Code Numbers for Courses of Master of Business Administration

Effective from June 2013

First Year (All Compulsory Courses)
Semester-I

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PM01CMGT01</td>
<td>Fundamentals of Management</td>
</tr>
<tr>
<td>PM01CQTT01</td>
<td>Quantitative Techniques for Management-I</td>
</tr>
<tr>
<td>PM01CECO01</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>PM01CACC01</td>
<td>Managerial Accounting-I</td>
</tr>
<tr>
<td>PM01CMSD01</td>
<td>Management Skills Development</td>
</tr>
<tr>
<td>PM01CCIM01</td>
<td>Contemporary Issues in Management</td>
</tr>
<tr>
<td>PM01CMGT02</td>
<td>Indian Ethos and Organizational Behavior</td>
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<tr>
<td>PM01CECO02</td>
<td>Environment and Management</td>
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Semester-II

<table>
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<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PM02CQTT01</td>
<td>Quantitative Techniques for Management-II</td>
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<tr>
<td>PM02CACC01</td>
<td>Managerial Accounting-II</td>
</tr>
<tr>
<td>PM02CMKT01</td>
<td>Marketing Management</td>
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<tr>
<td>PM02CFIN01</td>
<td>Financial Management</td>
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<tr>
<td>PM02CPOM01</td>
<td>Production and Operations Management</td>
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<tr>
<td>PM02CHRM01</td>
<td>Human Resource Management</td>
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<tr>
<td>PM02CRSM01</td>
<td>Research Methodology</td>
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<tr>
<td>PM02CECO01</td>
<td>International Environment and Management</td>
</tr>
</tbody>
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Second Year

Semester-III

Compulsory Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PM03CMGT01</td>
<td>Business Policy and Strategic Management-I</td>
</tr>
<tr>
<td>PM03CNEM01</td>
<td>New Enterprise Management</td>
</tr>
<tr>
<td>PM03CBLI01</td>
<td>Business Legislation</td>
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<tr>
<td>PM03CCPR01</td>
<td>Comprehensive Project-I</td>
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Finance Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PM03EFIN01</td>
<td>Financial Decision Analysis</td>
</tr>
<tr>
<td>PM03EFIN02</td>
<td>Management Control System</td>
</tr>
<tr>
<td>PM03EFIN04</td>
<td>Corporate Taxation</td>
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Marketing Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PM03EMKT01</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>PM03EMKT02</td>
<td>Sales and Distribution Management</td>
</tr>
<tr>
<td>PM03EMKT03</td>
<td>Marketing Research &amp; Information Systems</td>
</tr>
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POSTGRADUATE DEPARTMENT OF BUSINESS ADMINISTRATION
(SYLLABUS FOR MBA PROGRAMME)

DETAILED COURSE CONTENT (Effective from June 2013)

FIRST YEAR

SEMESTER-I

PM01CMGT01:  FUNDAMENTALS OF MANAGEMENT


PM01CQTT01:  QUANTITATIVE TECHNIQUES FOR MANAGEMENT -I

Mathematics :Elements of Calculus – Functions; concept of limit and continuity; Differentiation; Partial Differentiation; Maxima and Minima of single variable, two variables and n-variables; Constrained maximization under inequality constraints – 'Khun – Tucker' approach; Integration; Application of Calculus to management Problems. Matrix Algebra: Addition, subtraction, and multiplication of matrices; Concept of

**PM01CECO01: MANAGERIAL ECONOMICS**


**PM01CACC01: MANAGERIAL ACCOUNTING -I**


Legal and Auditing requirements relating to external reporting, Corporate Financial Reporting in India Including Schedule VI requirements, Reading of Balance sheet, P & L A/c. and schedules, Notes to Accounts and their implications, Approach to recast the statements based on notes.

**PM01CMGT02: INDIAN ETHOS AND ORGANIZATIONAL BEHAVIOUR**


**PM01CECO02: INDIAN ENVIRONMENT AND MANAGEMENT**


**PM01CMSD01: MANAGEMENT SKILLS DEVELOPMENT**


(a) Role of politics in decisions making  
(b) Group decision making  
(c) Decision traps  
(d) Information Analysis for Decision making using functional tools and techniques  
(e) Manipulation and Emotion in Decision making  
(f) Analysis of business environment for strategic and tactical decision.

