

PROGRAMME SCHEDULE AND EVALUATION SCHEME
MAM Year 4
Session 2016-17 Semester VII

S. No	Course Code	Subject	Periods (Hours)			Evaluation Scheme						Total Credits	
			L	T	P	Internal Evaluation			End Semester				
						CT	TA+AT 10+10	TOT	P	Th.	P		
1.	MAM 701	Production and Operation Management	3	2	0	30	20	50	-	100	-	150	4
2.	MAM 702	Operations Research	3	2	0	30	20	50	-	100	-	150	4
3.		Specialization Group 1 Elective 1*	3	2	0	30	20	50	-	100	-	150	4
4.		Specialization Group 1 Elective 2*	3	2	0	30	20	50	-	100	-	150	4
5.		Specialization Group 2 Elective 1*	3	2	0	30	20	50	-	100	-	150	4
6.		Specialization Group 2 Elective 2*	3	2	0	30	20	50	-	100	-	150	4

PROGRAMME SCHEDULE AND EVALUATION SCHEME
MAM Year 4
Session 2016-17 Semester VIII

S. No	Course Code	Subject	Periods (Hours)			Evaluation Scheme						Total Credits	
			L	T	P	Internal Evaluation			End Semester				
						CT	TA+AT 10+10	TOT	P	Th.	P		
1.	MAM 801	Strategic Management	3	2	0	30	20	50	-	100	-	150	4
2.	MAM 802	Entrepreneurship Development	3	2	0	30	20	50	-	100	-	150	4
3.		Specialization Group 1 Elective 3*	3	2	0	30	20	50	-	100	-	150	4
4.		Specialization Group 1 Elective 4*	3	2	0	30	20	50	-	100	-	150	4
5.		Specialization Group 2 Elective 3*	3	2	0	30	20	50	-	100	-	150	4
6.		Specialization Group 2 Elective 4*	3	2	0	30	20	50	-	100	-	150	4

ELECTIVE PAPERS

Specialization Group: Human Resource

Course Code

1. MAM HR 01 Talent Management
2. MAM HR 02 Training & Development
3. MAM HR 03 Organisational Design & Change Management
4. MAM HR 04 Industrial Relations and Labour Laws

Specialization Group: Marketing

Course Code

1. MAM MK 01 Strategic Marketing Management
2. MAM MK 02 Product and Brand Management
3. MAM MK 03 Consumer Behaviour
4. MAM MK 04 Digital Marketing

Specialization Group: Financial Management

Course Code

1. MAM FM 01 Security Analysis & Portfolio Management
2. MAM FM 02 Financial Derivatives
3. MAM FM 03 International Financial Management
4. MAM FM 04 Financial Market & Commercial Banking

Specialization Group: International Business

Course Code

1. MAM IB 01 International Marketing
2. MAM IB 02 International Logistics
3. MAM IB 03 Export Import Documentation
4. MAM IB 04 WTO & Regional Trading Blocks

Specialization Group: Information Technology

Course Code

1. MAM IT 01 Enterprise Resource Planning
2. MAM IT 02 Web Technology
3. MAM IT 03 Database Management System
4. MAM IT 04 E-Commerce

MAM-701: Production and Operation Management

Max. Hours: 40

COURSE OBJECTIVE:

The course is designed to make the students familiar with different types of Production, plant layout and material handling, operations planning and control, inventory management, quality management etc. and to acquaint them with appropriate tools and techniques needed for understanding the operational situation and also understanding the logistics management.

Unit –I (6 sessions)

Operations Management – An overview, Definition of production and operations management, Production Cycle, Classification of operations, New Product Development, Product Design, Plant Location, Layout Planning.

Unit –II (8 sessions)

Forecasting as a planning tool, Forecasting types and methods, Exponential smoothing, Measurement of errors, Monitoring and Controlling forecasting models, Box- Jenkins Method. Productivity and Work study, Method study, Work Measurement. Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information)

Unit-III (8 sessions)

Recent Issues in SCM : Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management. Production Planning techniques, Routing Decisions, Line of Balance, Scheduling types & principles, master production schedule.

Unit-IV (8 sessions)

Inventory Management – Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED,FSN analysis. Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, PDCA cycle, Quality circles, Quality improvement and cost reduction- 7QC tools and 7 new QC tools, ISO 9000-2000 clauses, coverage QS 9000 clauses, coverage. Six Sigma, Total Productive Maintenance (TPM)

Unit-V (10 sessions)

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor

concept, management of stores, accounting for materials.

Case Study related to the Entire Syllabus.

Suggested Reading:

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

MAM-702: OPERATIONS RESEARCH

Max. Hours: 40

COURSE OBJECTIVE

This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:

Unit I (6 Sessions)

Operations Research:- Uses, Scope and Applications of Operation Research in managerial decision-making.

Decision-making environments:- Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.

Unit II (8 Sessions)

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and

simplex method of solving LP problems; sensitivity analysis; duality. *Transportation problem*: Various methods of finding Initial basic feasible solution and optimal solution.

Unit III (10 Sessions)

Assignment model: Algorithm and its applications. *Game Theory*: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

Unit IV (10 Sessions)

Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems.

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers.

Unit V (6 Sessions)

Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail

suddenly. *Project Management*: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; crashing of operations.

Case Study related to the Entire Syllabus.

Suggested Reading:

- 1) Apte-Operation Research and Quantitative Techniques (Excel Books)
- 2) S Kalawathy-Operation Research (Vikas IVth Edition)
- 3) Natarajan- Operation Research(Pearson)
- 4) Singh & Kumar—Operation Research(UDH Publisher edition 2013)
- 5) Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition)
- 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
- 6) Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition).
- 7) Sharma J K - Operations Research (Pearson, 3rd Edition)

MAM- 801: STRATEGIC MANAGEMENT

Max. Hours: 40

COURSE OBJECTIVE:

The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations. Class participation will be fundamental to the development of the skills of the students.

UNIT I (6 Sessions)

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making.

UNIT II (8 Sessions)

Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness. Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning,

UNIT III (10 Sessions)

Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit. SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

UNIT IV (8 Sessions)

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

UNIT V (8 Sessions)

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System. Case Study related to the Entire Syllabus.

Suggested Reading

1. Carpenter-Strategic Management(Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management (Wiley)
6. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)
7. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)
8. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)

MAM-802: ENTREPRENEURSHIP DEVELOPMENT

Max. Hours: 40

COURSE OBJECTIVE:

The objective of the section is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur.

