpreted in a broader perspective as follows:

- a) Teaching – Learning Processes: Classroom sessions, Group Exercises, Seminars, Small Group Projects, etc.
- b) Evaluation: Tutorials, Class Tests, Presentations, Field work, Assignments, etc.

3.2 Adoption of Credit and Grading System: As per national and international trends, it is proposed to adopt the Credit and Grading System for the MMM programme.

Salient features of the grading system:

1. Learners are placed in ability bands that represent a range of scores. These ability bands may vary according to the number of categories for the classification of the performance of the learners. This ability range may be designated with alphabetical letters called as GRADE.
2. The system of awarding grades would provide a more realistic picture of learner's ability than the prevailing marking system.
3. Grading is a far more satisfactory method than the numerical marking system as it reflects an individual learner's performance in the form of a certain level of achievement.
4. The Grading system ensures natural classification in qualitative terms rather than quantitative terms since it expresses a range /band of scores to which a learner belongs such as O,A,B,C,D,E & F.
5. The award of grades provides a permanent record of the learner's growth and development that might be helpful for institutions of higher education for allocating seats for prospective employers.
6. Grading does not require making fine distinctions in performance when no such distinctions actually exist.
7. It is based on a realistic concept of 'errors of measurement'.

8. Grades are relatively free from extraneous factors like difficulty of the examination, examiner bias, nature of the subject being examined, etc.
9. Grades can be interpreted easily and directly and can be used to prepare an accurate 'profile' of a learner'

Basics of Credit and Grading System: Grading, is a method of reporting the result of a learner's performance subsequent to his evaluation. It involves a set of alphabets which are clearly defined and designated and uniformly understood by all the stake holders. A properly introduced grading system not only provides for a comparison of the learners' performance but it also indicates the quality of performance with respect to the amount of efforts put in and the amount of knowledge acquired at the end of the course by the learners.

It is proposed to use the **Indirect and Absolute Credit and Grade Point System for the MMM programme**, i.e. the assessment of individual Courses in the concerned examinations will be on the basis of marks, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the **overall evaluation shall be designated in terms of Grade.**

3.3 Session Duration: Each teaching-learning, evaluation session shall be of 60 minutes.

4. ELIGIBILITY: A student seeking admission to this course must have a Bachelor's degree of any statutory University or other recognized foreign university.

5. EXAMINATION: Pattern of Examination: The evaluation scheme comprises of:

- a) University Evaluation (50 Marks)
- b) Concurrent Evaluation (50 Marks)

5.1 University Evaluation: There shall be University evaluation for each full credit course as per the time table announced by the University. There shall be a Written Examination (subjective – concept plus case study / application oriented type) for 50 marks by the University for each Full Credit Course. Some Half Credit Courses shall also have University Evaluation.

5.1.2 Instructions to External Paper Setters / Chairman / Examiners: For University evaluation (Written Examination – subjective type of 50 marks) of each full credit course the question pattern shall be as follows:

Question Paper Pattern:-

- 1) There shall be five questions each of 10 marks.
- 2) All questions shall be compulsory with internal choice within the questions.
- 3) A Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

Questions shall be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The questions setter shall ensure that questions covering all skills are set. The questions setter shall also submit model answers and a detailed scheme of evaluation along with the question paper.

The duration of written examination shall be 2 hours. Students shall be provided a single answer sheet of 16 pages. They must ensure that their responses fit within the provided answer sheet. Additional supplements shall not be provided.

5.2 Concurrent Evaluation: There shall be Concurrent evaluation for 50 marks for each full credit course. Half credit courses shall be evaluated for 50 marks through Concurrent evaluation. As a part of concurrent evaluation the students shall be *evaluated on a continuous basis* by the Institute to ensure that student learning takes place in a graded manner.

Suggested components for Concurrent Evaluation (CE) are:

1. Case Study / Caselet / Situation Analysis – (Group Activity or Individual Activity)
2. Class Test
3. Open Book Test
4. Field Visit / Study tour and report of the same
5. Small Group Project & Internal Viva-Voce
6. Learning Diary
7. Scrap Book
8. Group Discussion
9. Role Play / Story Telling
10. Individual Term Paper / Thematic Presentation
11. Written Home Assignment
12. Industry Analysis – (Group Activity or Individual Activity)
13. Literature Review / Book Review
14. Model Development / Simulation Exercises – (Group Activity or Individual Activity)
15. In-depth Viva
16. Quiz

Performance of the students in each component of the Concurrent Evaluation shall be communicated immediately to the students by the Institute by displaying them on the Institute's Notice Board/Website.

Detailed record of the Concurrent Evaluation shall be maintained by the Institute. The same shall be made available to the University, on demand.

Marks for the concurrent evaluation must be communicated by the Institute to the University before the commencement of relevant Semester end University Evaluation.

5.3 Projects:

5.3.1 RM Mini Project:

Students shall work in groups of 2 each and work on a small research problem. They shall work under the guidance of a faculty member and shall submit 2 copies of research report in spiral bound form. The Institute shall conduct an internal viva for 50 marks.

Students shall select a social issue / managerial issue of local relevance for investigation. They are also encouraged to use technology for research. It is not necessary that the student has to carry out the RM Mini Project in an industry. It is expected that they develop the following abilities through this Project:

- a) Problem identification & definition
- b) Defining data requirements and identifying data sources
- c) Literature review
- d) Primary data collection
- e) Writing a report.

5.3.2 Field Work: In Semester II the student shall work under the supervision of the Faculty and carry out a Field Work and submit a structured report in TWO hard copies & one soft copy (CD). *In the interest of environmental considerations, students are encouraged to print their reports on both faces of the paper.*

The student is required to conduct research on a topic related to one (or more) of contemporary issues in Marketing Management. The topic is chosen in consultation with the faculty. The student will prepare and present a detailed research proposal prior to starting the work. A Field Work outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed project and make an oral presentation of the same. Through the Field Work, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area.

The completion of the project shall be certified by the Faculty Guide & approved by the Director of the Institute.

Field Work shall have a weightage of 2 credits. The Institute shall conduct a viva-voce for evaluation of the Field Work, for 50 marks. The Panel shall comprise of 2 internal Faculty members (One who has supervised the student and the other one as Jury) nominated by the Director. The Institute may invite an additional external examiner from the industry. Copies of report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

5.3.3 Summer Internship Project: At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for 8 weeks in the area of Marketing Management. The student shall submit a written structured report based on work done during this period.

SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace. The learning outcomes and utility to the organization must be specifically highlighted.

The report should be well documented and supported by –

1. Executive Summary
2. Organization profile
3. Outline of the problem/task undertaken
4. Research methodology & data analysis (in case of research projects only)
5. Relevant activity charts, tables, graphs, diagrams, etc.
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

It should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ etc.) shall also certify the SIP work.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th September in Sem III. One hard copy is to be returned to the student after by the Institute after the External Viva-Voce.

In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper.

The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks. The Panel shall comprise of the Internal Faculty Guide & One additional faculty nominated by the Director.

There shall be an external viva-voce for the SIP for 50 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and one internal faculty member nominated by the Director. The external viva-voce shall be conducted for 15 minutes atleast per student.

The Internal & the External viva-voce shall evaluate the project based on:

1. Actual work undertaken by the student
2. Student's understanding of the organization and business environment
3. Outcome of the project
4. Utility of the project to the organization
5. Basic analytical capabilities

Copies of SIP report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

5.4 Standard of Passing: Every candidate must secure atleast Grade E in Concurrent Evaluation as well as University Examination as separate heads of passing for each course.

Degree Requirements:

- a) **Earned Credits:** The degree requirements for the MMM programme is completion of 100 earned credits.
- b) **Final Grade Point Requirement:** A student must obtain the Final Grade Point of a minimum of 00.50 to be eligible for award of the MMM degree.

5.4.1 Conversion of Marks to Grade Points & Grades: The marks shall be converted to grade points and grades using Table I below.

Table I: Points Grading System

Sr. No.	Marks	Grade	Grade Point
1	100 – 75	O – Outstanding	06
2	74 – 65	A – Very Good	05
3	64 -55	B – Good	04
4	54 – 50	C – Average	03
5	49 – 45	D – Satisfactory	02
6	44 – 40	E – Pass	01
7	39 – 0	F – Fail	00

The description of the final grades shall be as follows:

O: Outstanding (Excellent Analysis of the topic - 75% and above)

Accurate knowledge of the primary material, wide range of reading, logical development of ideas, originality in approaching the subject. Neat and systematic organization of content, elegant and lucid style.

A: Very Good (Excellent Analysis of the topic - 65 to 74 %)

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

B : Good (Good Analysis and treatment of the topic - 55 to 64 %)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

C : Average (Some important points covered – 50 to 54%)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, good language or clear expression.

D: Satisfactory (Some points discussed – 45 to 49%)

Basic knowledge of the primary material, some organization of content, acceptable language or expression.

E: Pass (Any two of the above – 40 to 44%)

F: Fail (None of the above – 0 to 39%)

The performance of a student will be evaluated in terms of two indices, viz.

- a) *Semester Grade Point Average (SGPA)* which is the Grade Point Average for a semester
- b) *Cumulative Grade Point Average (CGPA)* which is the Grade Point Average for all the completed semesters at any point in time.

Semester Grade Point Average (SGPA): At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the student has passed, the weights being the credit values of respective courses.

SGPA = Grade Points divided by the summation of Credits of all Courses.

$$\text{SGPA} = \frac{\sum \{C * GPI\}}{\sum C} \quad \text{for a semester.}$$

Where GPI is the Grade and C is credit for the respective Course.

Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the student has passed up to the current semester.

Cumulative Grade Point Average (CGPA) for the Entire Course

$$\text{CGPA} = \frac{\sum \{C * GPI\}}{\sum C} \quad \text{for all semesters taken together.}$$

Where GPI is the Grade and C is credit for the respective Course.

IMPORTANT NOTE:

If a student secures F grade in either or both of Concurrent Evaluation or University Evaluation for a particular course his /her credits earned for that course shall be ZERO.

5.5 Scaling Down of Concurrent Evaluation Scores: The marks obtained by the student for the Concurrent Evaluation components conducted by the Institute, in the Full Credit Courses, in Sem I to Sem IV, shall be scaled down, to the required extent, if such percentage of marks are more than 25% of the marks scored in the University Examination for the respective course.

The marks obtained by the student in Half Credit Courses are not subject to scaling down.

5.6 Attendance: The student must meet the requirement of 75% attendance per semester per course for granting the term. The Director shall have the right to withhold the student from appearing for examination of a specific course if the above requirement is not fulfilled.

Since the emphasis is on continuous learning and concurrent evaluation, it is expected that the students study all-round the semester. There is no provision for preparatory leave for examinations.

5.7 ATKT Rules: A student shall earn the credits for a given course in maximum four attempts.

Maximum Duration for completion of the Programme: The candidates shall complete the MMM Programme within 4 years from the date of admission, by earning the requisite credits.

5.8 Award of Grade Cards: The University of Pune under its seal shall issue to the student a grade card on completion of each semester. The final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme for obtaining the degree.

Final Grades: After calculating the SGPA for an individual semester and the CGPA for entire programme, the value shall be matched with the grade in the Final Grade Points Table (as per Table II) and expressed as a single designated GRADE such as O, A, B, C,D,E,F.

Table II: Final Grade Points

Sr. No.	Grade Points	Grade
1	05.00 to 6.00	O - Outstanding
2	04.50 to 04.99	A – Very Good
3	03.50 to 04.49	B – Good
4	02.50 to 03.49	C – Average
5	01.50 to 02.49	D – Satisfactory
6	00.50 to 01.49	E – Pass
7	00.00 to 00.49	F – Fail

A student who secures grade E or above in a course is said to have completed /earned the credits assigned to the course. A student who has completed the minimum 100 credits required for the MMM programme shall be declared to have completed the programme.

NOTE:

The Grade Card for the final semester shall indicate the following, amongst other details:

- a) Grades for concurrent and university evaluation, separately, for all courses offered by the student during the entire programme along with the grade for the total score.
- b) SGPA for each semester.
- c) CGPA for final semester.
- d) Total Marks Scored out of Maximum Marks for the entire programme, with break-up of Marks Scored in Concurrent Evaluation and University Evaluation.
- e) Marks scored shall not be recorded on the Grade Card for intermediate semesters.
- f) The grade card shall also show the 7 point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.
- g) The final GPA shall not be printed unless the student earns the minimum 100 credits required for earning the MMM Degree.
- h) B Grade is equivalent to atleast 55% marks.
- i) If the GPA is higher than the indicated upper limit in the three decimal digit, then the student may be awarded higher final grade e.g. a student getting a GPA of 4.492 may be awarded grade A.

5.9 External Students: There is no provision of external students.

5.10 Verification / Revaluation: Students can avail the verification / revaluation facility as per the prevailing policy, guidelines and norms of the University of Pune.

6. STRUCTURE OF THE PROGRAMME: The programme is a combination of:

- a) Full Credit Courses (100 Marks each)
- b) Half Credit Courses (50 Marks each)

Spread of Full & Half Credit Courses:

Semester	Full Credit Courses (100 Marks) (A)	Half Credit Courses (50 Marks) (B)	Total Courses (C = A + B)
I	6	3	9
II	7	1	8
III	7	1	8
IV	6	3	9
Total	26	8	34

The programme has 26 Full Credit Courses (100 Marks each).

The programme has 8 Half Credit Courses (50 Marks each). Thus the entire programme has 34 Courses of 100 credits in all.

6.1 Programme Structure for Masters in Marketing Management (MMM)

Semester I:

Course Code	Course	Concurrent Evaluation	University Evaluation	Total Marks	Credit	No of Credits
101	Basics of Marketing	50	50	100	Full	3
102	Accounting for Business Decisions	50	50	100	Full	3
103	Economic Analysis for Business Decisions	50	50	100	Full	3
104	Business Research Methods	50	50	100	Full	3
105	Organization Behavior	50	50	100	Full	3
106	Business Communication	50	50	100	Full	3
107	MS Office and Advanced Excel	50	0	50	Half	2
108	Management Fundamentals	00	50	50	Half	2
109	RM Mini Project	50	0	50	Half	3
		400	350	750		25

Semester II:

Course Code	Course	Concurrent Evaluation	University Evaluation	Total Marks	Credit	No of Credits
201	Product Management	50	50	100	Full	3
202	Sales Management	50	50	100	Full	3
203	Marketing Research	50	50	100	Full	3
204	Integrated Marketing Communications-I	50	50	100	Full	3
205	Services Marketing	50	50	100	Full	3
206	Retail Marketing	50	50	100	Full	3
207	Consumer Behaviour	50	50	100	Full	3
208	Field Work	50	0	50	Half	4
		400	350	750		25

Semester III:

Course Code	Course	Concurrent Evaluation	University Evaluation	Total Marks	Credit	No of Credits
301	Customer Relationship Management	50	50	100	Full	3
302	Strategic Marketing Management	50	50	100	Full	3
303	Strategic Brand Management	50	50	100	Full	3
304	Global Marketing	50	50	100	Full	3
305	Marketing of Financial Services	50	50	100	Full	3
306	Integrated Marketing	50	50	100	Full	3

	Communications-II					
307	Business Environment	0	50	50	Half	2
308	Summer Internship Project	50	50	100	Full	6
		350	400	750		26

Semester IV:

Course Code	Course	Concurrent Evaluation	University Evaluation	Total Marks	Credit	No of Credits
401	Supply Chain Management	50	50	100	Full	3
402	Social Marketing	50	50	100	Full	3
403	Rural & Agricultural Marketing	50	50	100	Full	3
404	Entrepreneurship Development	50	50	100	Full	3
405	Sectoral Marketing Practices	50	50	100	Full	3
406	Industrial Marketing	50	50	100	Full	3
407	Legal Aspects of Marketing	0	50	50	Half	2
408	EXIM Procedures	0	50	50	Half	2
409	Dissertation	50	0	50	Half	2
		350	400	750		24

6.2 Medium of Instruction: The medium of Instruction & Evaluation shall be English.

7. EQUIVALENCE OF PREVIOUS SYLLABUS WITH THE REVISED SYLLABUS:

The equivalence of the previous syllabus with the proposed syllabus shall be declared separately.