**PM01CCIM01: CONTEMPORARY ISSUES IN MANAGEMENT**

The course will focus on important contemporary issues of relevance to business management including general management, marketing management, finance management, strategic management, public policy, international business etc. The course will have three components as under:

(i) Book reviews (Two books) one related to any area of management and second on subject other than management.  
(ii) Review of research papers (Three research papers)  
(iii) Seminar presentation on contemporary issues (Report submission)

**SEMESTER-II**

**PM02CQTT01: QUANTITATIVE TECHNIQUES IN MANAGEMENT -II**

Management Science: Basic concepts and its role in decision making, Linear Programming: Graphical Method, Simplex Method; Dual of LP; Sensitivity Analysis; Transportation and Transshipment Models; Assignment Problem and Routing Problems; Integer Programming - Branch and Bound Algorithm. Network Analysis; Game Theory; Queuing Theory;
PERT/CPM; Decision Theory and Decision Trees Goal Programming, Simulation, Dynamic Programming.

**PM02CACC01: MANAGERIAL ACCOUNTING –II**


**PM02CMKT01: MARKETING MANAGEMENT**


**PM02CFIN01: FINANCIAL MANAGEMENT**

Aims and Objectives of Financial Management; Financial Analysis and Control; Cost-Volume-Profit Analysis; Operating and Financial Leverage; Time Value of Money; Investment and Capital Structure Decisions; Instruments of Long Term Finance; Cost of Different Sources of Raising Capital; Weighted Average Cost of Capital; Optimum Capital Structure; Valuation and Rates of Return; Methods of Capital Budgeting; Short-term Financing Investment; Management of Working Capital-Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modeling.

**PM02CPOM01: PRODUCTION AND OPERATIONS MANAGEMENT**


**PM02CHRM01: HUMAN RESOURCE MANAGEMENT**

Planning; Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and Development; Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination; Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment.

**PM02CRSM01: RESEARCH METHODOLOGY**

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information – Bayesian Decision Theory; Organization Structure of Research; Research Process; Research Designs – Exploratory, Descriptive and Experimental Research Designs; Methods of Data Collection – Observational and Survey Methods; Questionnaire Design; Attitude Measurement Techniques; Motivational Research Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data; Analysis of Data-; Use of SPSS and other Statistical Software Packages; Advanced Techniques for Data Analysis – Z-test, T-test, Chi-square test & ANOVA, Research Applications.

**PM02CECO01: INTERNATIONAL ENVIRONMENT AND MANAGEMENT**

International Business: An overview – Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment Trends; Theories and Institutions: Trade and Investment – Government Influence on Trade Investment; Theory of Customs Union; Determination of Trading Partner's Independence, Interdependence and Dependence; World Financial Environment; Cross-national Cooperation and Agreements, Tariff and Non-Tariff Barriers, WTO, Regional Blocks, Internationalization of Service Firms; World Financial Environment: Balance of Payments- Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Offshore Financial Centres; International Banks; Non-Banking Financial Service Firms; Stock Markets; Global Competitiveness; Export Management; Licensing Joint Ventures Technology and Global Competition; Globalization and Human Resource Development; Globalization with Social Responsibility; World Economic Growth and the Environment; Country Evaluation and Selection; International Business Diplomacy: Negotiating an international Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach.

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**SECOND YEAR**

**SEMESTER –III**

**PM03CMGT01: BUSINESS POLICY AND STRATEGIC MANAGEMENT –I**

Business Policy as a Field of Study; General Management Point of View; Vision, Mission, Objectives and Policies; Environmental Analysis and Internal Analysis; SWOT Analysis; Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model; Industry Analysis; Concept of Value Chain; Strategic Profile of a Firm; Framework for Analyzing Competition; Competitive Advantage of a Firm.
PM03CNEM01: NEW ENTERPRISE MANAGEMENT

Entrepreneurship and its role in economic development. Problems of industrialization in underdeveloped countries with special reference to India. Industrial Policy, Regulation and control of Industries in India; Mechanics of setting of new enterprise – size and location, optimum units – its meaning and determinants; Size of industrial units in India. Theory of industrial location factors determining the industrial location. Regional distribution of industrial activity in India; Recent trends in the localization of industrial activity in India; Regional planning of industrial activity in India; Feasibility studies; technical, marketing and finance; Managerial problems of new enterprises; production purchasing, Financing labour and Marketing problems facilities provided by different institutions and agencies in India, Finance facilities for new enterprises, Marketing and other facilities.