Unit I (8 Sessions)

Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development,

Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship,

Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship

Unit II (6 Sessions)

Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies,

Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of

Entrepreneurial mobility. Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation

theories, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation

of EDPs

Unit III (10 Sessions)

Role of Government in promoting Entrepreneurship, MSME policy in India, *Agencies for Policy Formulation*

and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI),

Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small

Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), *Financial*

Support System: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions

Unit IV (8 Sessions)

Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India,

Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship,

Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family

Business Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Fading of Entrepreneurial success among once leading corporate groups, Entrepreneurial resurgence, Reasons of

Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship.

Unit V (8 Sessions)

Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, Identifying

problems and opportunities, Defining Business Idea, Planning Business Process, **Project Management:**

Concept, Features, Classification of projects, Issues in Project Management, Project Identification, Project Formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report Preparation, Specimen of a Project Report Case Study related to the Entire Syllabus.

Suggested Readings:

1. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
2. Couger, C- Creativity and Innovation (IPP, 1999)
3. Kakkar D N - Entrepreneurship Development (Wiley Dreamtech)
4. A.K.Rai – Entrepreneurship Development, (Vikas Publishing)
5. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)
6. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
7. Holt - Entrepreneurship : New Venture Creation (Prentice-Hall) 1998.
8. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
9. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)

Elective: **Human Resource Management**

MAM HR 01 Talent Management

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives:

1. This course focuses on the attraction, acquisition, and retention of talent in organizations.
2. In particular, the module will focus on the alignment of the talent management process with business strategy, with culture, and with people.
3. Aim is to discuss the issues from two perspectives: managing talent in organizations as well as managing one's own talents as an individual.
4. In addition, the course will cover the negotiation problems that managers may face in decision-making processes; for example, the hiring negotiation, the promotion negotiation, the firing decision, and HR-relevant cross-cultural negotiation issues.

Unit 1

(6 hrs)

Introduction to Talent Management: Introduction, Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Recruitment, Selection, Human Resource Planning, Retention, Talent vs. knowledge people, Source of Talent Management, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent.

Unit 2

(8 hrs)

Talent Acquisition: Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process (using MS-Excel and quantitative tools). Evaluation of factors affecting HRP, Strategic view of recruitment & selection. Talent Acquisition, Recruitment Process, Strategic Trends in Talent Acquisition, Talent acquisition management solutions.

Unit 3

(7 hrs)

Employee Engagement: Preparing recruitment plan, E-recruitment (using various job portals), searching & downloading applicant profile by using job portals, selecting recruitment source, preparing recruitment budget, employer branding, formulating a recruitment strategy (specifically for Managerial/Executive jobs), Selection process, Use of assessment centres, selection errors & minimising selection errors, Reliability & Validity tests, Choosing the types of interviews.

Unit 4

(8 hrs)

Employee Retention: Comprehensive approach to Retaining employees, Managing Voluntary Turnover, dealing with Job Withdrawal, Strategic Compensation plan for Talent

Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model.

Unit 5

(7 hrs)

Emerging Trends in HR: Human Resource Audits, Human Resource Information System (HRIS), Human Resource Accounting (HRA), Contemporary development, and Cultural development, Business Process Re-engineering, Contemporary Talent Management Issues and Challenges.

Employability Skills:

Functional Skills	Measurement
1. Laying foundation of critical thinking Skills	Cases+ Exercise
2. Developing students to strategically formulate talent management tools.	Exercise+ Case
3. Developing analysis of multiple perspectives of Talent Management	Case/Workshop
4. Developing an understanding of how to manage other people (i.e. their subordinates or peers) and themselves with regard to career-related issues.	Case

Text Books:

- Dessler Gary, A Framework for Human Resource Management, Pearson Publication, 7th Edition.
- Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication, 14th Edition

References:

- Rao VSP, Human Resource Management, Vikas Publishing, New Delhi
- K.Asawathappa – Human Resources and Personnel Management, Tata McGraw Hill
- Robbins SP, Timothy A, Judge & Sanghi Seema, Organizational Behaviour, Pearson Education, New Delhi ,13th edition.

- Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill
- Hasan, M., Singh, A. K., Dhamija, S. (eds.), Talent management in India: Challenges and opportunities, Atlantic Publication

MAM HR 02 Training & Development

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective: The course aims at exposing the learner to the Concept and practice of training and development in the modern organisational setting through the pedagogy of case discussions and recent experiences. The design of the course aims to provide an experimental, skill- based exposure to the process of planning, organizing and implementing a training system.

Unit I

(6 Hours)

Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; linking training and development to company's strategy; Requisites of Effective Training ;

Role of External agencies in Training and Development.

Unit II

(6 Hours)

Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, TNA at different levels, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA.

Unit III

(8 Hours)

Learning Theories and Program Design: Introduction to learning, Learning Theories – Reinforcement Theory, Social Learning Theory, Goal Theory, Need Theory, Expectancy Theory, Information Processing Theory, Process of Learning, Consideration in designing effective training programs, organizational learning vs. Learning organization.

Unit IV

(8 Hours)

Designing, Conducting & Evaluation of Training Program: Areas of training,

Types of training, System's Approach to Training, Training Methods, Make or Buy

Decision, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Costing & Training Budget, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

Unit V

(8 Hours)

Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Training & Development in Indian Industry, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.

Skills	Measuring Tools
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Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions
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Course Outcomes:

After successful completion of the course, the students must be in a position to address:

- The field of Training and Development and its role in optimizing performance.
- Applying theoretical concepts and models to training design.
- Designing training interventions using a variety of methodologies.
- Evaluating the effectiveness of training & development interventions.
- Assessing whether training & development is a viable career option.

References:

Books:

1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
2. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition, 2013.
3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
4. Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, Dorling Kindersley (India) Pvt. Ltd.
5. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.
6. Dayal, Ishwar, Management Training in Organisations, Prentice Hall.