8. UNIVERSITY TERMS: The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. The terms can be kept only by duly admitted students. The present relevant ordinances pertaining to grant of terms will be applicable.

9. COURSE WISE DETAILED SYLLABUS: Course wise detailed syllabus along with recommended text books, reference books, websites, journals, etc. is provided in Annexure I.

Note:

1. In the detailed syllabus, Number of Sessions indicated are as follows: 7 + 2 indicates 7 teaching sessions and 2 evaluation sessions. Kindly note that the numbers indicated are indicative and not prescriptive.
2. Faculty members and students should refer to the latest edition of the relevant books, wherever such latest editions are available.

ANNEXURE I

Semester	I	Credits	3
Course Code	101	Course Type	Full Credit Course
Course Title	Basics of Marketing		

Course Objectives:	
1	To create awareness about basic Marketing concepts
2	To make the students understand the application of marketing concepts in real time
3	To help the learner the comprehend the marketing situation for effective decision making

Syllabus:

Unit Number	Contents	Number of Sessions
1	Marketing Concepts And Applications: Introduction to marketing – Nature and scope of marketing, the core concepts of marketing. Company orientation towards market place- Production-Product-Selling-Marketing-Societal concept, holistic concept. Marketing of services – Nature and characteristics of service, classification of services, importance of marketing in service sector, the future of service marketing.	7 + 2
2	Marketing Planning & Environment: Marketing planning process. Planning of marketing mix – what is marketing mix? Elements of marketing mix, The place of marketing mix in marketing planning. The changing marketing environment - Analyzing needs and trends in Macro Environment, Economic Environment, Technical Environment, Political Environment and Socio-cultural Environment.	7 + 2
3	Understanding the Consumer: Determinants of consumer behavior – Meaning and definition of consumer behavior, importance, factors influencing consumer behavior, buying process. Marketing segmentation – Meaning and concept, benefits of segmentation, Basis of segmentation, Selection of segments, Market segmentation strategies, Target marketing, Product positioning.	7 + 2
4	Product Management: Product life cycle concept, marketing mix at different stages. New product development and strategy. Stages in New Product Development. Product decision and strategies – What is product? Types of products, product mix decisions, product line decisions. Branding and packaging decisions – Brand name and trademark, branding decisions, advantages and disadvantages of branding, Pack, Packing, and	7 + 2

	packaging, features and functions of packaging.	
5	Pricing and Promotion and Distribution Strategy: Policies and practices – Pricing methods, objectives, price determination policies. Marketing communication – The promotion mix, Advertising and Publicity – 5 M's of advertising management. Personal selling and sales promotion – Personal selling – nature, process, importance, Sales promotion – nature and importance, techniques. Importance of channels of distribution, Alternative channel of distribution, selecting an appropriate channels.	7 + 2

Learning Resources:

1	Text Books	Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler Fundamentals of Marketing – William J. Stanton and others. Marketing Management - V.S.Ramaswamy and S.Namakumari
2	Reference Books	Marketing Management – Rajan Saxena
3	Supplementary Reading Material	Marketing Management – Rajan Saxena Marketing Management – S.A. Sherlekar Service Marketing – S.M.Zha
4	Websites	www.pearsoned.co.in www.tatamcgrawhill.com www.agencyfaq.com
5	Journals	The IUP Journal of Marketing Management Harvard Business Review

Semester	I	Credits	3
Course Code	102	Course Type	Full Credit Course
Course Title	Accounting for Business Decisions		

Course Objectives:	
1	To understand basic accounting terminology and learn how to Interpret financial statements.
2	To apply the principles of Marginal costing for undertaking business decisions.
3	To use the tools of Budgetary control and Standard costing for examining deviations from plans and suggesting remedial action.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Fundamentals of Financial Accounting: Users and nature of accounting records, Users of accounts and the objectives and the qualitative characteristics of financial statements, Functions of Financial and management accounts; purpose of accounting statements; the accounting equation, Underlying assumptions, policies, changes in accounting estimates; capital and revenue; cash and profit; income, expenditure, assets and liabilities., Concepts & Conventions of financial accounting, Financial Analysis – Use of Ratio Analysis as a tool of Financial analysis, Basic Problems on Preparation of Financial statements and Ratio Analysis	7 + 2
2	Fundamentals of Management Accounting: Forms of Accounting – Financial Accounting, Cost Accounting and Management accounting, Meaning and scope of Management accounting, Functions and Limitations of Management Accounting, Role of Management Accountants, Difference between Management accounting and Financial accounting, Difference between Management Accounting and Cost Accounting.	7 + 2
3	Marginal Costing: Meaning and nature of Marginal costing, Segregation of costs into Fixed, variable and semi variable, Arguments in favor of and against Marginal costing, Contribution, P/V Ratio, Break even analysis, Applications of Marginal costing - Product mix decisions, Pricing decisions, Make or buy decisions, Limiting factor, Problems on Calculation of Break Even point, Margin of safety, P/V Ratio, Product mix decisions, Fixation of Selling Price, Limiting factor and Pricing.	7 + 2
4	Budgetary Control: Budgeting for planning and control, Functional budgets including materials, labour and overheads; capital expenditure and cash budgets, Master budget, Budgeting	7 + 2

	Procedures, Reporting of actual outcomes against budget, Fixed and Flexible budgeting, Budget variances, Interpretation and use of budget statements and budget variances, Zero based Budgeting, Problems on Preparation of Sales Budget, Cash Budget, Flexible budget.	
5	Standard Costing: Principles of standard costing, Preparation of standards for the variable elements of cost: material, labour, variable overhead, Variances: materials – total, price and usage; labour – total, rate and efficiency; variable overhead – total, expenditure and Efficiency; sales – sales price and sales volume contribution, Reconciliation of budget and actual contribution showing variances for variable costs, sales prices and sales volumes, Including possible inter-relations between cost variances, sales price and volume variances, and cost and sales variances, Problems on Calculation of Variances – Cost and Sales Variances.	7 + 2

Learning Resources:

1	Text Books	Cost and Management Accounting – Ravi M Kishore - Taxmann , 5 th Edition.
2	Reference Books	Cost Management by Leslie G. Eldenburg & Susan K. Wolcott - Wiley - India Edition Introduction to Management Accounting by Horngreen, Sundem, Stratton, Burgstahler, Schatzberg - Pearson A Textbook of Cost & Management Accounting by M. N. Arora 9 th Edition Vikash Publications
3	Supplementary Reading Material	The Economic times Business India
4	Websites	www.icmai.in www.icmrindia.org
5	Journals	The Journal of the Institute of Chartered accountants of India The Journal of the Institute of Cost and works accountants of India

Semester	I	Credits	3
Course Code	103	Course Type	Full Credit Course
Course Title	Economic Analysis for Business Decisions		

Course Objectives:

1	To understand the role of economic analysis for business decision.
2	To understand the basic of micro & macroeconomics for business decision.
3	To understand the practical significance of economic analysis for managerial decisions.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction: Economics, management and business decision. Managerial economics; its nature, scope & significance, economics thought & managerial decision. Role and Objectives of firms	6 + 2
2	Consumer And Demand Analysis: Demand analysis: Meaning and determinants of demand, Consumer behavior & demand-two approaches: marginal utility & indifference curve analysis, Law of Demand, Elasticity of demand, Types of elasticity, Measurement of elasticity, Significance and practical uses of the elasticity, Methods of Demand estimation, Demand forecasting, Forecasting of an established and a new product.	8 + 2
3	Production Analysis: Production function with one & two variable input, Return to scale, empirical estimation of production function. Cost and Supply Analysis, cost concepts & determinant of cost. Type of cost, economic & diseconomies of scale, economics of scope, break even analysis. Elasticity of supply & business decision.	8 + 2
4	Market Structure: Monopoly, perfect, monopolistic & oligopoly market related to price & output determination for business decision. Pricing Strategies: Types of pricing practices for business decisions.	8 + 2
5	Macroeconomics & Business Decisions: External Environment of the firm, aggregate demand, economic cycle, Inflation, Interest rate, Exchange rate, and their impact on the operation of firms.	5 + 2

Learning Resources:		
1	Text Books	Managerial Economics by Bharti Singh, Excel Books Business Economics, Theory and Practices by Kenneth N. Matziorinis,
2	Reference Books	Managerial Economics in a global economy By Dominics Salvatore Economic Theory and Practices by Patrick J. Welch and Gerry F. Welch
3	Supplementary Reading Material	Business Week The Economic Times
4	Websites	http://apus.campusguides.com/content.php?pid=111852&sid=1025420 http://home.cerge-ei.cz/pstankov/UNVA_Econ510_F09.htm
5	Journals	Journal of Business Economics and Management Managerial and Decision Economics

Semester	I	Credits	3
Course Code	104	Course Type	Full Credit Course
Course Title	Business Research Methods		

Course Objectives:	
1	To create familiarity among learners about basic concepts of Research methodology.
2	To expose learner towards basic tools and techniques for analysis of data interpretation.
3	To impart knowledge among learners about broad frame work of research report.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Research: Concept of Research – objectives, Motivation, Importance & types of research, scope, limitations, relevance to functional areas of management. Research Design -Explorative, Descriptive, Experimental	7 + 2
2	Process of research: Steps involved in research process. Statement of Problem - Formulation of objectives and hypothesis.	7 + 2
3	Sampling: Concept of Population/Universe, Sampling Frame, Meaning & need of sampling. Various probability and non probability sampling methods.	7 + 2
4	Data Collection: Meaning, advantages of Primary Data & Secondary Data. Observation, questionnaire, schedule, Interview methods. Sources of Secondary Data. Meaning, sources, importance and relevance of secondary data. Measurement and Scaling	7 + 2
5	Data Analysis: Processing of data- Editing, coding, classification, tabulation, Graphical & diagrammatic presentation of data, Use descriptive statistics – mean, median, mode, standard deviation, correlation. Use of computers - MS-EXCEL, SPSS, Minitab. Report writing, Layout of report.	7 + 2

Learning Resources:		
1	Text Books	Research Methodology Dr. V.P. Michael, Himalaya Publishing House Research Methodology C.R. Kothari, New Age International Publishers Research Methodology – Concepts and Cases by Deepak Chawla and Neena Sondhi, Vikas Publications
2	Reference Books	Business Research Methods, Naval Bajpai, Pearson Education Business Statistics, A First Course, David M Levine et al, Pearson Publication
3	Supplementary Reading Material	Statistical Computing S.P. Gupta Mathematical Statistics S.C. Gupta & V.K. Kapoor Business statistics-Leonard J. Kazmier Complete Business statistics- Atzel Research Design and Methods., Kenneth S.Bordens & Bruce B. Abbott, Tata McGraw Hill
4	Websites	www.pearsoned.co.in/navalbajpai , www.tatamcgrawhill.com www.mhhe.com/bordens6 www.pearsoned.co.in/davidmlevine

Semester	I	Credits	3
Course Code	105	Course Type	Full Credit Course
Course Title	Organizational Behaviour		

Course Objectives:	
1	To Create awareness about basic OB concepts
2	To Make the students understand the application of OB concepts in real time
3	To Help the learner the application of OB in marketing situation for effective decision making

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Organizational Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial and SOBC.	7 + 2
2	Personality & Attitudes: Meaning of personality, attitude - Development of personality – Attributes of personality- Transactional Analysis – Ego states – Johari window - Nature and dimensions of attitude – Developing the right attitude.	7 + 2
3	Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators	7 + 2
4	Group Dynamics and Team building: Concept of Group & Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building. Conflict Management: Definition. Traditional vis-à-vis Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, Organizational. Constructive and Destructive conflict. Conflict management.	7 + 2
5	Stress Management: Definition, Causes, Managing stress, Stress as a motivator. Work life balance. Change Management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological,	7 + 2

Learning Resources:		
1	Text Books	Organizational Behaviour – Concepts , controversies & Applications – Stefen Robins. Organizational Behavior- Fred luthans Human Behavior at Work – Keith Devis . & John w. Newstorm . Organizational Behaviour – Text , Cases & Games - K . Ashwathppa.
2	Reference Books	Organizational Behaviour – Text & cases – Uma Shekharan . Organizational Behaviour - Steven L. Mcshane & Mary Annvon Glinow . Management of Organizational Behaviour –Paul Hersey & Kenneth H . Blaohard.
3	Websites	www.pearsoned.co.in www.tatamcgrawhill.com

Semester	I	Credits	3
Course Code	106	Course Type	Full Credit Course
Course Title	Business Communication		

Course Objectives:	
1	To create awareness about basic Business communication
2	To make the students understand the application of marketing concepts in real time
3	To help the learner to comprehend the marketing situation for effective decision making

Syllabus:

Unit Number	Contents	Number of Sessions
1	Communication: Meaning, Importance & objectives - Principles of Communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective communication.	7 + 2
2	Inter –personal Communication: Inter –personal, Group & Mass communication, Johari Window. Technology in Communication: Application of Electronics media & communications, Telecommunication, teleconferencing, FAX, E-mail.	7 + 2
3	Written Communication : Business Letters - Types , inquiries , Circulars , Quotations , Orders , Acknowledgments Executions , Complaints , Claims & adjustments , Collection letter , Banking correspondence , Agency correspondence . Application Letter , Bio-data , Interview Letters, Letter of Reference , Letter of Appointments , Confirmation , Promotion, Retrenchment, Resignations , Report writing – Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee . Meetings – Notice – Agenda , Resolution & minutes.	7 + 2
4	Oral Communication : Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group discussions & Interviews. Non-verbal Expressions: Body Languages, Gestures, Postures, Facial Expressions, Dress codes .	7 + 2
5	Case study : Case study as a tool of learning , Types of Cases – Essentials of case writing Planning , Data collection & presentation , Methodology for case writing. Solving the case study – Identifying the problem , Analysing the situation , Developing alternative & making optimum choice(s) .Handling the	7 + 2

	case study Session .	
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Learning Resources:

1	Text Books	Basic Business Communication by Robert MaArcher. Effective Business Communication by Murhy. Excellence in Business Communication by Thill . Handbook of Business Correspondance by Frailey .
2	Reference Books	Business English & Communication by Cleark . Business Communication by Pradhan & Thakur . Business Communication by Balsubramanium M. Handbook of Case Writing by Culliton & James W.