PM03CBLL01: BUSINESS LEGISLATION


PM03CCPR01: COMPREHENSIVE PROJECT -I

SEMESTER –IV

PM04CMGT01 BUSINESS POLICY AND STRATEGIC MANAGEMENT –II

Nature and Scope of Strategic Management; Strategic Intent and Vision; Concept of Core Competence, Capability and Organization Learning; Process of Strategic Planning and Implementation; Strategy and Structure; Organizational Values and their Impact on Strategy; Power games amongst Competing Players; Chief Executive and Board; Work on Top Management; Turnaround Management; Management of Strategic Change; Mergers and Acquisitions; Strategic Management in an International Firm; Strategy and Corporate Evolution in Indian Context.

PM04CECO01: INTERNATIONAL ECONOMIC ORGANIZATIONS

Economic Regimes, International Economic Organization International organizations as international institutions; International Monetary Fund (IMF); World Bank Group –
International bank For Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA); General Agreement on Tariffs and Trade (GATT); World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD); International Labour Organization (ILO); Bank of International Settlement (BIS); World Customs Organisation (WCO); World Intellectual Property Organisation (WIPO); International Economic Groupings.

PM04CCPR01: COMPREHENSIVE PROJECT -II

LIST OF OPTIONAL PAPERS (ELECTIVE STREAMS)

FINANCIAL MANAGEMENT

PM03EFIN01: FINANCIAL DECISION ANALYSIS

Analysis of Financial Decision Making Areas; Linkages of Management Decisions with Wealth Maximization; Corporate Debt Capacity Decision; Business Failure and Reorganization – Application of Multiple Discriminate Analysis; Decision Tree Analysis; Capital Expenditure Decision Under Conditions of Risk and Uncertainty; Cost-Volume profit Analysis under Conditions of Uncertainty; Leasing Vs. Borrowing Decisions; Sequencing of Investment Decisions; Replacement Decisions; Mergers and Acquisitions; Takeover Regulations; Goodwill and Valuation of Shares; Dividend Valuation Model; Determination of the Exchange ratio; Legal and Procedural Aspects of Merger Decision; Specific Areas and Problems in the Area of Financial Decision Making; Estimation and Projection of Working Capital Decisions.

PM03EFIN02: MANAGEMENT CONTROL SYSTEM


PM03EFIN03: INTERNATIONAL ACCOUNTING

International Dimensions of Accounting – Conceptual Development and Comparative Development Patterns; Currency Transactions; Managing International Information Systems; International Perspective on Inflation Accounting; Financial Reporting and
Disclosure; Analyzing Foreign Financial Statements; Financial Management of Multinational Entities; Transfer Pricing and International Accounting – International Standards and Multinational Corporations.

PM03EFIN04: CORPORATE TAXATION PLANNING

Basic Concepts of Income Tax; Residential status of a Company; Computation of Income under Different Heads of Income, Set off and Carry forward of Losses, Deductions and Exemptions in Additional Tax on Undistributed Profits, Companies Profit Surtax Act; Computation of Tax Liability; Meaning and Scope of Tax Planning and Location of Undertaking; Type of Activity, Ownership Pattern, Tax Planning Regarding Dividends policy, Issue of Bonus Shares, Inter Corporate Dividends and Transfers, Tax Planning Relating to Amalgamation and Merger of Companies; Tax Considerations in respect of Specific Managerial Decision like Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Markets or Exports; Replacements and Capital Budgeting Decisions, etc; Tax Planning in respect of Managerial Remuneration, Foreign Collaborations and Joint Ventures; Implications of Avoidance of Double Taxation Agreements.

PM03EFIN05: FINANCIAL DERIVATIVES

Forward Contracts; Future Contracts; Other Derivative Securities; Types of Traders; Futures Markets and the use of Futures for Hedging; Forward an Futures Prices; Interest Rate Futures; Swaps; Options Markets; Properties of Stock Option Prices; Trading Strategies Involving Options; Black-Scholars Option Model; Binomial Model; Options on Stock Indices; Currencies and Futures Contracts; General Approach to Pricing Derivatives Securities; Interest Rate Derivative Securities; Derivatives Market in India.