MAM HR 04 INDUSTRIAL RELATIONS & LABOR LAWS

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives:

- To Provide conceptual framework of Industrial Relation
- To make students aware with the Indian Labour legislation

- To make students aware with the basic requirements and mandate of labour legislations

Unit 1:

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations
Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country

Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions, The Trade Unions Act 1926- objectives, recognition and registration

Industrial Democracy & Participative Management

Unit2:

Collective Bargaining: Significance, types & Procedure of collective bargaining **Discipline:**
The Industrial Employment (Standing Orders) Act 1961

Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry

Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India

Unit 3

The Factories Act, 1948 & The shop & Establishment Act 1948

The Payment of Wages Act, 1923

The Workmen's compensation Act, 1972

The Industrial Disputes Act, 1947

Unit 4

The Payment of Minimum wages act 1936

The Contract Labor (Abolition & regulative) act

The ESI Act, 1948

The Trade unions act, 1926

Unit 5

The payment of Bonus Act, 1965 The
payment of Gratuity Act, 1972 The
Maternity Benefit Act, 1961
Employee's Provident fund & Miscellaneous Provisions Act, 1952

Text Books:

3. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
4. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)

Reference Books:

1. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
2. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
3. Monappa Arun, Industrial Relations

Websites:

www.labour.nic.in
www.hrmguide.net

Skills	Measuring Tool
Ability to identify the mandate (about dates) of the laws	Exercise + workshop
Ability to identify the mandate (Forms) of the laws	Class room discussions
Ability to have a safeguard from the penalty imposed on employer due to Legislation	Exercise + workshop

Elective : Marketing

MAM MK 01: Strategic Marketing Management

The 21st Century is well on its way and over the last decade Marketing as a subject and as practice evolved continuously due to technological, sociological and other global game changing forces. This course will attempt to probe into these profound as well as currently peripheral but potentially significant changes from the perspective of certain base premises that possibly will never change.

This course will discuss marketing theories as well as a range of real life current and classical examples & cases to help participants improve their strategic marketing thinking and activation skills.

Course Contents:

Marketing as strategy:

Understanding new era organizations and the marketing environment today, the role of market orientation, technological advances, global marketing imperative, marketing ethics & social responsibility.

Market opportunity recognition and evaluation:

Internal analysis, External analysis, The marketing information system, Buyer behavior, Segmentation & targeting.

Broader Concerns today:

Stake holder Concerns & issues
Sustainable & Green marketing
New paradigms for Organizations & Consumers

Products, Services & Innovation:

Marketing's role in new product/new service development
Managing across the life cycle
Marketing channels and the marketing ecosystems

Marketing Planning and Execution

Different approaches to planning for Marketing.
Forecasting & Scenario planning
Marketing mix & Resource allocation
Marketing communication – Multi channel integration
Pricing, Branding, Value driven Relationship

New Challenges

Marketing & the creative industries
Marketing & the new media
Marketing to the bottom of the pyramid
Frugal & grass root Marketing

Reference:

- **Strategic Marketing by Rogerkerin**
- **Marketing strategies by Anil Mishra Amit Mishra**
- **Strategic Marketing Management by Alexander Chernev**

MAM MK 02- PRODUCT AND BRAND MANAGEMENT

Objectives:

To understand the importance of product in the success of a business organization
Product Management central to the marketing management function in the organization.
To equip the students with the knowledge to effectively analyze, plan & manage the product function.

To develop an understanding about the process of building up brand image and maintenance thereof.

Prerequisites: MM -I and MM- II(Marketing Basics)

Unit-1 Product Management

- 1.1 Product Management Process
- 1.2 Value Proposition offered by a Brand
- 1.2 Product Planning (National, International Markets)
- 1.3 Product Portfolio analysis (evaluation)
- 1.4 Product Strategies
- 1.5 Life cycle management
- 1.6 Packaging and Labelling Decision

Unit-2 Launching & Commercialisation of a new product

- 2.1 New product planning
- 2.2 Market Planning, Advertising budget formation
- 2.3 Commercialization & Launch (Techniques)

Unit-3 Brand Management

- 3.1 Brand Management
- 3.2 Brand Identity and Sources
- 3.3 Brand Creation Principles – Brand Awareness, Brand Personality
- 3.4 Time Effects – Pyramidal Model, Revitalising Brands, Brand Equity
- 3.5 Brand Extension
- 3.6 Brand & Product Strategies, Corporate Branding
- 3.7 Portfolio Brands

Unit-4

- 4.1 Making Brands Global
- 4.2 Making strong Brands
- 4.3 Brand Equity-process to build Brand Equity, Elements
- 4.5 Developing a Brand Equity Measurement and Measurement System
- 4.6 Integrating Marketing Communications to Build Brand Equity
- 4.7 Designing Marketing Programs to Build Brand Equity

Employable Skills:

Skill	Measurement tool
Analytical skills	cases
Brand Development	Live case
Brand Management	Live case analysis

Text Books

Brand Management: Text and cases, HarshVerma, Excel Books

References

- **“Strategic Brand Management – Building, Measuring and Managing Brand Equity”**, 3rd Edition, Kevin Lane Keller, Prentice Hall INC, 2008
- Building strong brands, David Aaker, Simon & Schuster, Limited
- Brand Leadership, David Aaker, Simon & Schuster, Limited.
- Product Management- Majumdar, PHI.

Journals / Magazines

- Brand Review(ICFAI)
- Brand Equity(TOI)

MAM MK 03- CONSUMER BEHAVIOUR

Course Credits: 3

Teaching Hours: 36 Hrs

COURSE OBJECTIVES

At the conclusion of this course, the student should be able to:

- Define external influences on buying behavior (culture, demographics, social status, reference groups, purchasing groups, management influence).
- Define internal influences on buying behavior (belief, attitude, perception, preference, personality, and emotions).
- Explain the decision making process and how it relates to consumers and industrial buyers.
- Understand the self-concept and lifestyle and their influences on purchasing decisions.
- To apply consumer theories to the real marketing context.

COURSE OUTCOMES

- Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded;
- Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities
- Be able to demonstrate how concepts may be applied to marketing strategy

UNIT-I INTRODUCTION TO CONSUMER BEHAVIOR (8 hrs)

Introduction to Consumer Behaviour; Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Consumer Behavior in the Contemporary Environment: Changing face of consumer behavior under the scenario of globalization, technological changes, new retailing environment, etc. Consumer behavior in electronic markets: opportunities, issues and challenges.