Semester	I	Credits	2
Course Code	101	Course Type	Half Credit Course
Course Title	Management Fundamentals		

Course Objectives:

1	To explain the role of management in organizations
2	TO demonstrate understanding of management principles and techniques
3	To apply management theories in organizations

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Management: Basics of Management: Definition, Need and Scope, Understand what is management? Key terms in management, Nature of management, Process of management, Significance of management, Different levels of management. Managerial Skills, Types of managers, Introduction to Strategic Management – definitions, process and purpose.	5 + 1
2	Current issues in management: Managing innovation, Corporate governance, Globalization.	5 + 1
3	Development of management thought: Different Schools of management – Introduction, Classical Theories: F. W. Taylor, Modern theories, Behavioral Approach, Quantitative School of Management, Systems management theory, Contingency School of Management, Quality School of Management Modern Management Concepts – Peter Drucker: , Peter Senge:, Gary Hamel, " M Alvin Toffler, Tom Peters, " Michael Hammer, ", C. K. Prahalad, Michael E. Porter.	5 + 1
4	Functions of Management: Planning: Introduction, Nature, Factors affecting planning, Myths about Planning , Tools for Planning: Importance/Need/Of Planning: Benefits of planning/ disadvantages of Planning, Steps	5 + 1

	<p>in Planning Function, Types of Plans, MBO</p> <p>Organizing: Organizing – concept, name , importance, principles, centralization, decentralization, organization structures,, line and staff authority, functional, product matrix, geographical, customer, virtual, - Organizations as networks, - types of network , Organizational design for change and innovation.</p> <p>Staffing: Nature and Importance of Staffing Function, Steps in Staffing Process: Manpower planning, Need of Manpower Planning, Types of Recruitment, Selection, Placement, Training, Remuneration, Concept of Knowledge Workers</p> <p>Directing: Concept , Nature/Characteristics , importance, Role of a supervisor, Functions of a supervisor Leadership, Motivation - Supervision and communication</p> <p>Controlling: Concept: What is Controlling ?Features, nature, importance, process, techniques, Co-ordination , Planning and Controlling</p>	
5	<p>Decision Making: Introduction to decision making, meaning, nature, Components , steps in decision making, Decision making environment, Decision making conditions, Types of Decisions, styles, Decision making tools/Models, Constraints on Decision Making</p>	5+1

Learning Resources:		
1	Text Books	Harold Koontz & Heinz Weihrich :Essentials of Management, Tata McGraw Hill Principles & Practice of management: L.M.Prasad. Management Concepts & Practices – Hannagan
2	Reference Books	Management, 11/E Stephen P. Robbins, San Diego State University, Mary Coulter, Missouri State University – Pearson Principles of Management – Tony Mordem, Ashgate Publishing, Ltd Peter Drucker, "Concept of the Corporation" Gary Hamel, "Leading the Revolution" Michael Hammer, "Reengineering the Corporation" . C. K. Prahalad, "Competing for the Future: Breakthrough Strategies for Seizing Control of Your Industry and Creating the Markets of Tomorrow" Michael E. Porter, "Competitive Strategy: Techniques for Analyzing Industries and Competitors" Edgar Schein, "Corporate Culture" Peter Senge, The Fifth Discipline: The Art and Practice of the Learning Organization
3	Supplementary Reading Material	Strategic management for competitive advantage FW Gluck, SP Kaufman, AS Walleck - Harvard Business Review
4	Websites	www.forbes.com › Work › Management

5	Journals	Harvard Business Review Journal of Management – Sage Publications International Journal of Applied Management (IJAM)
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Semester	I	Credits	2
Course Code	108	Course Type	Half Credit Course
Course Title	MS-Office and Advance Excel		

Course Objectives:	
1	To make students familiar with necessary MS office tools as per current requirement of the industry.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Microsoft Word: Introduction to the Tabs/Ribbon, Introduction to file formats, Setting Page Layout, Inserting Watermarks, Adding/Deleting Pages/Page Break, Inserting Text boxes, Smart Art, Charts & Equations, Formatting: borders, colors, headers & footers, Formatting Body: indentation, bullets, Justification, Paragraph, Importing/Inserting pictures and Clip Art, Inserting & Formatting Tables, Sanitizing: Performing Spell checks, Protecting documents, Mail- Merge, LAB Session.	1 + 5
2	Microsoft PowerPoint: Introduction to PowerPoint, Introduction to the Tabs/Ribbon, Introduction to file formats, Setting Page Layout, Creating a Presentation, Slides and Text format, Working with Layouts, Themes, Working with Tables and Charts, Using Smart Art Diagrams, Clip Art, Pictures & Videos. Building Animation Effects, Transitions, Hyper linking, Printing the Slides, LAB Session.	1 + 5
3	Microsoft Excel (Basic): Introduction to Excel, Introduction to the Tabs/Ribbon, Worksheets and Workbooks, Entering Information into MS Excel, Formatting Rows and Columns, Basic Formatting of a Worksheet, Page Setup and Print, LAB Session.	1 + 5
4	Microsoft Excel (Intermediate): Getting started with Charts, Applying various formulas on Cells, How to use Functions, Enhancing Charts and Worksheets, Freezing Panes, Security of Datasheets, Comment Formatting, LAB Session.	1 + 5
5	Microsoft Excel (Advance): Filtering the Data, H Lookup, V Lookup, Pivot Tables, Worksheet Sheet linking, LAB Session.	1 + 5

Learning Resources:

1	Text Books	MS Office 2007 by Walkenbach, Tyson Microsoft Office 2010: Illustrated Introductory, by David W. Beskeen, Carol Cram , Jennifer Duffy , Lisa Friedrichsen , Elizabeth Eisner Reding Microsoft Office 2010 Plain & Simple by Katherine Murray Office 2010 For Dummies - For Dummies by- Wallace Wang Beginning Microsoft Office 2010 by Guy Hart-Davis
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University of Pune

Semester	I	Credits	3
Course Code	109	Course Type	Half Credit Course
Course Title	RM Mini Project		

Course Objectives:	
1	To develop research skills of students.
2	To develop an understanding of application of research in real life.

Students shall work in groups of 2 each and work on a small research problem. They shall work under the guidance of a faculty member and shall submit 2 copies of research report in spiral bound form. The Institute shall conduct an internal viva for 50 marks.

Students shall select a social issue / managerial issue of local relevance for investigation. They are also encouraged to use technology for research. It is not necessary that the student has to carry out the RM Mini Project in an industry.

It is expected that they develop the following abilities through this Project:

- a) Problem identification & definition
- b) Defining data requirements and identifying data sources
- c) Literature review
- d) Primary data collection
- e) Writing a report.

Semester	II	Credits	3
Course Code	201	Course Type	Full Credit Course
Course Title	Product Management		

Course Objectives:	
1	To understand Product Management
2	How to develop a product strategy
3	How to develop new products successfully using the New Product Development Process
4	The Product Life Cycle and its significance
5	How to develop International Product Strategy?

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Product Management: What is a product? Classification of products -FMCG, FMCE, consumer durables , Components and levels of Product, changes affecting product management, , Growth strategies. Marketing organization – Product focused, Market Focused organization, Functionally focused organization.	5 + 2
2	Developing Product Strategy: Elements of a product strategy, product Positioning- choice of customer target, competitor's targets, the core strategy, Product Line Decisions. Product Line and Product Mix, composition of product line, expanding product line, product line length, , Line modification ,Line stretching-upward, downward stretch, two way stretch, Line modernization.	7 + 2
3	New Product Development (NPD): Classification of New Products - based on level of innovativeness, based on Booz, Allen and Hamilton framework. New Product's success and failure – Factors for NP success, measuring success , Factors influencing Failure , preventing failure. NPD process - various methods- The cyclical approach, New Product process Management model ,Product strategy Model Five step process. a) Idea Generation:-Brain storming, need assessment, b) Idea Screening - Approaches, Desirability index, criteria, c) Concept Testing - Techniques like Perceptual Mapping, Buying intention score, d) Test Marketing:-Pros and cons, Types of Test Marketing. e) Product Launch:-Product launch cycle, Types of Launch ,Issues in launch, launch Mix, launch coverage, Launch	10 + 2

	control Plan. Adoption process-Time of adoption, Classification of Adopters	
4	Product Life Cycle: Types of product Life cycle, Identification of stages in PLC, span of PLC, Market evolution over various stages of PLC, Pseudo-Mature Market, Technology Evolution, Abernathy and Utterback patterns of evolution-Fluid pattern, Transition pattern, Specific pattern, Managerial response to product and market evolution, shortening Product Life Cycle	7 + 2
5	International Product decisions: The growing internationalization of many consumer industries and markets, International Product mix , International Product Life Cycle, the multinational product Development process., International product portfolio, product counterfeiting , International transfer of technology. International product strategies- product extension, product adaptation, product communication strategies.	6 + 2

Learning Resources:		
1	Text Books	<p>Product Management, Donald Lehman, Russel Swiner, Tata McGraw Hill Education private Limited, 4th Edition.</p> <p>Baker, Michael and Hart, Susan (2007), Product Strategy And Management. Ft/Prentice Hall, 2nd Edition</p> <p>Gorchels, Linda, (2006) The Product Managers Handbook, New York, USA: McGraw-Hill</p> <p>Dr C Anandan, Product Management, McGraw Hill, India</p> <p>Ramanuj Mujumdar (2009), Product Management in India, PHI learning private Limited.</p> <p>S A Chunawala (2005), Product Management, Himalaya Publication House, India</p> <p>Dr Milind A Marathe, Dr Chetan G Chaudhari (2013), Product and Brand Management, Himalaya Publication House, India</p> <p>Mukherjee, Kaushik (2009) Product Management, PHI Learning Pvt. Ltd, India</p>
2	Reference Books	<p>Crawford, Merle and Benedetto, Anthony Di (2004) New Product Management, Singapore, McGraw Hill</p> <p>Al Ries and Jack Trout, Positioning: The Battle for your Mind, McGraw-Hill. Dec 2000</p> <p>Robert G. Cooper, Product Leadership: Creating and Launching Superior New Products; Perseus Books [1998], ISBN 0738200107</p> <p>Warren J Keegan, Mark C Green, Global Marketing, Perason education, 4th Edition</p>
3	Supplementary Reading Material	<p>Jack Trout, Steve Rivkin, The New Positioning, McGraw-Hill. 1996.</p> <p>Preston G. Smith and Donald G. Reinertsen, Developing Products in Half the Time: New Rules, New Tools; Van Nostrand Reinhold [1998]</p>
4	Websites	<p>http://www.productfocus.com/journal.php</p> <p>http://www.goodproductmanager.com/</p> <p>http://michael.hightechproductmanagement.com/</p> <p>http://www.pragmaticmarketing.com/resources/Role-of-Product-Management</p> <p>Emerald Marketing e-journals Collection, Journal of Product & Brand Management, featuring Pricing Strategy & Practice, ISSN: 1061-0421</p>
5	Journals	<p>Product Management Journal, Volume 3, Spring 2009</p> <p>Product Management (ISSN: 0090-2454)</p> <p>The ICFAI journal of brand management (ISSN: 0972-9097)</p> <p>The IUP Journal of Marketing Management</p> <p>Harvard Business Review, Jul/Aug97, Vol. 75 Issue 4, p133</p> <p>Sloan Management Review</p> <p>Journal of Product and Innovation Management</p>

Semester	II	Credits	3
Course Code	202	Course Type	Full Credit Course
Course Title	Sales Management		

Course Objectives:	
1	To acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy.
2	To develop an understanding of organizing and managing sales force and marketing channels.
3	To provide insights about Current trends in Sales and distribution management.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction To Sales Management: Evolution - definition - distinction between selling and marketing - sales management functions - place and importance of sales management in the organization.</p> <p>Sales Forecasting And Policy Making: Meaning - importance - types of forecasting - forecasting methods and procedure - importance - merits and demerits of various methods.</p>	7 + 2
2	<p>Sales Related Marketing Policies: Product policies - distribution policies - pricing policies - promotion policies</p> <p>Formulation Of Personal Selling Strategy: Personal selling objectives - personal selling strategy personnel selling objectives and determining size of sales force - determining kind of sales personnel.</p>	7 + 2
3	<p>Sales Organization: Purpose of sales organisation - setting up a sales organisation - types of sales organisation structure</p> <p>Sales Department Relations: Interdepartmental relations - coordination of personnel selling with other marketing activities - coordination of personnel selling with other departments - sales departments and external relations - distributive network relations.</p>	7 + 2
4	<p>Controlling Sales Personnel: Evaluating and supervising - standards of performance - recording actual performance - evaluating - comparing actual performance with standards - controlling sales personnel with supervision</p> <p>Sales Meeting And Sales Contests: Sales meeting - planning and staging sales meeting - types of sales meeting - sales contest AIMS - contest formats - contest prizes - duration, evaluation of</p>	7 + 2

	sales meetings and contests.	
5	<p>Sales Quota And Sales Territories: Objective in using quotas - quota setting procedure - sales territory concept - reasons for establishing and revising sales territory - procedures for setting up or revising sales territory</p> <p>Sales Control And Cost Analysis: The sales audit - sales analysis - marketing cost analysis.</p>	7 + 2

Learning Resources:

1	Text Books	<p>Sales Management – R.R.Still , E.W.Cundiff , N.A.P.Govani</p> <p>Effective salesmanship – Richard T. Hise</p> <p>ABC's of selling – Charles Futrell</p> <p>Sales Management – Rustom Davar</p> <p>Retailing Management – Swapna Pradhan</p> <p>Retail Management – Gibson Vedamani</p> <p>Sales And Distribution Management Text And Cases-Krishna K.Havaladar,</p>
2	Reference Books	<p>Building a Winning Sales Team – Gini Graham & Scott</p> <p>Professional Sales Management – Anderson, Hair and Bush</p> <p>Sales Management - Richard Rstill Edward W. Cundiff</p> <p>Sales Management – Thomos</p> <p>Strategies for selling-Gerald A.Michaelson</p> <p>Value added selling-Tom Reilly</p> <p>Channel Management –Stern – El Ansary</p> <p>Distribution Management – S. Eliton</p> <p>Sales and Distribution Management – S. L. Gupta</p> <p>Marketing Management – Philip Kotler</p>

Semester	II	Credits	3
Course Code	203	Course Type	Full Credit Course
Course Title	Marketing Research		

Course Objectives:	
1	To create awareness of Research Methodology basic concepts
2	To create familiarity among learners about statistical tools application in Marketing research