PM03EFIN06: PROJECTS PLANNING, ANALYSIS AND MANAGEMENT

Generation and Screening of Project Idea; Capital Expenditure; Importance and Difficulties; Market Demand and Situational Analysis; Technical Analysis; Financial Analysis; Analysis of Project Risk; Firm Risk and Market Risk; Social Cost Benefit Analysis; Multiple Projects and Constrains; Network Techniques for Project Management; Project Review and Administrative Aspects; Project Financing in India; Problem of Time and Cost Overrun in Public Sector Enterprises in India; Assessment of the Tax Burden; Environmental Appraisal of Projects.

PM03EFIN07: WORKING CAPITAL MANAGEMENT

Working Capital and Capital investment Processes, Monetary System; Money Market in India; Banking System in India; the Restructuring Process; Working Capital Control and Banking Policy in India; Instruments of The International Money Market; Managing Short-term International Transactions.

PM04EFIN01: SECURITY ANALYSIS AND INVESTMENT MANAGEMENT


PM04EFIN02: PORTFOLIO MANAGEMENT


PM04EFIN03: INTERNATIONAL FINANCIAL MANAGEMENT

Multinational Financial Management – An overview; International Capital Flows; Balance of Payments and its Implications; Evolution of the International Monetary and Financial System; Long-run Investment Decisions – The Foreign Investment Decision; Political Risk Management; Multinational Capital Budgeting – Application and Interpretation; Cost of Capital and Capital Structure of the Multinational Firm; Dividend Policy of the Multinational Firm; Taxation of the Multinational Firm; Country Risk Analysis; Long-term International Financing.
PM04EFIN04: MANAGEMENT OF FINANCIAL SERVICES

Financial System and Markets; Concept, Nature and Scope of Financial Services; Regulatory Framework for Financial Services; Management of Risk in Financial Services; Stock Exchange Operations; Mutual funds; Merchant Banking Services; Managing of issue shares and bonds-Mobilizing of Fixed Deposits-Inter-Corporate Loans-International Finance; Other Financial Services- Leasing and Hire Purchase; Debt Securitization; Housing Finance; Credit Rating; Credit Cards; Banking and Insurance; Venture Capital; Factoring for Failing and Bill Discounting; Insurance; The Tax Environment and Financial Services; Pricing Financial Services.

PM04EFIN05: INTERNATIONAL FINANCIAL MARKETS


PM04EFIN06: MANAGEMENT OF FINANCIAL INSTITUTIONS

The Financial system; Indian Financial System; RBI and its functions; Management of Commercial Banks; Functions, Performance Analysis, Banking Law & regulation, Provisions of RBI’s Operations Credit and Monetary planning; Insurance Companies; developments banks; role and Capital Planning; Financial Planning of Financial Institution; Working and Organization of different financial institutions in India like IFCI, ICICI, IDBI, LIC, CIBIL, Mutual Funds, Risk Management and BASEL-II and III, Financial Inclusion.

PM04EFIN07: FOREIGN EXCHANGE MANAGEMENT

Types of Foreign Exchange markets and Transactions, Quoting Foreign Exchange Rates, Spread, Official and Free Market Rates; Cross Rates, Forward Rates, Quoting Forward Rates; Organization of the Foreign Exchange Markets; Currency Futures; Currency Options; Currency Swaps; Corporate Exposure Management; Alternative Strategies for Exposure Management, Exposure Management Techniques; Organization of the Exposure Management Function; Parameters and Constraints on Exposure Management: Theory and practice of Forecasting Exchange Rates –Economic Fundamentals; Financial and Socio-Political Factors; Technical Analysis; Tax Treatment of Foreign Exchange Gains and Losses; FEMA.