UNIT-II CONSUMERS AS INDIVIDUALS (8 hrs)

Personality in Consumer Behavior: Aspects of Personality & Impact on Consumer Behavior. Personality Theories. Consumer Personality & Brand Personality, Self Concept – Types & Applications. **Consumer Needs & Motivation:** Needs & Wants, Motives, Maslow's Needs & Consumer Behavior. **Consumer Perception:**

Perception Process & Involvement, Sensation & Sensory Thresholds, Selective Perception, Common Perceptions of Colours, Interpretation – Semiotics. Perceived Risk. Perceptual Positioning & Perceptual Mapping. **Consumer Attitude Formation & Change:** Attitude functions. Tri component attitude model, hierarchies of attitude components. Multi attribute attitude models. Changing consumer attitudes.

Consumer Learning: Applications of behavioral learning theories and cognitive learning theories to consumer behavior.

UNIT-III CONSUMERS IN THE SOCIAL CONTEXT (8 hrs)

Reference Groups: Consumer socialization process. Types of reference groups, their nature of power & influence. Effect of reference groups on product & brand purchase. Opinion leaders – their role & types. Identifying opinion leaders. **Family, Gender & Age Influences:** Family decision making roles. Role of gender and age in family decision making. Family life cycle and consumer decisions. **Social Class & Consumer Behavior:** Social class – its components & impact on consumer behavior. India’s socio economic classification. Influence of social mobility on consumer behavior. **Cultural Influences on Consumer Behavior:** Characteristics of culture, application of cultural learning & rituals in consumer behavior. Types of subcultures in the Indian context. Cross-cultural influences. Cultural lessons in international marketing.

UNIT-IV CONSUMER DECISION MAKING (6 hrs)

Types of decision making & involvement. Information search pattern & marketing strategy. Types of choice models – multi attribute, conjunctive, disjunctive, lexicographic & elimination by aspects. Modeling consumer decision making – Howard Sheth model, Nicosia model and Engel Blackwell Miniard model.

UNIT-IV CONSUMER POST-PURCHASE BEHAVIOR (6hrs)

Post-Purchase Behavior: Satisfaction/dissatisfaction – loyalty/nonuse or complaint behavior. Post purchase dissonance – causes and approaches to reducing the same. Measuring satisfaction, handling complaints, achieving customer loyalty. **Organizational Consumer Behavior:** Organizational buying roles, buying situations & buying processes. Influences on organizational buying behavior.

Text Books:

1. Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson.

Reference Books

1. Consumer Behavior, Hawkins et al., McGraw Hill.
2. Consumer Behavior, Blackwell et al., Thomson.
3. Consumer Behavior, Solomon, Prentice Hall.
4. Consumer Behavior, Concepts & Applications; Loudon, David / Bitta, Albert Della, Tata Mc Graw Hill.

EMPLOYABLE SKILLS:

Skill	Measurement tool
Understanding of consumer as individual	Quiz, role play followed by class discussion
Understanding of consumer in group/society	Role play, presentations
Understanding of consumer decision making and post-purchase behavior	Case study analysis, group project

MAM MK 04- DIGITAL MARKETING

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives:

- To help students understand digital marketing practices, inclination of digital consumers and role of content marketing.
- To provide understanding of the concept of E-commerce and developing marketing strategies in the virtual world.
- To impart learning on various digital channels and how to acquire and engage consumers online.
- To provide insights on building organizational competency by way of digital marketing practices and cost considerations.
- To develop understanding of the latest digital practices for marketing and promotion.

Unit 1

6 hours

Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices.

Unit 2

9 hours

E-Commerce and Internet Marketing: Introduction to E-marketing, online marketing-mix, online consumer, customer relationship management in the virtual world, online branding, traffic building and E-commerce, Managing content in a digital age – content planning and writing. Consumer buying behaviour in the digital-age, and factors affecting consumer behaviour.

Unit 3

8 hours

Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO).

Unit 4

7 hours

Designing Organization for Digital Success: Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital

marketing is adding value to business, and evaluating cost effectiveness of digital strategies.

Unit 5

6 hours

Digital Innovation and Trends: The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing

Understanding trends in digital marketing – Indian and global context, online communities and co-creation, future of marketing gamification and apps.

Text Books

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
3. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.

Reference Books

1. Menon, Arpita; Media Planning and Buying; McGraw Hill (1st Edition, 2010)
2. Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education; (5thedition, 2008)
3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

Expected Course Outcomes:

- It will develop proficiency in interpreting marketing strategies in the digital age and provide fundamental knowledge for working in an online team.
- It will enable them to develop various online marketing strategies for various marketing-mix measures.
- It will guide them to use various digital marketing channels for consumer acquisition and engagement.
- It will help in evaluating the productivity of digital marketing channels for business success.
- It will prepare candidates for global exposure of digital marketing practices to make them employable in a high growth industry.

Elective: Finance

MAM FM 01- Security Analysis & Portfolio Management

Course Credits: 3

Teaching Hours: 36 Hrs

COURSE OBJECTIVE:

This course will emphasize an understanding of the economic forces that influence the pricing of financial assets.

- Understanding of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection.
- The course material will cover formulae that can be applied in different business situations regarding active portfolio management.
- To expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.
- To provide a theoretical and practical background in the field of investments.

Expected Course Outcome:

After completing this course , one is able to know how to:

- Value assets such as stocks and bonds.
- Manage investment portfolios.
- Optimally diversify portfolios.

- Allocate investments into stock and bond portfolios in accordance with a person's risk preferences.

- Measure the riskiness of a stock or a portfolio position.

- Adjust the value of an asset to take into account the riskiness of the asset.

- Understand and critically evaluate investment advice from brokers and the financial press.

Unit I Investment (08 Hrs)

Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and

settlement procedures. Regularity systems for equity markets, Type of investors, Aim & Approaches of Security analysis.

Unit II Portfolio Theory (10 Hrs)

Risk & Return: Concept of Risk, Component & Measurement of risk, covariance, correlation coefficient, Measurement of systematic risk. Fundamental Analysis:

Economic, Industry, Company Analysis, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.

Unit III Capital Market & Asset Pricing (06 Hrs)

Technical Analysis: DOW Theory, Support and Resistance level, Type of charts & its interpretations, Trend line, Gap Wave Theory, Relative strength analysis, Technical Versus Fundamental analysis. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies.

Unit IV (08 Hrs) Bond, Equity and Derivative Analysis : Valuation of Equity Discounted Cash-flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales ratio, Economic value added (EVA). Valuation of Debentures/Bonds : nature of bonds, valuation, Bond theorem, Term structure of interest rates.