Unit Number	Contents	Number of Sessions
1	Introduction: Introduction to Market Research, Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance & Limitations of Market Research.	7 + 2
2	Market Research Techniques: National readership survey, Retail Store Audit, Consumer Panels, Test Marketing, Research in Advertising Decisions, Marketing Audit, Data Base Marketing, Focus Group Interviews. Use of Internet in Marketing Research.	7 + 2
3	Questionnaire design and drafting: Scaling techniques like Nominal, Ordinal, Interval, Ratio, Perceptual Map, Semantic Differential, Likert, Rating & Ranking Scales.	7 + 2
4	Data Analysis: Use of Diagrams and Graphs. Use of various statistical tools – descriptive and inference statistics. Regression, multiple regression, chi square test. Statistical hypothesis testing tools. Multivariate analysis. Use of statistical software like MSEXCEL, SPSS, SAS, MINITAB.	7 + 2
5	Setting up & Implementation of Marketing Research Project: Steps in formulating Market Research Projects, One live marketing project to be discussed (Field visit and use of computer recommended)	7 + 2

Learning Resources:		
1	Text Books	Marketing Research-Rajendra Nargundkar (Tata McGrawHill) Market Research-G.C.Beri Marketing Research, Concept & Cases – Cooper Schindler. Marketing Research by DM Sarawte.
2	Reference Books	Marketing Research by Ramanuj Majumdar Marketing Research by Mishra Research for Marketing Decisions by Paul Green, Donald Tull. Business Research Methods-Donald R.Cooper. Marketing Research –Aakar, Kumar, Day
3	Supplementary Reading Material	Business Statistics, A First Course, David M Levine at al, Pearson Publication Statistical Computing S.P. Gupta Statistics for Business & Economics, B.M.Agarwal

Semester	II	Credits	3
Course Code	204	Course Type	Full Credit Course
Course Title	Integrated Marketing Communications I		

Course Objectives:

1	To have a working knowledge of the tactical and strategic aspects of IMC
2	Be able to apply specific tools and approaches to common marketing communications challenges
3	Be able to assess the progress of IMC efforts over time
4	To have an opportunity to analyze IMC programs and build innovative programs

Syllabus:

Unit Number	Contents	Number of Sessions
1	IMC Foundations: Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL),Below the line (BTL) and Through The line (TTL) promotion - Promotional Mix, Push and Pull strategy, Significance of IMC, Ethical IMC Practices ,AIDA Model, Hierarchy of Effect Model, ELM Model.	6 + 2
2	IMC Advertising Tools: a) Introduction of Advertising- Functions & Types of Advertising - Institutions of Advertising Management – Objections on Advertising- Structure of Advertising Agency – Role and Services offered by Agency- Criteria for Selection – Ad Traffic Manager- Agency of Record – Client Agency Relationship. b) Media Mix- Media Vehicle- Ad copy –Appeals in advertising- Advertising budget & Appropriation Methods - Design of Advertisement (Print Media) – creativity in message design- Media planning and execution.- TRP Ratings - Role of ASCI & other Professional regulatory bodies .	9 + 2
3	IMC Promotional Tools a) Sales Promotion- Trade promotion -Consumer promotion- coupons, Premiums, contests, Sweepstakes, refund and Rebate, Sampling, Bonus , packs, price off- Sales force promotion -Database Marketing b) Public relation(PR), Types of PR- Publicity -Corporate Reputation, image building, crisis management, Sponsorship, Event Management & Marketing - word of mouth (WOM) Marketing, Direct Marketing.	7 + 2
4	IMC Contemporary Tools: Recent Trends - Product placement in films, Product placement on television, Film Based Merchandising,	6 + 2

	Sponsorships for Reality Shows & TV serials, Ambush advertising, Surrogate advertising.	
5	IMC Evaluation and Control a) Need & Significance of IMC evaluation and control b) Message Evaluation- Copy Testing, Pre Testing & Post Testing Techniques. c) Methods for Measurement of Advertising effectiveness d) Behavioural Evaluations e) Evaluating PR activity f) Evaluating overall IMC programme g) Case studies in Indian context only	7 + 2

Learning Resources:

1	Text Books	Advertising and Promotions IMC Perspectives: Belch and Belch Tata McGraw Hill, 6/e, 2003 Advertising 'An IMC Perspective' - S. N. Murthy , U.Bhojanna -Excel Books, 2007. Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik, 4/e, Thomson, 2007 Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007 Advertising and Promotion: S.A.Chunawalla
2	Reference Books	IMC: The Next Generation, by Don and Heidi Schultz, McGraw-Hill, 2004. Principles of Advertising and IMC, by Tom Duncan, McGraw-Hill, 2005 Advertising management Rajeev Batra, John G Myers &Aaker PHI, 5/e, 2007 Event marketing and management- Sanjaya Singh – Vikas Publication, 2003. Foundations of Advertising, Chunawalla & Sethia, HPH, 2007
3	Supplementary Reading Material	Ogilvy on Advertising Brand Forward: brandforward.com Building Brands: buildingbrands.com
4	Websites	http://www.vitaminimc.com http://www.imediaconnection.com/ http://www.exchange4media.com
5	Journals	Journal of Integrated Marketing Communications International Journal of Advertising Journal of Advertising Research Journal of Marketing Communications Journal of Advertising Journal of Interactive Advertising

Semester	II	Credits	3
Course Code	205	Course Type	Full Credit Course
Course Title	Services Marketing		

Course Objectives:

1	To create awareness among learner about concepts in service marketing.
2	To impart knowledge about practical application of concept in service Industry.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Services: Nature of Services; Characteristics of Services – Intangibility, Inconsistency, Inseparability and Inventory; Search, experience and credence attributes, Classification of Services; Consumer versus Industrial Services. Goods and Service Continuum, Robert Johnston Model of Service segmentation strategy, Global and Indian Scenario in services sector: Service as key differentiator for manufacturing industries.	7 + 2
2	Services Marketing Mix: Introduction to the 7 Ps of Services Marketing Mix; Product -Service Continuum; Standalone service products; Service products bundled with tangible products; Service Life Cycle. Place - Place – Distribution Strategies for Services; Challenges in distribution of Services. Promotion - Promotion objective for Services; Personnel Selling, Advertising and Sales Promotion; Role of Relationship Marketing in promoting services. Pricing - Factors involved in pricing a service product; demand variation and capacity constraints; Measures to respond to changes in demand	7 + 2
3	People: role of service employees in a service business; Services marketing triangle; Service profit chain, Concept of Service encounter – Moment of Truth; Training and development of employees. Physical evidence: Nature, Importance of physical evidence in services; Service-scape. Process: Service as a process & as a system– Strategies for managing inconsistency – Customers as ‘co-producers’ of services; Self Service Technologies	7 + 2
4	Customer Satisfaction: Customer Satisfaction & Monitoring and Measuring customer satisfaction, Order taking and fulfillment; Service Guarantee – Handling complaints effectively; Defects, Failures and Recovery.	7 + 2
5	Service Quality: Importance of quality in Services; How customers evaluate service performance, Service Quality Models Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF, KANO model. Technology & Service Strategy: Applying technology to service settings, e-services.	7 + 2

Learning Resources:		
1	Text Books	Services Marketing by Zeithaml, Bitner, Gremler & Pandit, TMGH, 4th Edition Services Marketing by Christopher Lovelock Services Marketing by Rampal & Gupta Services Marketing by Helen Woodruff
2	Reference Books	<i>Services Marketing: Concepts and Practices</i> by Ramneek Kapoor, Justin Paul & Biplab Halder, McGraw Hill <i>Services Marketing</i> by Rajendra Nargundkar, McGraw-Hill, 3 rd Edition
3	Supplementary Reading Material	C H Lovelock, Journal of Marketing Vol. 4 Summer 1983, pages 9-20
4	Websites	www.itsma.com/
5	Journals	Journal of Marketing Harvard Business Review European Journal of Marketing International Journal of Services and Industrial Marketing

Semester	II	Credits	3
Course Code	206	Course Type	Full Credit Course
Course Title	Retail Marketing		

Course Objectives:

1	To develop understanding of Indian and global retail industry in the emerging market scenario.
2	To unfurl the practices of retailing and equip students with various tools & techniques.
3	To offer a framework for elements of retail marketing mix

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to retailing: Overview of retailing, Retailing – Definition, function & significance, Retail Marketing mix, Types of retail formats, Rural Retailing, Franchising in retailing, Theories of retail development, Concept of Retail life cycle, Indian Retail Environment , Current trends in global & Indian retail industry	8 + 2
2	Retail Location & store atmospherics: Type of retail locations, Factors affecting retail location decisions, Steps involved in choosing retail location, Methods of Trading area analysis, Current trends in retail property development in India. Store layout, Types of store layouts, Considerations in layout selection, Theories of shopping behaviour, Store Atmospherics, Store image mix, Store Façade, Merchandise presentation techniques	8 + 2
3	Merchandise Management & Retail Pricing: Merchandise Management – introduction & definition, Category Management, Private Labels, Process of merchandise planning, Merchandise Sourcing, Evaluating Merchandise Performance Retail price – Concept & elements, Determining the price, Retail pricing policies / strategies, Retail Price adjustments	8 + 2
4	Retail Communication Mix : Planning retail Communication mix, Market based & store based promotion mix, Role of point of purchase displays, Methods of display, Visual Merchandising as a retail communication tool	5 + 2
5	Managing Retail Store & Supply Chain Management: Store management responsibilities, Retail space management, Managing retail shrinkage / loss, Use of IT in store management, Strategic advantage of supply chain management in retail, Retail Logistics, Integrated retail supply chain management	6 + 2

Learning Resources:		
1	Text Books	Retail Management by Levy & Weitz, Tata McGraw Hill Retail Management: A strategic approach by Berman and Evans, Pearson Education Retail Marketing Management by David Gilbert, Pearson Education Retail Management by Sapana Pradhan, Tata McGraw Hill Retail Management by Bajaj, Tuli, Srivastava – Oxford Higher Education
2	Reference Books	Retail Marketing by Sullivan & Adcock, Thomson Publications Changing gears: Retailing in India, The Economic Times, Retail ET Knowledge Series – ET Intelligence Group Retailing: Environment & Operations by Newman & Cullen – Cengage Learning Retail management edited by V. V. Gopal, ICFAI Books International Retail Management - A 8 book series by various authors like Peter Fleming, Elliot & Rider, ISBN 81-7992-626-5, Jaico Publications E – Retailing – Principles & practices by D P Sharma, Himalaya Publishing Houses Retail Management – An Indian perspective, edited by R. Gopal & Pradip Manjrekar, Excel books Retail Management Analysis, Planning & Control by David Walters Retail Marketing by A Sivakumar, Excel Books
3	Supplementary Reading Material	Davidson, Bates, Bass, “Retail Life cycle”, <i>Harvard Business Review</i> (November – December 1976): 89-96 S. C. Hollander, “Wheel of Retailing”, <i>Journal of Marketing</i> (July 1960): 37-42 Indian Retail on the fast track – Report prepared by KPMG & FICCI Overview of Indian retail market – Report made by Frost & Sullivan Retail industry specific Reports made by Datamonitor, Euromonitor, FICCI, CISCO, Deloitte, Technopak
4	Websites	www.indiaretailing.com www.rai.net.in www.shelflogic.com www.datamonitor.com www.indiaretailforum.in www.planetretail.net
5	Journals	International Journal of Retail & distribution management Journal of retailing & consumer service

Semester	II	Credits	3
Course Code	207	Course Type	Full Credit Course
Course Title	Consumer Behavior		

Course Objectives:

1	To highlight the importance of understanding consumer behavior in Marketing.
2	To study the environmental and individual influences on consumers
4	To understand the Consumer Decision Process
3	To understand consumer behavior in Indian context.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Environmental Influences on Consumer Behaviour</p> <p>Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing</p> <p>Culture & Sub- Culture: Meaning, Characteristics & Relevance to Marketing Decisions</p> <p>Social Class: Meaning, Measurement, Effect on Lifestyles</p> <p>Social Groups: Meaning & Group Properties & Reference Groups</p> <p>Family: Family Life Cycle & Purchasing Decisions</p> <p>Adoption and Diffusion of Innovations: Adoption Process, Diffusion Process</p>	9 + 2
2	<p>Individual Determinants of Consumer Behavior</p> <p>Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions</p> <p>Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement</p> <p>Information Processing: Information Acquisition & Marketing Implications</p> <p>Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall</p> <p>Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes, Intentions & Behaviors</p>	9 + 2
3	<p>Consumer Decision Making Process</p> <p>Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information</p> <p>Search & Evaluation: Types of information, Sources of Information Search, Search, Experience. The information Evaluation Process – Evaluative Criteria, Factors influencing the amount of evaluation</p> <p>Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns.</p> <p>Post-purchase Evaluation & Behavior: Consumer Satisfaction,</p>	9 + 2

	Dissatisfaction, Customer Delight, Consumer Complaint Behavior, Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Dissonance	
4	Consumer Behavior Models: Howard Sheth Model , Engel – Blackwell – Miniard Model, Kano Model	4 + 1
5	Indian Consumer: Demographic & Socio-economic Profile, Measurement of social classes in India using Socio-Economic Classes (SEC) in Urban & Rural Markets, Living Standards Measures (LSM), Characteristics of BoP Consumers, Impact of Digital technologies & the challenges marketers face (Indian context)	6 + 1

Learning Resources:		
1	Text Books	Consumer Behaviour by David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4 th Edition
2	Reference Books	Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, Pearson, 10 th Edition Consumer Behaviour by Engel, Blackwell & Miniard Consumer Behavior - An Indian perspective by Dr. S.L Gupta, Sumitra Pal, Sultan Chand and Sons Consumer Behavior - In Indian Perspective by Suja R. Nair, Himalaya Publishing House. Why we Buy: The Science of Shopping by Paco Underhill, Simon and Schuster Paperbacks.
3	Supplementary Reading Material	We are like that only by Rama Bijapurkar, Penguin The Marketing White Book, Business World Economic Times, Business Standard, Mint, Business world.(Brand equity & Brand wagon)
4	Websites	http://www.censusindia.gov.in/default.aspx http://www.ncaer.org/ http:// www.consumerpsychologist.com
5	Journals	The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies by Macinnis, Deborah J.; Folkes, Valerie S., Journal of Consumer Research. Apr2010, Vol. 36 Issue 6, p899-914. Consumer Learning and Its Impact on Store Format Selection-Detail Only by van Waterschoot, Walter; Kumar Sinha, Piyush; Van Kenhove, Patrick; De Wulf, Kristof., Journal of Retailing & Consumer Services. May2008, Vol. 15 Issue 3, p194-210. Satisfaction Attributions and Consumer Complaint Behavior by Krishnan, S.; Valle, Valerie A., Advances in Consumer Research. 1979, Vol. 6 Issue 1, p 445-449. Consumer Online Shopping Attitudes and Behavior: An Assessment of Research by Li, Zang, 2002

Semester	II	Credits	4
Course Code	208	Course Type	Half Credit Course
Course Title	Field Work		

Field Work: In Semester II the student shall work under the supervision of the Faculty and carry out a Field Work and submit a structured report in TWO hard copies & one soft copy (CD). *In the interest of environmental considerations, students are encouraged to print their reports on both faces of the paper.*

The student is required to conduct research on a topic related to one (or more) of contemporary issues in Marketing Management. The topic is chosen in consultation with the faculty. The student will prepare and present a detailed research proposal prior to starting the work. A Field Work outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed project and make an oral presentation of the same. Through the Field Work, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area.

The completion of the project shall be certified by the Faculty Guide & approved by the Director of the Institute.