PM04EFIN08: INFRASTRUCTURE FINANCE

Project Finance; Infrastructure Finance Vs Project Finance; Evolution of Private and Commercially Financed Infrastructure Projects in India: Structural issues-Dissatisfaction with the performance of existing PSUs, Lack of funds with the Government; Structural finance; risk-participation assistance, types of guarantees, contemporary products, pricing
of Issues-Commercialization/ corporatisation of PSUs with the increased reliance on the
capital market, Privatization; Outlook for Infrastructure Projects: Demand for
Infrastructure in Future; Supply of Infrastructure Finance; Infrastructure Finance-Scope
and Avenues :Business and major players (Global and Indian), Products (Funded and non-
funded) – types, mezzanine finance, take-out products-tax implications (10 23 G,80 IA, 36(I) (viii) ) Role of FI and banks and shift in portfolio of FI and banks, skills required for
career in Infrastructure finance; Process Flow chart of typical Infrastructure projects-
Process flow for MOU projects and competitively bid projects; Infrastructure finance-key
terms and concepts : Types of projects (BOT, BOOT, BOLT, BOO, LROT, RMOT), Concession
on agreements/license agreements & key clauses therein; Key contracts (EPC, O&M
Shareholders agreement) & key clauses therein (including diagrammed depicting typical
contractual structure), Financial Closure, Role of Independent regulators-tariff fixation and
dispute resolution, jurisdiction in each sector and relationship with govt.(coverage would
include briefly the function of TAMP, CERC, SERC, TRAI); Risk Analysis-Key risks in
Infrastructure finance and litigation, allocation of risk including insurance; Infrastructure
projects appraisal in a financial institution; Appraisal process, Generic issues, Internal
committees and functions, Sanction/letter of intent, Disbursement and post –disbursement
process; Sectoral Outlook: Business process and opportunities for private sector
participation sector-wise; Advisory Services; Recent Deals.

LIST OF OPTIONAL PAPERS (ELECTIVE STREAMS)

MARKETING

PM03EMKT01: CONSUMER BEHAVIOUR

Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy;
Consumer Involvement and Decision Making; Information Search Process; Evaluative
Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer
Perception; Consumer Attitudes and Attitude Change; Influence of Personality and Self
Concept on Buying Behaviour; Psychographics and Lifestyle; Reference Group Influence;
Diffusion of Innovation and Opinion Leadership Family Decision Making; Industrial Buying
Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer
Behaviour Studies in India.

PM03EMKT02: SALES AND DISTRIBUTION MANAGEMENT

Sales Management and Personal Selling, Salesman Ship: Preparing for a sales call, sales
presentation, handling objections and closing of sales, Theories of selling, Sales
Organization: Organisation of sales department, relationship of sales department with
other Departments, Sales Force Management: Selection, training and motivation of sales
persons, compensation plans, Controlling Sales Personnel and Sales Efforts: Evaluating
performance, Sales budget, sales control and cost analysis, Sales Territories and Sales
Quotas, Indian distribution system, channel strategy & selection of channels, alternative
channel arrangements, Development of dealer network : Dealer selection, motivation &
evaluation, logistics for Physical Distribution.

PM03EMKT03: MARKETING RESEARCH AND INFORMATION SYSTEMS

Introduction to the course and problem definition, Research design and source of data,
Types od data, Data collection approaches-survey method, observation method, mail

**PM03EMKT04: INDUSTRIAL MARKETING**

Nature and Scope of Industrial Marketing; Differences between Industrial Marketing and Consumer Marketing; Nature of Demand in Industrial Markets; Industrial Buyer Behaviour; Industrial Purchasing; Marketing Research and Market Information System; Segmentation of Industrial Markets; Technology and the Industrial Markets; Product Decisions and Strategies; Industrial Services; Industrial Pricing; Distribution and Channel Relationships; Logistics Management; Industrial Marketing Communication; Sales Force Management; Industrial Marketing Strategy; Planning and Implementation.

**PM03EMKT06: PLANNING AND MANAGING RETAIL BUSINESS**

An introduction to the Retailing System, Retailing mix – Social forces – Economic forces – Technology forces – Competitive forces; Retailing definition, Structure, Different formats – marketing concepts in retailing – Consumer purchase behaviour - Cultural and Social group influence on Consumer purchase behaviour; Retail Store Location – Traffic flow and analysis – population and its mobility – exteriors and layout – Customer traffic flows and pattern – Creative display; Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per sq. feet of space – Retail promotions – Staying ahead of competition; Supply Chain Management- Warehousing – Role of IT in supply chain management; Franchising, Direct Marketing/Direct Selling – Exclusive shops – Destination stores – Chain Stores- Discount Stores an other current and emerging formats – issues and options; Retail Equity, Technology in Retailing – Retailing through the Internet.