Unit V Active Portfolio Management (08Hrs)

Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry

SUGGESTED READINGS :

Text Books :

- 1) Ranganatham - Security Analysis and Portfolio Management (Pearson Education, 2nd Ed.)
- 2) Chandra P - Investment Analysis and Portfolio Management (Tata Mc Graw Hill, 3rd Ed)
- 3) Bhatt- Security Analysis and Portfolio Management (Wiley, 1st Ed)
- 4) Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.)
- 5) Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH, 10th Ed)

Reference Books

1. William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey: Investments, (Prentice Hall, 6th Ed).
2. Donald E. Fischer and Ronald J.Jordan: Security Analysis and Portfolio Management, (Pearson Education, 6th Ed)
3. Charles P. Jones, Investments Analysis and Management, (John Wiley & Sons,

13th Ed) ..

4. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, 9/e, John Wiley & Sons, 2001.

5. Sidney Cottle, Roger F. Murray, Frank E. Block, Graham and Dodd: Security Analysis, 5/e, Tata McGraw-Hill, New Delhi, 2002.

Mandate to have basic knowledge about NSE and BSE	Glossary at BSE & NSE Site
Mandate to have some analytical ability to analyze	Exercise +Cases

various portfolios	
Mandate to have various mock exercises www.moneycontrol.com	

www.Valueresearch.com
www.Yahoofinance.com

MAM FM 02- Financial Derivatives

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective:

- To make students aware of different types of Derivatives
- To develop an understanding amongst students of financial derivatives and associated regulatory framework
- To have an understanding of the derivative tools such as options, futures and their application to hedging.

Unit – 1

Introduction to derivatives market; Definition, Evolution and features of Derivatives, Types of Derivatives, Forward , futures and options market, Forward market transactions , Forward contracts , Forward market in India , Hedging with forwards.

Unit – 2

Forwards and Futures: Forward Contract, features of forward contracts Futures contract , types , functions , distinction between futures and forward , pricing of futures contract, Currency Futures , Hedging in Currency Futures , Speculation and Arbitrage in Currency Futures , Pricing of Futures, Cost of Carry Model , Application of Market Index , Index Futures in the Stock Market , Indian Derivatives Market.

Unit – 3

Introduction to Options , Hedging with Currency Options , Speculation and Arbitrage with Options , Pricing Options , General Principles of Pricing , Black Scholes option pricing Model

Index Options , Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian Stock Market , Use of different option strategies to mitigate the risk

Unit – 4

Financial Swaps, Managing Interest Rate Exposure, Interest Rate Swaps, Currency Swaps, Interest Rate Futures, Forward Rate Agreement

Employable skills :

Skill	Measurement tool
Understanding different types of	Workshops

Derivatives & Develop a understanding of financial derivatives and associated regulatory framework. understanding of the derivative tools such as options, futures and their application to hedging.	Case study
	Analysis
	Quiz

References :

1. Thomas Susan, Derivatives Market in India; Tata McGraw Hill
2. Financial Derivatives : Theory, Concepts and practices by S.L. Gupta, PHI, 2005.
3. Financial Derivatives by S.S.S Kumar, PHI , 2007
4. Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India; New Delhi, 1997.

Websites:

1. www.bseindia.com
2. www.nseindia.com
3. www.sebi.com
4. www.careratings.com
5. www.crisil.com
6. www.icraindia.com
7. www.capitalmarket.com

Course Outcome:

Upon successful completion of this course, the student will:

- Understand how derivative securities work and how they are traded.
- Understand the principles of derivatives pricing, including the implications of arbitrage.
- Be able to price forward and futures contracts using the cost of carry model.
- Be able to value options using the binomial and Black-Scholes option pricing models.
- Be prepared to use futures and options in financial risk management, speculation and arbitrage.
- Learn important lessons from derivatives disasters.

MAM FM 03- INTERNATIONAL FINANCE MANAGEMENT

COURSE OBJECTIVES:

- To introduce the environment of international finance and its implications on international business.
- To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.
- To define and measure foreign exchange risks and to identify risk management strategies.
- To explore the sources of long term finance and design financial strategies.
- To integrate the global developments with the changing business environment in India.

Credits: 3

Delivery Hours: 15 hours

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Unit I

(3 hours)

- International Monetary System,
- Bretton Woods System of exchange rate,
- Gold Standard Exchange rate Regime since 1973
- Financial Management in a Global perspective
- European Monetary Union - Euro
- International Flow of Funds – Balance of Payments (BOP) and Balance of Trade (BOT)
- Exchange Rate Determination

Unit II

(3 hours)

Parity conditions in International Finance

- Purchasing Power Parity Theory
- Interest Rate Parity Theory
- Fischer Effect
- Currency Forecasting

Unit III

(3 hours)

International Sources of Finance for the Firm

- Bond Financing (Fixed and Floating Rate Notes)
- Loan Financing (Syndicates Loans)
- Securitised Financing (Euronote)
- Equity Financing (GDR and ADR)
- Features of Loan Agreements: Loan Negotiations

Unit IV

(3 hours)

- Foreign Exchange Market, Real and Effective Exchange Rate, Foreign Exchange Market in India
- Convertibility Debate
- Foreign Exchange Risk Management – Techniques and Strategies
 - Conceptual Overview
 - Nature of Exposure (Economic, Transaction, Translation)

➤ Hedging and Speculation

Unit V

(3 hours)

- Foreign Direct Investment (FDI) – Concept, Objective, FDI in India
- American Depository Receipts (ADRs), Global Depository Receipts (GDRs) and European Depository Receipts (EDRs)

Employable Skills

Skills	Measurement Tool
<ul style="list-style-type: none">• Understand foreign exchange market and its application on international business• Foreign exchange risk involved and its management• Knowledge about Global Financial developments.	<ul style="list-style-type: none">• Quizzes• Case Studies• Presentation• Individual Projects• Group Projects

References

- Apte P G, International Finance, McGraw Hill Education
- Kevin S, Fundamentals of International Finance, PHI Learning
- Study Material from Faculty

MAM FM 04- Financial Market and Commercial Banking

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective:

- To impart knowledge of the financial system of India, the role of important financial institutions, financial markets and financial instruments.
- Familiarising the students with the Indian Capital market, its operations, instruments regulations etc.
- Helping students in acquiring analytical skills in the market analysis in the in the context of raising medium and long term funds
- Familiarising the students with the operations of secondary market mechanism
- Developing an appreciation among the students for the Banking services and products.