Field Work shall have a weightage of 4 credits. The Institute shall conduct a viva-voce for evaluation of the Field Work, for 50 marks. The Panel shall comprise of 2 internal Faculty members (One who has supervised the student and the other one as Jury) nominated by the Director. The Institute may invite an additional external examiner from the industry. Copies of report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

Semester	III	Credits	3
Course Code	301	Course Type	Full Credit Course
Course Title	Customer Relationship Management		

Course Objectives:	
1	Course endeavors to highlight needs and relevance of managing customer relationships.
2	Course equips students by covering various tools and techniques for building profitable customer relationships.
3	Largely the course is aimed at offering a broad framework customer relationship management

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Customer Relationship Management : Concept, Context & Overview of Customer Relationship Management (CRM). Relationship Marketing – concept & evolution; CRM – definition, evolution & scope; difference between transaction marketing and relationship marketing; difference between marketing and CRM; difference between CRM and relationship marketing; Types of CRM; Process of CRM.	9 + 2
2	Managing Customer Relationships: Key concepts in customer relationships - Characteristics of relationships, Promise, trust, commitment, satisfaction, quality, Service competition, customer defections , customer loyalty , Loyalty Management; Key principles of relationship management; Relationship building process; bonding for customer relationships; Customer Life cycle; Managing Customer relationship through customer life cycle stages; Analyzing customer defections;	10 + 2
3	Developing & Implementing CRM strategy: Planning for CRM; Framework for building CRM strategy; CRM implementation	4 + 2
4	CRM Measurement: What needs to be measured; CRM Metrics; Assessment of Loyalty programmes; Customer metrics – types, approaches; Customer scorecard, Customer value – concept, characteristics; Customer life time value – meaning, dimensions & measurement; Analyzing customer profitability; Recency Frequency Monetary Value (RFM) Model	7 + 2
5	Technology Enabled Customer Relationship Management: Contact Center Technologies; Front desk management technologies; eCRM; Customer data management – Data Mining, Data Warehousing; Database Marketing; Ethical issues in using IT in relationship Management – Customer privacy	5 + 2

Learning Resources:		
1	Text Books	Relationship Marketing by S.Shajahan, Tata McGraw Hill Customer Relationship Management – A strategic approach to marketing by Kaushik Mukerjee, Prentice Hall India CRM by Makkar & Makkar, McGraw Hill CRM – a strategic perspective by Shainesh & Seth, McMillan India Limited CRM – Concepts & Applications by Alok Kumar, Chabbi Sinha, Rakesh Sharma, Biztantra India
2	Reference Books	Handbook of Relationship Marketing edited by Sheth and Parvatiyar, Sage Publications Customer Relationship Management by Jagdish Seth, Atul Parvatiyar, G Shainesh Leading Through Relationship Marketing by Richard Batterley Customer Relationship Management by Zikmund, Macleod Gilbert, Wiley Pulications Collaborative Customer Relationship Management edited by Kracklauer, Mills and Seifert, Springer CRM by Dr. K. Govinda Bhatt, Himalaya Publishing House
3	Supplementary Reading Material	Sheth, & Parvatiyar (1995), “The evolution of relationship marketing”, <i>International Business Review</i> , Vol. 4, No. 4, pp 397-418 Grönroos, C., “The Marketing Strategy Continuum: A Marketing Concept for the 1990s”, <i>Management Decision</i> , Vol. 29 No. 1, pp. 7-13. Grönroos, Christian (1994) “From marketing mix to relationship marketing: towards paradigm shift in marketing”, <i>Management Decision</i> , Vol. 32, No. 2, pp 4-20
4	Websites	www.destinationcrm.com
5	Journals	Journal of Economic & Social Research Journal of Marketing Journal of Marketing Management International Journal of Management Cases Journal of the Academy of Marketing Science Management Science Journal of Service Research Journal for Supply Chain and Customer Relationship Management International Journal for Electronic Customer Relationship Management

Semester	III	Credits	3
Course Code	302	Course Type	Full Credit Course
Course Title	Strategic Marketing Management		

Course Objectives:	
1	To Create awareness about strategic Marketing concepts among learners.
2	To Make the Learners understand the application of Strategic marketing concepts in real time

Syllabus:

Unit Number	Contents	Number of Sessions
1	Concept of strategy: Defining strategy - Levels at which strategy operates-Strategic Decision Making and Approaches to Strategic Decision making - Mission and Purpose, Objectives and Goals - Strategic Business Units - Strategic Management Process.	7 + 2
2	Environment Analysis and Marketing decisions: Concept of Environment and its components - Environment scanning and appraisal - organizational appraisal d)Strategic advantage analysis and diagnosis - SWOT analysis Strategic marketing Overview: Global meltdown and India-Evolving consumer-Strategic marketing and Marketing management-Changing Rules of Marketing Game-Competitive advantage- Corporate strategy vs Marketing strategy.	7 + 2
3	Marketing Strategy Formulation: Industry, competitor and SWOT analysis; GAP Analysis; Porter's Five forces Model of competition; McKinney's 7's framework; GE-9 Cell Model, Hopper's Model, SPACE Matrix, Boston's Consultancy Model - Distinctive competitiveness; - Factors affecting Strategic Choice – Cost, Leadership, Differentiation focus, value chain analysis, bench-marking.	7 + 2
4	Strategic Marketing Implementation: Marketing strategy and customer analysis-Consumer behavior-Customer adoption process-Classification and grouping of buyers and Market segmentation-Customer motivation and Positioning strategy-Branding strategy-developing brands and testing brands-differentiation and positioning strategy-Competitors analysis and strategy- Market leader, challenger, follower and niche strategy- Industry analysis and strategies- Industry growth, structure, cost structure, Industry trends and global competition strategy-Technological Revolution and strategic marketing-Internet and strategic marketing-online marketing- strategic imperatives for dot.coms.	7 + 2
5	Marketing strategic options and Implementation: Determinants	7 + 2

	<p>of strategic options- Growth strategy- Product development for existing Market-Integration and Diversification strategy-Strategies in hostile and declining Market- Market entry and exit strategy-Global growth strategy.</p> <p>Marketing Control and strategic Marketing Evaluation: Marketing control Process-Types of marketing control-Annual Plan control-Profitability Control-Efficiency Control-Strategic marketing control-Marketing Audit-Marketing environment audit-Marketing strategy Audit-Marketing organization audit-Marketing system audit-Marketing Productivity audit- Marketing function audit.</p>	
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Learning Resources:		
1	Text Books	Marketing Strategy by Walker, Mullins, Boyd & Larreche Marketing Strategy and Competitive Positioning by <i>Graham Hooley, Brigitte Nicoulaud</i> , Nigel F. Piercy, Pearson Education, , 5 th Edition. Strategic Marketing Management-Richard Wilson & Colin Gilligan
2	Reference Books	Strategic Management & Marketing by Narendra Singh, Himalaya Publication Strategic Marketing Text & Cases- S. Shajahan, Viva Books Strategic Marketing Management -Text & Cases, by UC Mathur, Macmillan
3	Supplementary Reading Material	Strategic Marketing by A. Nag, Macmillan Publication Strategic Marketing by Musadiq Sahaf, Prentice-Hall of India Pvt. Ltd. Strategic Marketing for Non-Profit Organization-Alan Anderson & Philip Kotler http://www.iitk.ac.in/infocell/announce/convention/papers/Changing%20Playfield-06-Saurabh%20Kumar%20Saxena.pdf
4	Websites	http://www.mhhe.com/walker http://marketing-strategy-examples.com/
5	Journals	Journal of Strategic Marketing of AMA Marketing & strategy-The Wall Street Journal of Business Strategy- Emerald Journal of Marketing

Semester	III	Credits	3
Course Code	303	Course Type	Full Credit Course
Course Title	Strategic Brand Management		

Course Objectives:	
1	To familiarize students with concepts and practice of Brand Management
2	To appreciate the importance of Brand Management in today's marketing environment and business climate
3	To explain various concepts like Power Brands, Super Brands, Heritage Brands, Cult Branding, Brand Positioning , Brand Performance and Brand Equity , Brand Building Framework, Brand strategy, Brand elements and Brand Association, Brand Revitalization strategy

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Brands and Brand Management: What is a Brand, why brands matter, can everything be branded? Branding challenges and opportunities, Concepts like Cult brands, Heritage brands ,Power brands, Super Brands, online Brands, Branding Strategy	5 + 2
2	Identifying and Establishing Brand Positioning: Making a strong Brand, Brand Knowledge ,brand awareness , Building a strong brand, Brand Portfolio- Brand Building Frame work by Kevin Keller, Brand building frame work by Ramanuj Mujumdar, Brand Building Approach by David Jobber, Building Global brands-Drivers, process, Brand Value and Brand Value Pyramid, Brand positioning: Introduction, identify and establish brand positioning, positioning guidelines,- Frame of reference choose point of parity, choose point of difference , Establish points of parity and points of differences ,Positioning formula, 3Cs of Positioning ,Positioning strategy by Youngme Moon, Perceptual Map	9 + 2
3	Planning and Implementing Brand Marketing program: Brand elements - Choosing brand elements, Options for brand elements- Names, URL, Logo, Symbol, Characters, Slogan, Jingles, Colors, Packaging, Leveraging secondary brand associations: Cobranding, Ingredient branding , Licensing, Celebrity Endorsement –History, Multiple product , Endorsement , Brand and celebrity Relationship ,Measuring effectiveness of celebrity Endorsement.	7 + 2
4	Measuring and Interpreting Brand Performance: Qualitative Techniques - Free Association, Projective Technique, Brand personality. Quantitative techniques – Brand Awareness, Brand identity, Brand Image, Brand Responses, Brand Relationships, Brand Attitude , Brand Loyalty , Brand Switching	9 + 2

	Measuring outcomes of Equity: Models of Brand Equity-Aaker Model, Brandz model. Brand Equity Index model, Kevin Keller approach CBE Model, Young and Rubicam Model. Methods – cost based, price based, consumer based. Brand Equity Measurement System, Brand Valuation	
5	Growing and Sustaining Brand: Designing brand strategy, Brand Extensions, Managing brands over time – Brand revitalization, Rebranding, Brand rationalization Process- Pruning portfolio, liquidating portfolio, Brand crisis Management	4 + 2

Learning Resources:

1	Text Books	<p>Keller, K. L. (2007). Strategic brand management: Building, measuring, and managing brand equity (3rd ed.). Upper Saddle River, NJ: Pearson/Prentice Hall.</p> <p>Sengupta Subroto (2009), Brand Positioning Strategies for Competitive Advantage , Tata McGraw Hill.</p> <p>Moorthy and Y.L.R(1999), Brand Management –The Indian context, Vikas Publishing House</p> <p>Jacoby, J & R, w. Chestnut, Brand Loyalty: Measurement and Management, John Wiley and sons</p> <p>Kapferer, Jean Noel, Strategic Brand Management Global Business press</p> <p>Harvard Business Review on Brand Management (1999), Harvard Business Review Paperback Series</p> <p>Pran K. Choudhary(2001) , Successful Branding , University Press, New Delhi</p> <p>S. A. Chunawalla(2011), Compendium of Brand Management , Himalaya Publishing House, Mumbai</p> <p>U.C.Mathur(2006) , Brand Management Text and Cases, Mcmilan India Ltd.</p> <p>Harsh Verma(2006) , Brand Management , Text and cases, Excel books , New Delhi</p> <p>Dr. Milind A. Marathe, Dr . Chetan Chaudhari(2013), Product and Brand Management, Himalaya Publishing House, Mumbai</p>
2	Reference Books	<p>Jagdeep Kapoor(2004) - Brand Switch, Jaico Publishing House , Mumbai</p> <p>S. Ramesh Kumar(2007) Marketing and Branding –The Indian Scenario, Pearson Education, New Delhi</p> <p>N.M. Shanthi (2006) , Branding Services, Global perspective, The ICFAI University Press, Hyderabad, India</p>
3	Supplementary Reading Material	<p>Neumeier, M. (2005). The brand gap: How to bridge the distance between business strategy and design (rev. ed.). Berkeley, CA: New Riders</p> <p>Robin Landa, Designing Brand Experiences, United States: Wadsworth: Cengage Learning, 2006, 1st edition.</p> <p>Business Standard newspaper</p>

		Economic Times newspaper Financial Express newspaper Business Line Newspaper
4	Websites	www.brandchannel.com www.brandweek.com www.allaboutbranding.com www.agencyfaqs.com www.copernicusmarketing.com
5	Journals	Keller, Kevin Lane "Brand Report Card" (2000) Harvard Business Review, February Ritson, Mark (2009) "Should You Launch a Fighter Brand?" Harvard Business Review, October Aaker, David (2007) "Brand It or Lose It" California Management Review, Fall, 50(1), 8-24 Kindley, James, Heide Abelli, and Indra Reinbergs (2007) "Mountain Man Brewing Co.: Bringing the Brand toLight" CASE, Harvard Business Publishing Rust, Roland T., Valarie A. Zeithaml, and Katherine N. Lemon (2004) "Customer-Centered Brand Management" Harvard Business Review, September Dev, Chekitan (2008) "The Corporate Brand: Help or Hindrance?" Harvard Business Review, February

Semester	III	Credits	3
Course Code	304	Course Type	Full Credit Course
Course Title	Global Marketing		

Course Objectives:	
1	To familiarize students with concepts and practice of Global marketing
2	To appreciate the importance of Global Marketing in today's marketing environment and business climate
3	To know various concepts like EPRG framework, Hofstede Dimensions, Glocalization
4	How to develop a Global Marketing Plan
5	To comprehend the issues and challenges faced while implementing a Global Marketing campaign

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to International Marketing: Scope, concept, drivers, challenges, opportunities, EPRG framework, Domestic Vs Global Marketing	4 + 1
2	The Global Marketing Environment: Overview of Global Marketing Environment, Economic environment, political environment, Legal and statutory framework, Socio-cultural Environment. Need for environmental analysis, country risk analysis, Cultural variability, The hofstede Dimensions.	5 + 2
3	Global Marketing Strategy Decision: Global marketing research, practices and challenges- Need , Definition , Scope, research process, decision support System Global Marketing STP: Global market segmentation- Micro and Macro segmentation , Targeting Global consumers- Target marketing decision , positioning. Global Marketing Plan and Entry Mode selection- Develop a Global marketing strategy, decision on global entry mode Global Distribution - Issues related to Global distribution, middle men involved in global distribution, facilitations of International distribution and logistics. International Retailing- definition, Retail formats, issues in global retailing	10 + 2
4	Managing the Global Marketing Mix –Global product and price Strategy: Products and services- standardization vs. adoption, global localization, Global branding and country of origin, product services and culture protecting brand name, International product mix, New product development, packaging domestic Vs. export packing. Global pricing strategy. Pricing decisions and internal challenges, Transfer pricing. Environmental – related challenges and pricing. International pricing decisions	9 + 2
5	Managing the Global Marketing Mix-Global Promotional Mix:	7 + 2