**PM03EMKT07: MARKETING OF SOCIAL SERVICES**

Relevance of social services in a developing economy; applications of marketing in social services, e.g. health and family welfare, adult literacy programme, environment protection, social forestry etc., socio-economic-cultural influences on beneficiary system; organizing for marketing social services; beneficiary research and measurement of their perceptions and attitudes; planning and implementation of mass campaigns; beneficiary contact programme; use of print and electronic media in mass communication; diffusion of innovative ideas; geographical expansion strategies in mass contact programme; review and monitoring of marketing strategies of socially relevant programmes.

**PM04EMKT01: ADVERTISING MANAGEMENT**

PART-I: FOUNDATION: The World Of Advertising, The Role Of Advertising In Marketing; And Integrated Marketing Communication, the Structure of the Advertising Industry; Advertisers, Agencies, Media Companies, And Support Organizations, advertising And Society

PART-II: PLANNING AND STRATEGY: How Advertising Works he Consumer Audience, strategic Research In Advertising, strategic Planning for, advertising, Ad Objectives and Budgeting
PART-III: ADVERTISING MEDIA: Print and Out of Home Media, Broadcast Media Interactive Media, Media Planning and Buying.

PART-IV: MESSAGE STRATEGY: Creative Message Strategy, Copywriting, Design and Production

PART-V: INTEGRATION AND EVALUATION: Direct Response communication. Sales Promotion, Events, Product Placements, Branded Entertainment and Sponsorships, Special advertising Situations: Retail, Political, Social and B2B Advertising, evaluation of effectiveness

PM04EMKT02: BRAND MANAGEMENT


PM04EMKT03: INTERNATIONAL MARKETING


PM04EMKT04: MARKETING FOR NON-PROFIT ORGANIZATIONS

Scope and Applications of Marketing in the Context of Non-profit Organization; Non-profit Institutions in Indian Market Context e.g. Police, Public Service, Hospitals, etc.; Setting Marketing Objectives; Analyzing Socio-cultural Environment Affecting Non-profit Organizations; Analyzing Beneficiary Behaviour; Market Segmentation and Customer Targeting; Planning of Marketing Strategy in a Non-profit Organization; Concept of Product Service Life Cycle; Market Segmentation and Related Issues; Elements of Marketing Mix; Product and Service Decisions; Pricing Decisions; Distribution and Delivery Strategy; Promotional and Public Relations Strategy Role of Institutional Image; Monitoring and Review of Marketing Programme.

PM04EMKT05: MANAGEMENT OF PUBLIC DISTRIBUTION SYSTEM
Meaning and Importance of Distribution in the Marketing of Goods and Services; Distribution Channels; Public Distribution Systems and its Relevance in Developing Economy; Objectives of Public Distribution of Essential Commodities; Structural Aspects of Indian Market; Types of Distribution Systems; Administration of Public Distribution System; Logistics Planning in National Distribution Systems; Cost Control and Economics of Mass Distribution; Maintenance of Quality Standards; Legal and Regulatory Framework; Administered Prices and Public Distribution System; Role of Materials Handling and Storage Technology in Mass Distribution; Conflict Management in Large Scale and Distribution System; Care Studies on Mass Distribution of Essential Commodities Seeds, Family Planning Aids; Cement, Steel, Agricultural Inputs etc.

PM04EMKT06: E-COMMERCE


PM04EMKT07: STRATEGIC MARKETING


PM04EMKT08: SALES PROMOTION MANAGEMENT

Sales Promotion and Marketing Mix; Nature and Types of Sales Promotion; Consumer Behaviour and Sales Promotion; Deal Prone Consumer; Economic Theories of Promotion; Sales Promotion’s Impact on Sales; Evaluation of Sales Promotion Experiments; Choice and
Purchase Timing Models; Manufacturer Promotion Planning Process; Retailer Promotion Planning Process; Strategic Issues in Designing Promotional Strategies; Substantive Findings and Issues on Coupons, Trade Dealings and Retail Promotions.

**PM04EMKT05: MARKETING OF SERVICES**

New Perspectives on marketing in the Service Economy, Consumer Behavior in a services context, Positioning services in competitive market, Developing Service Products, Distributing Services through Physical and Electronic channels, Setting Prices and Implementing Revenue Management, Promoting Services and educating customer, Designing and Managing Service Processes, Balancing demand and productive capacity, Crafting the services environment, Managing People for service advantage, Managing Relationship and building Loyalty, Complaint Handling and service Recovery, Improving service Quality and Productivity, Striving for Service leadership. Selected Cases related to Marketing of Services.

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