Course Outcomes

- The student will able to know about the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy.
- Student will be able to gain knowledge about the working of various financial instruments in the primary and secondary market in India as well as foreign market.
- Student will be able to gain knowledge about the banking industry and working of its various products.

SYLLABUS

UNIT I Introduction (3)

Structure of Indian financial system: An overview. Theories of the Impact of financial development and savings; Prior saving theory, Credit creation Theory, Theory of forced savings, Financial regulation theory, Financial liberation Theory.

UNIT II Financial Institutions (11)

Reserve Bank of India: organization, management and functions, Recent monetary policy of RBI, Commercial banks: meaning, functions, present structure, types, e-banking and recent developments in commercial banking, NBFC, Sectorial financial institution NABARD, Exim Bank and PFC

UNIT III Financial Markets (8)

Money and capital market, Money market: meaning, constituents, functions of money market, Money market instruments: call loans, treasury bills, certificates of deposits, commercial bills, trade bills, Recent trends in Indian money market, Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.

UNIT IV Financial Instruments and Foreign Investments⁷

An overview of Shares, Debentures, Bonds, Zero-coupon bonds, Deep-discount bonds, Warrants. Derivatives: futures, and options swaps, ADRs, GDRs, IDRs. Foreign Investments Trends and implications, Regulatory framework for foreign investments in India.

UNIT V BANKING 7

Banking role and structure of banking in India, Products and services: Credit card ,Debit card Smart card ,Internet banking , mobile banking, Demand and time deposits, Types of collateral Savings account ,current account(CASA), Third party products :Life Insurance ,Mutual fund, Equity ,General Insurance

Text Books

1. Bhole,L M ; Financial Institutions and Markets; McGraw-Hill Education
2. Pathak, Bharti V.; Indian Financial System; Pearson Education
3. Khan, M.Y.; Indian Financial System; McGraw-Hill Education
4. Varshney ,P.N ; Banking law and practice ; Sultan Chand and Sons

Reference Books

1. Singh, S.P.; Indian Financial System; Wisdom Publication
2. Machiraju, H.R.; Indian Financial System; Vikas Publishing House
3. Desai, Vasant; Fundamental of Indian Financial System; Himalaya Publishing House
4. Varshney, P.N. and Mittal, D.K.; Indian Financial System; S. Chand and Co.

MAM FM 04- Financial Market and Commercial Banking

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective:

- To impart knowledge of the financial system of India, the role of important financial institutions, financial markets and financial instruments.
- Familiarising the students with the Indian Capital market, its operations, instruments regulations etc.
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UNIT I Introduction (3)

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Money and capital market, Money market: meaning, constituents, functions of money market, Money market instruments: call loans, treasury bills, certificates of deposits, commercial bills, trade bills, Recent trends in Indian money market, Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.

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An overview of Shares, Debentures, Bonds, Zero-coupon bonds, Deep-discount bonds, Warrants. Derivatives: futures, and options swaps, ADRs, GDRs, IDRs. Foreign Investments Trends and implications, Regulatory framework for foreign investments in India.

UNIT V BANKING 7

Banking role and structure of banking in India, Products and services: Credit card ,Debit card Smart card ,Internet banking , mobile banking, Demand and time deposits, Types of collateral Savings account ,current account(CASA), Third party products :Life Insurance ,Mutual fund, Equity ,General Insurance

Text Books

5. Bhole,L M ; Financial Institutions and Markets; McGraw-Hill Education
6. Pathak, Bharti V.; Indian Financial System; Pearson Education
7. Khan, M.Y.; Indian Financial System; McGraw-Hill Education
8. Varshney ,P.N ; Banking law and practice ; Sultan Chand and Sons

Reference Books

5. Singh, S.P.; Indian Financial System; Wisdom Publication
6. Machiraju, H.R.; Indian Financial System; Vikas Publishing House
7. Desai, Vasant; Fundamental of Indian Financial System; Himalaya Publishing House
8. Varshney, P.N. and Mittal, D.K.; Indian Financial System; S. Chand and Co.

Specialization Group: International Business

MAM IB 01- International Marketing

Course Credits: 3

Teaching Hours: 36 Hrs

COURSE OBJECTIVES : The objectives of this course are to

- Provide understanding of the decision variables a marketing manager may use in an international marketing environment.
- To gain experience in developing international marketing strategies.
- Provide understanding of product and pricing decisions appropriate for international market.
- Develop the basic skills needed to develop an international marketing communications plan and strategy,
- Provide opportunities for practical implementation of the relevant concepts through analysing a variety of international business scenarios.

UNIT 1 (6 sessions)

Introduction, Importance and Challenges – Nature, Importance and scope of International Marketing, Domestic marketing vs. International marketing, International marketing management process , EPRG framework

an overview: influence of physical, economic, socio-cultural, political and legal environments on International marketing information, scanning and monitoring global marketing environment;

UNIT 2 (8 sessions)

International Marketing Research Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system

International market segmentation, International positioning strategies, International marketing strategies

International Market Entry Strategies Introduction, Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising.

UNIT 3(8 sessions)

International Product Policy and Planning Introduction, Product Planning in International Markets, Packaging and Labelling, International Product Life Cycle, Branding decisions in international markets: standardization vs Adaptation , Protecting brand names

Unit 4 (8 sessions)

International Pricing Policy: Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade

Legal and Ethical Issues in International Marketing Introduction, Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business

Unit 5(6 sessions)

International Promotional Strategies Introduction, Communications Process, principles of communication, Status of Promotion, Promotion Appeals, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, advertising, e-marketing

International e-tailing, concept and types, benefits, segmentation, pricing and promotional strategies in etailing.

LEARNING OUTCOMES: Upon completion of this course, students will be able to complete the following key tasks

- Identify and analyse opportunities within international marketing environments
- Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies
- Identify, analyse, and evaluate information, and evidence related to international business opportunities and threats relevant in the current world.
- Develop proper product and pricing decisions in a particular target market
- Understand process of international marketing communication strategies and adapting to specific market needs.

TEXT BOOK

- Nargundkar- InternationalMarketing (Excel Books)
- Czinkota - International Marketing (Thompson, 8th Ed.)