	Global Promotional Mix- Promotional mix, the international communication process. Advertising –Standardised, local , global Personal selling- international presence and personal issues- Managing international employees successfully managing expatriates. Publicity and PR. Sales promotion: consumer sales promotion. International Trade promotion. Global Marketing Strategy: Implementation , organizing and controlling Global Marketing operations.	
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Learning Resources:		
1	Text Books	Dana-Nicoleta Lascu(2007), International Marketing , Biztantra, New Delhi Cateora, Graham(2005), International Marketing, Tata McGrawHill, New Delhi Warren J Keegan, Mark Green(2005), Global Marketing , Pearson Education, New Delhi Francis Cherunilam(2003) , International Marketing, Himalaya Publishing House, Mumbai Varshney , Bhattacharya(1996) , International Marketing Management , sultan chand and Sons, New Delhi Michael R. Czinkota, Ilka A. Ronkainen, International Marketing, South-Western College Masaaki Kotabe, Kristiaan Helsen, Global Marketing Management, Wiley Vern Terpstra, Lloyd C. Russow, International Dimensions of Marketing, South-Western College
2	Reference Books	S. Yuvraj (2004) , International Marketing , Vrinda Publications Pvt. Ltd., New Delhi Nilesh Gokhale(2009), International Marketing , Nirali Prakashan, Pune
3	Supplementary Reading Material	J M Dewan, K M Sudarshan(2003), International Marketing Management, Discovery Publishing House, New Delhi
4	Websites	https://www.boundless.com/marketing/global-marketing/global-marketing-environment/ http://www.learnmarketing.net/international%20marketing%20environment.htm http://www.globethoughts.com/2011/international-marketing/market-entry-strategies/ http://globalmarketingtoday.wordpress.com/about/global-marketing-mix-promotion/ http://businesscasestudies.co.uk/business-theory/marketing/international-marketing.html#axzz2JIJgYKds
5	Journals	Journal of Global Marketing International Journal of Research in Marketing International Journal of Marketing Studies

Semester	III	Credits	3
Course Code	305	Course Type	Full Credit Course
Course Title	Marketing of Financial Services		

Course Objectives:	
1	To acquaint students about the financial markets and the role of the same in financial system
2	To explain students to various concepts pertaining to investment management and analysis.
3	To provide necessary knowledge about various financial services
4	To prepare students in terms distribution & selling aspects of financial services industry

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Overview of Financial Services Banking in India - The Paradigm Shift; Differences between Retail and Corporate Banking, The corporate banking products - Liability Products, Asset Products, SME Banking, Types of Retail Banking Products - Liability Products, Asset Products, Credit/Debit Cards, Investment Products, Banking to HNIs, Ultra HNIs and NRIs</p> <p>Fee based services - Importance of Fee-based Services, Corporate Fee-based Services like Cash Management Services, Bill Discounting, Factoring, and Forfeiting, Foreign Exchange Services, Merchant Banking, Underwriting, and Custodial Services, Leasing, Credit Rating Retail Fee-based Services - Money Transfer and Payment Services, Wealth Management</p> <p>Assets Management products – Mutual Funds, PMS, Pension products. Insurance – Life insurance, General insurance, Portability in health insurance</p>	6 + 2
2	<p>Basics of Investing: Nature and scope of investment management: What is Investment? Financial and Economic Meaning of Investment, Investment versus Gambling and Speculation, Investment objectives and risks: Objectives of Investment, Forms of Investment, Risks of Investment. Evaluating return and risk.</p> <p>What is return? Expected rate of Return, Risk and the Risk-Return-Trade off, Measuring Risk, Types of Risk. Taxation aspects of investments. Suggestions and guidelines for effective</p>	7 + 2

	Investment for a successful Investor, investor life cycle, retirement planning	
3	Institutional and Regulatory framework of financial services sector in India: Global system financial services regulation, Indian financial services regulations. Introduction roles & functions of Indian financial services regulators like RBI, IRDA, SEBI, FMC, MCA. Complaint & grievance redressal mechanism like banking ombudsman, Insurance ombudsman, SAT, SEBI's – grievance cell, Self-regulatory voluntary Organization – AMFI, IBA, IPEF,	7 + 2
4	Financial & Distribution intermediaries in Financial services Financial intermediation - Services of Registrars and Transfer Agents, Services of Custodians, Central Depository Systems, TPA in Insurance Distribution intermediation - Banking channels - Branch Banking, ATM, The Internet, Phone and Mobile Banking, EFTPOS, Direct Selling Agents (DSA), Call Centers, Distribution Network of Alliance Partners. Insurance distribution channels – Brokers, Agency Models, Bancassurance, emerging forms of insurance distribution channels. Mutual Fund distribution channels – Independent Vs Tied Channels, Corporate Agents, Individual Agents, Banks agents, emerging MF distribution channels	8 + 2
5	Personal selling & Global trends in financial services: Personal selling process, Concept & strategies for cross selling & up selling, Personal selling approaches, Transactional selling Vs Relationship Selling, turning customers into life time client, how to think like a client, ethics in selling financial services. Global trends in financial services – Integration and bundling of financial services, Innovative financial services - Islamic banking, Socially responsible investing, Shariah Complaint products. Transactional self service – mobile, online, telephone; Applied intelligence at the point of sales and service, Embedded technologies, Emerging forms of new distribution channels – Mall assurance, Kiosks, DRTV, Worksite Channel, Social media platforms.	6 + 2

Learning Resources:		
1	Text Books	Farquhar, J., and Meidan, A., (2009), Marketing Financial Services, Basingstoke, UK: Palgrave Macmillan, 2nd Edition Bhole, L.M., Financial Institutions and Markets, Tata McGraw Hills, New Delhi. Marketing of Financial services by V. A. Avadhani, Himalaya Publishing House Financial services by MY Khan, Tata McGraw Hill Relationship Selling, Mark Johnston, Greg Marshall, Publisher - McGraw-Hill/Irwin; 3 edition Relationship Marketing by S.Shajahan, Tata McGraw Hill
2	Reference Books	Intelligent Investor by Graham, Collins Essential Indian Banking, by Natrajan & Parmeswaran, Sultan Chand Corporate Finance – Principles and problems by P.V. Kukarni Essentials of Business Finance by R.M. Srivastava
3	Supplementary Reading Material	Financial services industry reports published by Deloitte, PWC, Verizon A report titled, “More than one approach - Alternate distribution models in Asia Pacific”, Prepared by Deloitte Touché Tohmatsu, 2010 Newspapers like Business Standard, Economic Times, Financial Express Moneylife Magazine CFA Analyst
4	Websites	Moneycontrol.com Equitymaster.com Websites of financial regulators
5	Journals	ABA Bank Marketing The Banker Financial World Journal of Banking and Finance International Journal of Bank Marketing Journal of Financial Services Marketing Journal of Financial Services Research Journal of Retail Banking

Semester	III	Credits	3
Course Code	306	Course Type	Full Credit Course
Course Title	Integrated Marketing Communication II		

Course Objectives:	
1	To familiarize students with concepts and practice of Integrated Marketing Communication
2	To appreciate the importance of Sales Promotion in today's marketing environment and business climate
3	How to develop a PR Programme
4	To understand the role of Direct marketing as a Tool of IMC
5	How to choose Appropriate Channels
6	To have an understanding of unconventional media
7	To comprehend the issues and challenges faced while implementing an IMC Campaign

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Sales Promotion: Sales promotion and Communication Mix, Advantages and Disadvantages of Sales Promotion, Consumer Promotion;-Coupons, Premiums, Contests and Sweepstakes, Refunds and Rebates, Sampling, Bonus Packs, Price- Off, Planning for Consumer Promotion, Integrated Consumer Promotions.</p> <p>Trade Promotion: Nature of Trade promotion,Types of Trade Promotion:-Trade Allowance, Trade, Contests, Trade Incentives, training Programmes, Vendor support programmes, Trade shows, Specialty Advertising, Point-of purchase advertising. Objectives of Trade Promotion.</p> <p>Sales promotion to the Field Force, Push and Pull strategy, Sales Promotion Budget Allocations, Design of Sales Promotion programme, Evaluation of Sales Promotion.</p>	9 + 2
2	<p>Direct Marketing: Introduction-Characteristics, Advantages. Direct Marketing vs. Mass Marketing. The Essential elements of Direct Marketing-the List, The Offer, The Message</p> <p>The Direct Marketing Media: Direct Mail:-Advantages and Disadvantages, Design, Catalogs:-Design, The Internet as Direct Marketing Media, Telemarketing:-design, Direct Response Marketing, Case studies as a tool of Direct Marketing, White Paper as a tool of Direct Marketing. Ethics in Direct Marketing, Direct Marketing Agencies</p>	7 + 2

3	Internet Marketing: Marketing Functions on Internet, E-Commerce:-Components, Security issues, Purchasing habits, E-Commerce Incentives,B2B E Commerce, International e-commerce, Interactive and Alternative Media:-The Internet, Internet advertising, email advertising, Internet;-Email Marketing ,Banner advertising, Search engine advertising, Search Engine optimization, Social Networking sites(SNS) advertising, Facebook apps, Affiliate Marketing	9 + 2
4	Public Relations: Introduction, Role of Public Relations, Strengths of Public Relations-Weakness of Public Relations, Understanding PR Publics-External and internal Publics, Types of PR-Media Relations, Corporate public Affairs, Community Relations, Crisis Management, Employee Relations Financial Relations, Marketing PR, Tools of Public Relations - Publications:- Corporate brochures, annual reports, Posters, Fliers, In House Journals, The Press kit, Video and Films, Special Events, Meetings, Social Events. Managing Public Relations:-Planning, Implementation, Evaluation of a PR programme – Publicity.	5 + 2
5	Unconventional Promotional Media: Sponsorships, Event Marketing:-5Cs of event,Types of event, Event Management process, Stakeholders, Event properties, Event Management companies, Sports Marketing, Merchandising, Van promotions, New Media and New Techniques:-Digazines, Interactive TV, Blue Tooth marketing, Mobile Advergaming, Mobile advertising, Click and Send Marketing, QR codes, Online Video Advertising	5 + 2

Learning Resources:		
1	Text Books	Wells,moriarty,Burnett(2007),Advertising Principles and Practice, Person Education Advertising and Promotions IMC Perspectives: Belch and Belch Tata Mc Graw Hill, 6/e, 2003 Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik, 4/e, Thomson, 2007 Clow, Baack(2007) Integrated Advertising, Promotion, and Marketing Communications,Pearson Education Dr Niraj Kumar(2009),Integrated marketing Communication, Himalaya Publishing house, New Delhi
2	Reference Books	IMC: The Next Generation, by Don and Heidi Schultz, McGraw-Hill, 2004. Principles of Advertising and IMC, by Tom Duncan, McGraw-Hill, 2005 Advertising management Rajeev Batra, John G Myers & Aaker PHI, 5/e, 2007 Chunawalla & Sethia (2007),Foundations of Advertising, , HPH,
3	Supplementary Reading Material	Business Standard newspaper Economic Times newspaper Financial Express newspaper Business Line Newspaper
4	Websites	http://jimc.medill.northwestern.edu/JIMCWebsite/site.htm http://www.vitaminimc.com http://www.imediaconnection.com/ http://www.afaqs.com/ http://www.exchange4media.com

Semester	III	Credits	2
Course Code	307	Course Type	Half Credit Course
Course Title	Business Environment		

Course Objectives:

1	To understand the business environment and decision making in the prevalent environment.
2	Felicitating the learning of global environment of the business.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Business Environment: An Introduction of Business environment, Meaning of business, nature of modern business. Economic & non-economic environment of business. Impact of economic and non-economic environment on business decision making	5 + 1
2	Sectoral Reform: Sectoral reform in India from agriculture to service sector and contribution in economic growth. Transformation of traditional agriculture to agribusiness & involvement of corporate in agriculture and agribusiness. Private sector in post liberalized economy.	5 + 1
3	Business & Government: Economic planning, budget, fiscal & monetary policy, EXIM policy, FEMA, competition act and recent economic reforms in India	5 + 1
4	International Business & Its Environment: Nature, scope & significance of international business. Emerging market & impact of global recession on emerging market (BRICS), European crisis. Impact of WTO on business (Agribusiness, Industry and Service sector), Carbon Credit and trading	5 + 1
5	International Investment: Foreign investment types & factor affecting foreign investment, Cross border merger & acquisition, joint venture and outsourcing, BASEL III, Roles and responsibilities of World Bank and IMF and their impact on economies	5 + 1

Learning Resources:		
1	Text Books	Economic Environment of Business By S K Misra and V K Puri, Himalya Publishing House International Business Environment By Black and Sundaram, Prentice Hall of India Managerial Economics - Analysis, Problems and Cases, P. L. Mehta, Sultan Chand and Sons, New Delhi. Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi
2	Reference Books	Business Environment: Text and Cases by Justin Paul, Mc Graw Hill Business Environment: Text and Cases By Francis Cherunilam, Himalya Publishing House
3	Supplementary Reading Material	Business Week The Economic Times Recent Economic Survey Report of Govt. Of India
4	Websites	http://www.hbs.edu/environment/ http://www.businessenvironment.org/dyn/be/be2search.home2
5	Journals	International Journal of Business Environment Business Strategy and the Environment

Semester	III	Credits	6
Course Code	308	Course Type	Full Credit Course
Course Title	Summer Internship Project		

At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for 8 weeks in the area of Marketing Management. The student shall submit a written structured report based on work done during this period.

SIP may be a research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace. The learning outcomes and utility to the organization must be specifically highlighted.

The report should be well documented and supported by –

1. Executive Summary
2. Organization profile
3. Outline of the problem/task undertaken
4. Research methodology & data analysis (in case of research projects only)
5. Relevant activity charts, tables, graphs, diagrams, etc.
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

It should reflect the nature and quantum of work undertaken by the student. The report must reflect 8 weeks of work and justify the same.

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ etc.) shall also certify the SIP work.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th September in Sem III. One hard copy is to be returned to the student after by the Institute after the External Viva-Voce.

In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper.

The Institute shall conduct an internal viva-voce for evaluation of the SIP for 50 marks. The Panel shall comprise of the Internal Faculty Guide & One additional faculty nominated by the Director.

There shall be an external viva-voce for the SIP for 50 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and

one internal faculty member nominated by the Director. The external viva-voce shall be conducted for 15 minutes atleast per student.

The Internal & the External viva-voce shall evaluate the project based on:

1. Actual work undertaken by the student
2. Student's understanding of the organization and business environment
3. Outcome of the project
4. Utility of the project to the organization
5. Basic analytical capabilities

University of Pune

Semester	IV	Credits	3
Course Code	401	Course Type	Full Credit Course
Course Title	Supply Chain Management		

Course Objectives:

1	To understand the importance of Supply Chain Management.
2	To know the various aspects of Supply Chain Management for Retail and Marketing industry.
3	To study the current trends in SCM.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction To Supply Chain Management: Evaluation of Supply Chain management, meaning and objectives, Characteristics of global supply chains, Generalized Supply Chain Model, Order processing – Material Handling – Transportation – Warehousing – Inventory Management – Reverse Logistics 3PL, 4PL.	7 + 2
2	Procurement Logistics: Centralized and Decentralized purchasing, Warehousing, Inventory Management-Concepts, various costs associated with inventory, Lead time reduction, re-order point/reorder level fixation.	7 + 2
3	Supply Chain Management: The importance of SCM in modern Business, understanding the importance of supply chain, it's functions and supply chain in Retail & marketing business, Supply Chain Management, Centralized and Decentralized supply chains, Supply chain strategies and Key issues in supply chain Strategies.	9 + 2
4	Distribution Management: Distribution channels: structure and operation, Distribution cost components, Pipe line inventory and response considerations, Hub and Spoke Model, Cross docking, Carrier selection, Vendor Consolidation.	7 + 2
5	Recent Issues In SCM: Role of IT/Computer in SCM, CRM Vs SCM, Benchmarking –concept, Features and Implementations, Outsourcing-basic concept, Value addition in SCM-concept of demand chain Management.	5 + 2

Learning Resources:		
1	Text Books	Chopra Sunil & Peter Meindl- Supply Chain Management. Raghuram G. –Logistics & Supply Chain Management. Agarwal D.K.- Logistics & Supply Chain Management
2	Reference Books	Christopher Martin - Supplychain Management K Shirdhar Bhat – Logistics and Supplychain Management, HPH Sahah - Supplychain Management : Pearson
3	Journals	Journal for Retail & Distribution Management. ICFAI Journal of Sales Management.

University of Pune

Semester	IV	Credits	Credit
Course Code	402	Course Type	Full Credit Course
Course Title	Social Marketing		

Course Objectives:	
1	To familiarize students with concepts and practice of social marketing
2	To appreciate the importance of Social Marketing in today's marketing environment and business climate
3	To know various concepts like Green Marketing, cause marketing, Corporate Philanthropy, Community Volunteering ,Corporate Philanthropy, Community Volunteering
4	How to develop a Social Marketing Plan
5	To understand Message Development for social Marketing
6	How to choose Appropriate Channels for social campaign
7	To have an understanding of developing a social media plan
8	To comprehend the issues and challenges faced while implementing a social Marketing campaign

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction to Social Marketing: Introduction, Difference between commercial and social marketing, understanding various terms like Green Marketing, cause marketing, Corporate Philanthropy, Community Volunteering, Critical Marketing, Ethical Consideration in social Marketing process.</p> <p>The social Marketing Mix: Product-green product, Price, Place, Promotion ,Publics ,Partnership, people, partnerships, Policy, Purse strings</p>	7 + 2
2	<p>Planning for social Marketing:</p> <p>Formative Research in social Marketing: Quantitative and qualitative Research, research and Evaluation framework, research concept in public health, Methodology for community research</p> <p>Analysis of environment:- Introduction, Environment Monitoring, environment determinants of health and well-being, social class and self-efficacy, social capital, social ecology, Advocacy for environmental change, Compete or cooperate, countering competition</p> <p>Segmentation and Targeting: Introduction, Psychographics, motives and Benefit segmentation, stage approach, Cross cultural Tailoring, Cultural tailoring</p> <p>Strategy Development: setting goals and objectives, creating a social Marketing Plan</p>	7 + 2

3	<p>Message Development, Pretesting: Identifying Appropriate Channels: channel criteria, outlets, Formats, Reverse channels Developing effective messages: theories of Behavioral change, Message concepts Producing creative executions:-Draft Material ,creativity, language Pretesting principles:-why pretest, pretesting pitfalls, pretesting criteria Using the pretesting Results, Interpret pretesting results, finalize material, pilot testing</p>	7 + 2
4	<p>Implementation: Developing an Implementation Plan Distribution plan, Internal Readiness plan , developing social marketing campaigns ,Lawrence greens PRECEDE-PROCEED MODEL, using media in social marketing- various tools like PR Plan, edutainment, civic(Public) Journalism, Word Of Mouth Marketing(WOM), Viral marketing, sponsorship. Planning and buying media: Paid vs. free media, Broadcast media print media buys, Out-of-home media Buys Generating Publicity: Media attention, News, type of Media, Coverage, Respond</p>	7 + 2
5	<p>Evaluation and Feedback: Evaluation Basics: Need, types, Challenges, evaluation design Data from records, Same group Pretest-Post Test, Comparison with standard, using control group, Evaluation indicators, implementation, process Evaluation Monitoring and Evaluation methods: observation, qualitative methods, Tracking mechanisms Using feedback to improve programme: Real -time –feedback, Improvements for future Ethical issues in social marketing:- codes of behavior, Green washing, criticism of Power imbalance in social marketing,</p>	7 + 2

Learning Resources:		
1	Text Books	<p>Philip Kotler and Nancy Lee (2011) Social Marketing: Influencing Behaviors for Good ,Sage , 4th edition Donovan and Nadine Henley (2010),Principles and Practice of Social marketing an International perspective ; Cambridge University Press, New york Social Marketing to Protect the Environment: What Works (Doug McKenzie-Mohr, Nancy R. Lee, P. (Paul) Wesley Schultz and Philip Kotler) Sage 2011 Kotler/Lee (2008) Social Marketing: Influencing Behaviors for Good , Sage Publications Michael T Ewing, Editor, Social Marketing(2010),Best Business Books, USA</p>

		<p>Pingle, H and Thompson ,M (1999),Brand Spirit, How Cause related Marketing Builds Brands,John Wiley and Sons, Chchester,UK</p> <p>Rob Donovan and Nadine Henley(2010),,Principles and Practice of Social marketing an International perspective ; Cambridge University Press, New york</p>
2	Reference Books	<p>Philip Kotler and Nancy Lee (2005), Corporate Social Responsibility , Wiley</p> <p>Andrew Crane, Abigail McWilliams, Dirk Matten, Jeremy Moon, Donald S. Siegel (2008), The Oxford Handbook of Corporate Social Responsibility, Oxford Handbooks Online.</p> <p>William B. Werther, Jr., David Chandler(2005),Strategic Corporate Social responsibility, Sage Publications</p> <p>Social Marketing and Public Health-Lessons from the Field (2003), Produced by the Turning Point National Program Office at the University of Washington.</p>
3	Supplementary Reading Material	<p>C.V Baxi, Ajit Prasad, Corporate Social Responsibility Concepts and Cases – The Indian Experience</p> <p>David Crowther, Lez Rayman –Bacchus,Perspectives on Corporate Social Responsibility</p> <p>Jacqueline Devine and Craig Kullmann(2011), Introductory Guide to Sanitation Marketing ,The Water and Sanitation Program is a multi-donor partnership administered by the World Bank</p>
4	Websites	<p>http://socialmarketingcollaborative.org/</p> <p>https://www.webduckdesigns.com/pages/website-resources/social-marketing-online.html</p> <p>http://www.briansolis.com/2011/07/the-top-marketing-sites-for-social-media-marketing-trends/</p> <p>http://www.1goodreason.com/blog/</p> <p>http://socialmediatoday.com/errol-apostolopoulos/1096191/year-review-lessons-two-social-marketing-hits</p> <p>http://www.ecreativeim.com/social-marketing</p>
.5	Journals	<p>Varadrajana, P.R and Menon ,A(1988),Cause Related marketing: A Coalignment of Marketing strategy and Corporate Philanthropy, Journal of Marketing</p> <p>Kotler and Levy (1969),Broadening the concept of Marketing, Journal of Marketing,</p>

Semester	IV	Credits	3
Course Code	403	Course Type	Full Credit Course
Course Title	Rural and Agricultural Marketing		

Course Objectives:

1	To create awareness of the Rural & agricultural marketing environment, issues, challenges amongst the students.
2	Apart from increased understanding of rural consumers, the course offers broad framework for marketing mix decisions for rural markets.
3	Course also offers insights about how agricultural marketing is evolving and contributing to the emerging challenges in the global markets.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Rural marketing Environment Defining rural markets; Rural marketing – Concept, scope & evolution; The rural environment; Rural economic structure – farm sector, non farm sector, income & expenditure patterns; The rural infrastructure – Roads, electrification, housing, telecommunication, drinking water, healthcare; Government initiatives in rural areas, Behavior of Rural consumers	6 + 2
2	Designing Marketing Mix for rural Markets Rural Market Segmentation – Bases of segmentation, Approaches, Multi variable segmentation like Thomson Rule of Market Index, Lin-Quest and MICA Rating Product – Classification; nature of rural product; packaging strategies; branding strategies; Problem and challenge of counterfeit, spurious products; Price – Rural specific pricing strategies Promotion – Challenges in rural communication; Opinion Leaders in rural markets; Conventional & Non conventional media in rural markets; Elements of rural promotion mix – Advertising, Sales promotion, events, experiences; Distribution – Problems in rural distribution; Rural Channels Members; Rural Channel behavior; Distribution Models for FMCGs; Distribution Models for durables	10 + 2
3	Emerging distribution models in Rural markets; Rural Centric distribution models – Haats / Melas / shandies, SHG Model, Vans, Public Distribution system, NGOs, Van, Cooperative societies, Hub & Spoke model, Syndicated distribution, Petrol Pumps; Rural Banking channels – BC / BF model, Emergence of modern retail formats in rural markets - ITC sagar, DSCL Hariyali Krishi Bazaar, Tata Kisan Sansar, Aadhar	5 + 2
4	Agricultural Marketing	7 + 2

	Agricultural Marketing – Concept, scope, importance, objectives; Difference between marketing of agricultural and manufactured goods; Agro based industries in India as well as globally – food processing, dairy, sugar; Conflicts between agricultural marketing and agro based industries; Processes involved in agricultural marketing – pre harvest, post harvest; Defects or constraints in agricultural marketing; Lines of improvements in agricultural marketing – Government & corporate or private sector initiatives;	
5	<p>Cooperative Marketing & Recent trends in rural & agricultural marketing</p> <p>a) Cooperative Marketing –Concept, History, Functions; Reasons for slow progress of cooperative sector; Brief introduction of cooperative institutes engaged in agricultural sector like NAFED, NCDC, TRIFED, IFFCO, Various state level cooperative institutions;</p> <p>b) Recent trends in rural & agricultural marketing Emergence of organized retail formats in rural markets; Use of ICT in rural markets – ITC’s eChoupal, n-Logue Village internet kiosks, Drishtee, HUL’s Project shakti; Microfinance</p>	7 + 2

Learning Resources:

1	Text Books	<p>Rural Marketing by Dogra, Ghuman, Tata Mcgraw Hill</p> <p>Rural Marketing by Pradeep Kashyap, Pearson Publications</p> <p>Agricultural Marketing in India – S. S Acharya and N L Agarwal - Oxford & IBH Publishing, Calcutta</p> <p>Rural & Agricultural Marketing by Ramkrishna Dikkatwar, Nirali Prakashan</p> <p>Marketing of agricultural products by Kohls & Uhl, Prentice Hall</p>
2	Reference Books	<p>Marketing to rural consumers: Understanding and tapping rural market potential edited by S. K. Velayudhan & G. Sridhar.</p> <p>Rural Marketing, By C.S.G. Krsihnamacharyulu, Lalitha Ramakrishnan, Pearson Education.</p> <p>New Perspectives on Rural Marketing by Ramkishen Y., First Edition, Jaico Publications.</p> <p>Rural Markets: Emerging opportunities edited by K. Suresh, ICFAI Books</p> <p>International Agribusiness Management, by Ramkrishna Dikkatwar, Nirali Prakashan</p> <p>The rural Marketing book by Kashyap and Raut, Bizmantra Publications</p> <p>Rural marketing: targeting the Non – Urban consumer by Velayughan, Sage Publications</p> <p>Advertising & Marketing in Rural India, 2/e by Tej K Bhatia, Macmillan Publishers India</p>

		<p>Introduction to Rural Marketing by R. Krishnamoorthy, Himalaya Publishing House</p> <p>Rural Marketing: Focus on Agricultural Inputs, By Sukhpal Singh, Vikas Publications, Second Reprint 2005.</p> <p>Rural Marketing: Environment, Problems, Strategies, By T P Gopalswamy, Second Edition, Vikas Publication New Delhi.</p> <p>Rural Marketing in India, By K. S. Habeeb-ur-Rahman, Himalaya Publishing House.</p>
3	Supplementary Reading Material	<p>Report by Dun & Bradstreet on “Distribution of financial products in India”</p> <p>Agricultural and allied industry specific reports made by ministry of food processing industries, ICRA, KPMG, SSKI, FICCI</p> <p>Marketing white book 2011-12, Business World</p> <p>Jha, M. 1988. ‘ Rural Marketing: Some Conceptual Issues ’, Economic and Political Weekly, 23 (9): M8–M16 .</p> <p>Marketing Mastermind</p> <p>Business Line newspaper</p> <p>Business India Magazine</p>
4	Websites	<p>www.ncdc.in</p> <p>www.agmarket.nic.in</p> <p>www.nafed-india.com</p> <p>www.trifed.nic.in</p> <p>www.fao.org</p> <p>www.linterland.com</p> <p>www.rmai.in</p> <p>www.nabard.org</p> <p>www.echoupal.com</p> <p>www.martrural.com</p> <p>www.ruralrelations.com</p>
5	Journals	<p>RMAI’s Journal of Rural Marketing</p> <p>International Journal of rural management, Sage Publications</p> <p>ICFAI Journal of Agricultural Marketing</p>

Semester	IV	Credits	3
Course Code	404	Course Type	Full Credit Course
Course Title	Entrepreneurship Development		

Course Objectives:

1	To Inspire learner for self-employment.
2	To acquaint learner about how to start new venture.
3	To create awareness among learner about Entrepreneurship concept and framework.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Entrepreneurship: Definition and structure –Concept of entrepreneurship-characteristics, qualities and Entrepreneurial skills-classification and types of entrepreneurship- Entrepreneurial traits and motivation- Nature and importance of entrepreneurship- Entrepreneur VS Professional managers- Development of women Entrepreneurs- Barriers in entrepreneurship.	7 + 2
2	Entrepreneurial Development: Evolution of Indian Economic Development- Nationalization-Privatization-Globalization Process- Economic reforms and Entrepreneurship opportunities- The Process of Entrepreneurial Development-Meaning of Entrepreneurship Development Program-Objectives and issues of EDP's- Strategy for entrepreneurial development-Importance, Objectives and methods of EDP training- Institutes in AID of Entrepreneurs-SISC, MDI,NIESBUD, EDII,CED, SBI and other Commercial banks.	7 + 2
3	Project Management: Project formulation- Phases of Project formulation-Stages in Project formulation-Project Implementation-Project evaluation-Project Report Preparation- Content of the Project report (Each student is expected to prepare a Project report after visiting DIC in local city for referring various schemes in which he/she is interested.- Project appraisal- Definition-scope of appraisal- Steps followed in Project appraisal-Economic-Technical-Organizational-Managerial-Operational-financial appraisal.	7 + 2
4	Setting Up a Small scale Unit: Small scale Industry definition-steps for starting a small Industry- Project selection Phase-Implementation Phase- Follow up Phase-Selection of type of organization-Types of ownership organization-Location of Enterprise- Need and importance of location-Steps in Enterprise location-Location-Layout-Optimum size-checklist for location factor- Incentives and subsidies for small scale Industry.	7 + 2
5	Success stories of leading Indian and foreign entrepreneurs.	7 + 2