- Kotabe helson- International Marketing(Wiley, 6th Ed.)
- Cateora Graham - International Marketing (TMH, 10th Ed.)
- Siddiqui- InternationalMarketing (Wiley Dreamtech)
- Cherunilam F - International Trade and Export Management (Himalaya, 2007)

REFERENCE BOOK

- Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)
- Jain S. – International Marketing (Thomson)

Skills	Measuring tool
Prepare an international marketing plan	Workshop+ case study
Analyzing the social, political, legal, and economic forces that affect the business performance of international marketing	Workshop+ case study
Develop a global marketing communication plan to promote the Brand	Workshop+ case study

MAM IB 02- INTERNATIONAL LOGISTICS

Course Credits: 3

Teaching Hours: 36 Hrs

COURSE OBJECTIVES : The objectives of this course are to develop

- To gain a working understanding of logistics principles
- To introduce key activities performed by the logistics functions.
- To understand the aspects of shipping industry and freight system
- To understand the ports facilities and global air transportation.
- To understand the role and importance of information and communication technology in logistics management.

UNIT 1 (6 sessions)

Introduction to Logistic System: Concepts of Logistics, Scope and Objectives of Logistics, System Elements, Importance of Logistics, International Logistics development, International trade logistics Chain, Shippers logistics requirement in trade

UNIT 2(8 sessions)

Structure of Shipping Industry , Different type of Ships, Shipping Routes, Operating Ships-Linear and Tramp, Organization of a Shipping Company, Shipping Formalities, Conference System, Chartering-Types, principles and practices; Charter party agreement

Transportation, Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out –sourcing.

UNIT 3(8 sessions)

Warehouse management , Inventory management

Ocean freight rates: freight or tariff rates, freight surcharge, freight rebates.

Principles of Freight Rates, Linear Freight Structure, Tramp Freight Structure,

Shipping intermediaries: customs broker, freight forwarders, shipping agents, stevedores.

Unit 4(8 sessions)

Ports in India, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo. Concept of Containerization, benefits of Containerization, I.C.D/CFS

International Air transport: Concept of Air Transport, Advantages of Air Transport, Constraints, Air Cargo, Tariff Structure, I.A.T.A.

Unit 5(6 sessions)

Information and communication technology in logistics management, Reverse Logistics: Application area and activities involved

Internationalisation of SCM. Integrated SCM: Concept, span and process of integrated SCM, Supply Chain performance measurement

LEARNING OUTCOMES:

- To view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage
- Develop in the right way the process of organizing and conducting the proceedings relating to the transport and shipping .
- Able to carry basic assessment of freight and ports work environment.
- the use and impact of e-commerce in logistics

TEXT BOOK

- Dr. Sudalaimuthu and S. Anthony Raj, Logistics for International Business: Text and cases, Prentice Hall India, New Delhi.
- Bowersox, Donal J. and David Closs, Logistical Management, 5th ed., McGraw-Hill
- Johnson J, Wood D- Contemporary Logistics.

REFERENCE BOOK

- Reji Ismail- Logistic Management (ExcelBooks)
- Dornier- Global Operation & Logistic Management (John Wiley)
- Khanna K K - Physical Distribution Management : Logistical Approach (Himalaya, 2007)

Skills	Measuring tool
Understands international logistics systems	Case study + Workshop
Basic assessment of freight	Exercise + Workshop

MAM IB 03- Export Import Documentation

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives:

- The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management
- To promote basic understanding on the concepts of export and import documentations to enable them to realize the impact of documentations.

Unit 1

Introduction- (8Hrs)

Introduction to exports, Registration process, Selection of products and market Payment terms, Export costing and pricing , Preliminaries for exports. Registration – IEC, RCMC, EPC, Central Excise. (*BCMC changed to RCMC*) Categories of Export, Physical – Direct & Indirect, Deemed Exports

Merchant & Manufacturer Exports

Unit 2 (8Hrs)

Shipment procedures, Role of clearing and forwarding agent, Cargo management Containerization, Shipping documents and terms used in shipping, Export Procedures Excise clearance for exports, Marine insurance of Export cargo Shipment goods, Quality and Pre Shipment inspection, EGC Services, GSP rules of origin

Unit 3 (8Hrs)

Meaning and importance of letter of credit, Documentation papers of L/C

EXPORT incentives, risk and insurance, Benefits of Exports, Excise clearance Benefit / Rebate, Income Tax Benefit , (*IPRS is discontinued*), Shipment & Transport – Sea, Air, Rail, Road, Pipeline, Role of overseas agent & remittance of commission.

Unit 4 – (12Hrs)

The organization of exports –imports firms and business planning, Planning of export/import operations. Import procedures Overview of various export promotion schemes Duty Drawback- Advance License, (*Replenishment Licenses, Special Interest License is discontinued*), Remission Scheme, DEPB Scheme

Unit 5 (4 Hrs)

Export Promotion Capital Goods Scheme. Diamond & Jewelry, Agricultural & Pharmaceutical product exports promotion, scheme. Export of Principal Commodities in India, SEZ, EHTP,STP & EOU's, Types of Export Houses.
(Free trade zones have been changed to SEZ)

Employable Skills:

Skill	Measurement tool
Entrepreneurial skill	Workshop on business planning
Managerial competitive skill	Assignment on swot analysis
Business acumen	Case studies

Course Outcome : Upon successful completion of this course , the student will be able to:

1. Demonstrate an understanding of the forces that shape the export and import
2. Explain why business ethics is an integral part of every export and import.
3. Understand the business and related factors; and business's dependency on the interactions with different capital goods .

Journals / Magazines, business world , business today

Books Recommended:

1. New Import Export Policy - Nabhi Publications
2. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
3. A Guide on Export Policy Procedure & Documentation– Mahajan
4. How to Export – Nabhi Publications
5. Export Management – D.C. Kapoor

MAM IB 04- WTO & REGIONAL TRADE BLOCKS

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objectives:

- To provide specialize knowledge in international trade
- The main objective of this course is to familiarize the students with the international trade environment and the special decision variables underlying the discharge of different blocks function in a multinational corporation

Unit 1

India's foreign Trade policy: origin, meaning and importance, determinants of Indian FOREIGN TRADE POLICY (SALIENT FEATURES OF EXIM POLICY), Regional economic integration.