	<p>a. Dirubhai Ambani- Reliance Industry. b. R. Narayana Murthy- Infosys. c. Bill Gates- Microsoft d. Steve Jobs- Apple e. JRD TATA- TATA GROUP</p> <p>Group of twelve students will be presenting the success story of one entrepreneur in one session hence five sessions for above entrepreneurs. Last three sessions for critical analysis and lessons of their contribution to entrepreneurship. Faculty is expected to lead the session.</p>	
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Learning Resources:		
1	Text Books	Dynamics of Entrepreneurship Development – Vasant Desai. Entrepreneurship: New Venture Creation – David H. Holt Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta Entrepreneurship: Strategies and Resources – Marc J. Dollinger Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
2	Reference Books	Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Entrepreneurship: Education, Research and Practice – A. Sahay, A. Nirjar Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard Entrepreneurship Development and Project Management – Dr. Dilip M. Sarwate New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara
3	Websites	en.wikipedia.org/wiki/Dhirubhai_Ambani en.wikipedia.org/wiki/Steve_Jobs_(book) en.wikipedia.org/wiki/J._R._D._Tata en.wikipedia.org/wiki/N._R._Narayana_Murthy en.wikipedia.org/wiki/Bill_Gates

Semester	IV	Credits	3
Course Code	405	Course Type	Full Credit Course
Course Title	Sectoral Marketing Practices		

Course Objectives:	
1	To familiarize students with concepts and practice of various sectorial marketing practices
2	To appreciate the importance of knowing various sectorial trends in today's marketing environment and business climate
3	To know various concepts like Psephology, MICE etc..
4	To understand recent trends in tourism marketing
5	To know about various techniques used for Political Advertisement
6	To have an understanding of prescription behavior of doctors

Syllabus:

Unit Number	Contents	Number of Sessions
1	Pharmaceutical Marketing: Introduction, industry structure, Genetics, The pharmaceutical market Dimensions, Product-Product concept, Augmented product, PLC. Market Life cycle, product positioning , Packaging. Price control , bases of pricing. Place- Manufacturer, the physician wholesaler, Retailer, pharmaceutical distribution channels, chemist, Druggist, AIFCD, Inventory control, warehousing. Physical distribution - Promotion-marketing communication , Promotional objectives , Principles of Medical advertising, Public relations. Prescription-studying prescription behavior research facts	9 + 2
2	Tourism Marketing - I: Introduction, scope , classification, indian and global environment - Tourism service MKIs for tourism- Institutional framework – Department of Tourism, India tourism Development corporation. Tourism Industry- Characteristics , Marketing environment , Tourism Blues, segmentation, targeting – positioning Consumer behavior and Tourism marketing. Tourism Product- Product service strategy, Product Life Cycle(PLC) ,New Product Development, Branding decision, Destination Branding ,Star cruises. Tourism Pricing – Influencing factors, Tourism pricing policies, package tour and pricing	9 + 2
3	Tourism Marketing - II: Tourism promotion - Tourism Advertising , PR., Sales promotion , online marketing, events and Tourism. Tourism channels - Importance, types of channels Travel agents, MICE Malasia as Top MICE destination. Recent trends in Tourism Marketing	7 + 2
4	Knowledge Based Marketing: The concept of knowledge management. Evolving pathway of marketing , impact of e-	5 + 2

	business on execution of the marketing task, how firms can map external knowledge sources. Knowledge and product innovation, role of knowledge management in service marketing strategies. Alternative options for exploiting knowledge to optimize pricing and distribution decisions. Knowledge provision through promotion. Problems associated with accelerating the use of knowledge within the marketing process. Use of knowledge in the effective execution of a firm's strategy.	
5	Political Marketing: Introduction, Indian and global Political environment, MKIs for Political marketing- various Political parties, challenges and opportunities. Political marketing - Industry- Characteristics , Marketing environment , Research in Political marketing-psephology ,segmentation, targeting – positioning, electors psyche, factors responsible for convincing voter to vote in favour of particular political party. Product in Political marketing - Product strategy, Product Life Cycle(PLC) ,Branding decision, various Political Brands, domestic ,national products. Pricing - Political Marketing – Influencing factors, pricing policies, pricing Channels - Political Marketing - Importance, types of channels. Promotional Mix - Above the Line and Below the line techniques, Political Advertising ,Political campaigns, PR., Sales promotion , online marketing, events ,bluecasting,3D projection technology. Trends in Political Marketing-India shining campaign, US- Presidential Election-John F. Kennedy campaign for the presidency UK elections etc.	5 + 2

Learning Resources:

1	Text Books	<p>Mickey E Smith, Pharmaceutical Marketing: Strategy and Cases, Haworth Press Inc</p> <p>Judith Grice (2008), Global Pharmaceutical Marketing: A Practical Guide to Codes and Compliance, Pharmaceutical Press</p> <p>Harpreet Singh, G. S. Batra (2012), Pharmaceutical Marketing Mix Strategies- An Indian Perspective, Lambert Academic Publishing</p> <p>R. B. Smarta (1999), Revitalizing the pharmaceutical business: innovative marketing approaches, Response Books</p> <p>Susan Briggs (2001), Successful tourism Marketing –a practical handbook, Kogan Page Limited</p> <p>Devashish Dashupta (2011), Tourism Marketing, Pearson Education</p> <p>SubbaRao Chaganti (2005), Pharmaceutical Marketing in India, Excel Books Pvt. Ltd., New Delhi</p> <p>S.M . Jaha (2005), Tourism Marketing , Himalaya Publishing House , Mumbai.</p> <p>Ian Chaston (2004), Knowledge-Based Marketing, Response Books-A Division of Sage Publications, New Delhi</p> <p>Political Marketing: Theoretical and Strategic Foundations [Paperback] Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman</p>
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		<p>Arun Kumar (2009), Political marketing in India, Regal Publications</p> <p>Dilip M. Sarwate (1990), Political Marketing, Tata McGraw Hill</p> <p>David Iornem, May Nzeribe (1997), Political Marketing, JVC Press</p> <p>Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman (2011), Political Marketing: Theoretical and Strategic Foundations</p> <p>Bruce I. Newman (1999), Handbook of Political Marketing, Sage Publications</p>
	Reference Books	<p>Dr Michel RM Rod Marketing ROI for Pharma. The Pharm Yard</p> <p>Bernard Keller, Micky Smith, Pharmaceutical marketing: An anthology and bibliography, Williams and Wilkins Co., 1969</p> <p>Tapan Panda, Sitikanta Mishra (2006), Tourism Marketing, ICFAI University press</p> <p>The Pharma Industry, Case Studies in Strategy and Marketing, ICFAI centre for Management Research</p>
3	Supplementary Reading Material	David A Vise, The Google Story, Pan Books
4	Websites	<p>http://www.inderscience.com/jhome.php?jcode=ijltm</p> <p>http://www.ehow.com/facts_5452763_tourism-marketing.html</p> <p>http://www.tandfonline.com/toc/wttm20/current</p> <p>http://www.bharatbook.com/market-research-reports/travel-and-tourism-market-research-report/india-tourism-market-future-forecast-2009-2015.html</p> <p>http://tourism.gov.in/TourismDivision/PageView.aspx?Name=Publicity%20and%20Marketing&PageID=3</p> <p>http://knowledge.wharton.upenn.edu/india/article.cfm?articleid=4693</p> <p>http://www.pharma-mkting.com/resources/resources-hp.htm</p> <p>http://bx.businessweek.com/pharmaceutical-marketing/</p> <p>http://decisionresources.com/Products-and-Services/Report?r=spech10808</p> <p>http://centreright.in/2011/06/political-market-segmenttarget-and-deliver/#.USarUvLYVvE</p> <p>http://www.digmlm.com/introduction-political-marketing</p>

Semester	IV	Credits	3
Course Code	406	Course Type	Full Credit Course
Course Title	Industrial Marketing		

Course Objectives:

1	Understand the fundamentals of industrial marketing and business buying process Understand how marketing activities are carried out in B2B mode
2	Develop a fundamental understanding of business marketing

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction To Industrial Markets: Nature and Scope of Industrial market. Comparison between Industrial market and consumer market, Industrial Marketing Vs. Consumer Marketing, Economics of Industrial demand.	7 + 2
2	Industrial Products: Classification of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services	7 + 2
3	Organizational Buying And Customer Analysis: Factors influencing Organizational Buying, Buying situations, Buying Roles, The buying center, Inter Personal Dynamics of Industrial Buying Behavior, Analyzing industrial customers Organizational Buying Decision Process, Vendor Analysis, Vendor Score and Rating, Vendor selection.	7 + 2
4	Industrial Marketing: Role and duties of Industrial marketing manager, Skills required to be a successful Marketing Manager, Negotiation Styles, Sales presentation, Team Selling, After Sales Service and Annual maintenance contract	7 + 2
5	Industrial Product Decisions: Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products. Industrial Product Life Cycle – Marketing Mix for Industrial Products– Pricing for Industrial Products- Channel Structure for Industrial Products- Promotion of Industrial products.	7 + 2

Learning Resources:

1	Text Books	Industrial Marketing – Dr. Milind Phadtare Industrial Marketing – P K Ghosh Industrial Marketing – Hawaldar
2	Reference Books	Industrial Marketing – Hill, Alexander, Cross Industrial Marketing – Analysis, Planning and Control – Reeder, Brierty, Reeder
3	Journals	Journal of Business & Industrial Marketing. ISSN : 0885-8624. Online from: 1986 International Journal of Industrial Marketing (IJIM) Industrial Marketing Management Journal of Business-to-Business Marketing Journal of Business and Industrial Marketing

Semester	IV	Credits	3
Course Code	407	Course Type	Full Credit Course
Course Title	Legal Aspects of Marketing		

Course Objectives:

1	To make students familiar with laws related to the sales and Marketing
2	To make students aware about the laws related to Intellectual property rights
3.	To impart the knowledge about the laws related to miscellaneous act related to Marketing

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Indian Contract Act, 1872 : Sections - 1 to 10 Ingredients of a valid contract. Free consent - Sections 13 to 22, Termination of contract by performance and by legal tender or attempted, performance & Termination of contract by breach and its remedies, Contract of agency, duties and responsibilities of Principal and agent, Contract of indemnity and Guarantee</p> <p>Sale of Goods Act, 1930 : Definition of Sale, Goods, Distinction between Sale and agreement to sale, Distinction between condition and warranty Doctrine of 'Nemo dat quad Non habet', Caveat emptor and its exceptions, Rights of an unpaid seller</p>	10 + 2
2	<p>Intellectual Property Rights: Legal provisions related to the following: Copyright, patents and trademark, Design Act 2000</p> <p>Trade Marks Act ,1999 : Procedure for registration of a Trade Mark, effects of Registration (Sections 3 to 17, 18 to 26, 28 to 32), Offences, penalties (Sections 101 to 108)</p>	7 + 2
3	<p>Consumer Protection Act, 1986: Definitions of Complainant, Complaint, Consumer, Consumer dispute, Provisions regarding District Forum, State Commission , National Commission</p>	5 + 2
4	<p>Information Technology Act,2000: Key provisions -- Digital Signature – Electronic Governance</p>	4 + 2
5	<p>Negotiable Instruments Act, 1881: Promissory Note, Bill of Exchange, Crossing of cheques, Rights of True owner, Penalties in case of dishonor of certain Cheques for insufficiency of funds (Sections. 138 to 142)</p> <p>Value Added Tax : Fundamental provisions, implications for marketing. Labeling and packaging, food and drug adulteration, Standards of Weights and measures Act 1976</p>	9 + 2

Learning Resources:		
1	Text Books	Marketing and the laws M. A. Sujan and Haish Sujan Business Laws –Vechalekar Mercantile Law N. D. Kapoor
2	Reference Books	Trade and Merchandise Marks Act T. R. Shrinivas Elements of Mercantile Law M. C. Shukla Commercial and Industrial Law Arun Kumar Sen, Jitendra Kumar Mitra
3	Supplementary Reading Material	Corporate Law Advisor Legal News and Views
4	Websites	www.vakilno1.com www.indiankanoon.com www.indilaw.com
5	Journals	India Business Law Journals

Semester	IV	Credits	2
Course Code	408	Course Type	Half Credit Course
Course Title	EXIM Procedures		

Course Objectives:

1	To understand the business environment and decision making in the prevalent environment.
2	Felicitating the learning of global environment of the business.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Preparation for exports: Registration of firms with authorities, PAN No., IE code, BIN No., EPC, Central Excise etc.,. Category of exports: Direct, indirect, third party exports. Category of exporters: Manufacturer exporter, merchant exporter, EOU/ SEZ/ Biotech Parks/ Export Houses 5 categories, Trading Houses, Super Trading, Star Trading Houses. Soft Ware Tech Parks India.	5 + 1
2	Export benefits: Duty drawback, advance authorization scheme, duty free import authorization, duty exemption entitlement scheme, export promotion capital goods (EPCG), duty entitlement pas book scheme, market development assistance, focus product, focus mktg, market access initiative, complete documentation and procedures for export clearance, conditions in a litter of credit, types of bill of ladings.	5 + 1
3	Imports Management: Import management, procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments.	5 + 1
4	Terms of Delivery: Inco terms. Import policy ITC HS. Role of a customs house agent and freight forward agents. Type of customs duties, valuation rules.	5 + 1
5	Documentation: Complete documentation and procedures for import clearance at sea port. Custom clearance of imports by sea and air documents, procedures. etc. Imports under various imports notification issued by customs.	5 + 1

Learning Resources:

1	Text Books	International Economics by M.L Jhingan. Indian Economy by Rudder Datt and Sundharam. Banking International Trade and Public Finance by M.L Seth. Indian Economy by A.N Agarwal. Indian Economy by Mishra and Puri. WTO and India by Anil Kumar Thakur.
2	Reference Books	Foreign Trade Policy Volume I & II. Handbook of Procedures Volume I – II – III SION-DEPT Schedule. How to Export by Nabhi Publication. How to Import by Nabhi Publication

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Semester	IV	Credits	2
Course Code	409	Course Type	Half Credit Course
Course Title	Dissertation		

Course Objectives:	
1	To understand the business environment and decision making in the prevalent environment.
2	Felicitating the learning of global environment of the business.

In Sem IV the student shall work under the supervision of the Faculty and carry out a dissertation and submit a structured report in TWO hard copies & one soft copy (CD). *In the interest of environmental considerations, students are encouraged to print their dissertation reports on both faces of the paper.*

The student is required to conduct advanced research on a topic related to one (or more) of contemporary issues in Marketing Management. The topic is chosen in consultation with the student's supervisor. The student will prepare and present a detailed research proposal prior to starting the work. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic before commencing the dissertation work. A dissertation outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed dissertation and make an oral presentation of the same. Through the dissertation, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area.

The completion of the dissertation / project shall be certified by the Faculty Guide & approved by the Director of the Institute.

Dissertation shall have a weightage of 2 credits. The Institute shall conduct a viva-voce for evaluation of the dissertation, for 50 marks. The Panel shall comprise of 2 internal Faculty members (One who has supervised the student and the other one as Jury) nominated by the Director. The Institute may invite an additional external examiner from the industry. Copies of Dissertation report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.