Unit 2

Flow of foreign trade and trade relations, India balance payment, Theory of balance of payment, balance of trade, Performance of India's external sector and recent trade reforms , sectoral analysis of India's foreign trade and India's trade basket, trade liberalization in transition economies, India's trade agreement with SAARC , European Unions (EU), US, ASEAN and China, BRICS, OPEC. India's with common wealth countries.

Unit 3

Institutionalization of international trade, Pre GATT scenario, Establishment of WTO, summit of WTO,Regional blocks NAFTA, SAFTA ASEAN etc. Concepts, Objectives ,TRIPs ,Law and procedure ,Trade marks ,Copy rights

Unit 4

Settlement of disputes under WTO, India's Trade relationship with major Trade Blocs in the world India's Trade agreements with various blocks.

Unit – V

Foreign investment policy – policy framework for FDI in India. FDI trend of FII and FDI in India.

Employable Skills:

Skill	Measurement tool
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Entrepreneurial skill	Workshop on business planning
Managerial competitive skill	Assignment on Trade analysis
Business acumen	Case studies

Compulsory Reading: < intellectual property david Bainbridge pearson publication

Course Outcome : Upon successful completion of this course , the student will be able to:

4. Demonstrate an understanding of the forces that shape the international trades and blocks
5. Explain why business ethics is an integral part of every international trade.
6. Understand the business and related factors; and business's dependency on the interactions with different international groups .

Reference Books:

Journals / Magazines

1. Francis Cherrunilam, International Trade and Export Management, Himalya Publications, 2009.
2. Bhagvati J (ed), International Trade , Penguin Books , 2007.
3. India's Trade statistics, published by CMIE and DGCIS.
4. RBI Annual Reports,
5. Annual Reports of Ministry of Commerce

Specialization Group: Information Technology

MAM IT 01- Enterprise Resource Planning

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective:

To impart knowledge about enterprise resource planning, related technologies and its implementation.

- 1) Critically reflect upon theoretical approaches and analyse their application to achieve use of enterprise systems to support operations and management practice.

Course Outcomes:

- 1) The student should be able to have a clear and relevant understanding of the definitions, importance, potential business values and relevant technologies of ERP Systems.
- 2) The students should be able to analyze important issues in implementing an ERP system in an organization.

Unit I Introduction

4

Concept of ERP, Advantages of ERP, Growth of ERP.

Unit II ERP and Related Technologies

10

Business process reengineering (BPR), Management information system (MIS); Decision support systems (DSS), Executive support systems (ESS), Data warehousing, Data mining; Online analytical processing (OLAP)- This is OLAP and not OLTP, Supply chain management (SCM), Customer relationship management (CRM), Enterprise Content Management (ECM), Business Process Management (BPM).

Unit III ERP Modules

8

Finance, Production planning, Control and maintenance, Sales and distribution, Human resource management (HRM), Inventory control system, Quality management; ERP Solutions in the markets, sector specific ERP solutions, Business Intelligence.

Unit IV ERP Implementation Life Cycles

9

Evaluation and selection of ERP package, Project planning, Implementation team training and testing, End user training and going live, Post evaluation and maintenance, Issues and challenges in ERP implementation, Business models with vendors, Cloud based ERP offering.

Unit IV ERP Case Studies

5

Post implementation review of ERP Packages in manufacturing, services, and other organizations. **Text Books**

1. Leon, Alexis; ERP Demystified; McGraw-Hill Education.
2. Joseph, A. Brady, Ellen, F. Monk and Wangner, Bret J.; Concepts in Enterprise Resource Planning; Thomson Learning.

Reference Books

1. Garg, V.K. and Venkitakrishnan, N.K.; Enterprise Resource Planning: Concepts and Planning; PHI Learning

MAM IT 02- Web Technology

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective

- 1) To impart knowledge about basic concepts, significance, categories and implementation of e-business.
- 2) The course prepares students, as future managers, to critically assess the impact of information systems on the E-Business. It also introduces those skills required in order to manage online environments and projects

Course out comes

- 1) Student will develop an understanding of and sensitivity to, the range o professional issues involved in managing the adoption and development o IS projects in the E-Business environment. The subject matter will exclud highly technical definitions of systems and analysis techniques. The subjec material will cover generalizable lessons concerning the adoption an development of E commerce

UNIT I Introduction to Google analytics

Introduction and Web Development Strategies, History of Web and Internet, Protocols governing Web, Adding website profiles,demographics, Visitors ,Traffic sources, content ,Setting goals and custom ,porting , Sitemap, diagnostics for errors.

UNIT II Web Commerce Models

7

Definition, scope and significance of web Commerce, Business Models - Business to consumer (B2C), Business to business (B2B), Consumer to consumer (C2C), Peer to peer business model, m – Commerce business model, E – Governance (G2C, G2B, G2G).

UNIT III e – Marketing and Trade

8

Understanding internet audience and online consumer behavior, Internet marketing technologies, e – retailing, Online market research, Online marketing communications, Data warehouse and data mining, e - Customer relationship management, Online advertising, Online branding strategies, Online pricing strategies, Website as a marketing communication tool.

Unit V Online Payment System and Security

5

Working of Electronic payment systems, Online banking, Advantages and limitations, Mobile commerce, Mobile banking, concept of Digital cash and plastic money, Debit and Credit cards, Security threats in online environment, Elements of good E-commerce security, Protecting internet Communication, E-commerce security plan.

Unit V Web Page Designing:

8

Introduction to HTML ,Web Publishing :-Contents – Blocks, Text, Form Elements,Links – To a page, Within Page, To a Site, Links And Images – Image Mapping- Server Side, Client Side

Layout – List (OL, UL, DL) - Tables- Frames (Nested, I Frame) Head Elements – Base Font, Meta Tags, Scripts, Introduction to Joomla (open Source)

Text Book

1.Laudon, Kenneth C, and Traver Carol G; E-Commerce – Business. Technology Society, Pearson Education.

2. The Complete Reference to HTML - Thomas Powell

3.AvinashKaushik ,Web analytics ; wiley publication

Reference Books

1.Turban, Efraim, Lee Jae, King David and Chung Michael; “Electronic Commerce – A Managerial Perspective”, AddisonWesley

2.Kalakota R; “Electronic Commerce – Frontiers of E – Commerce”, Pearson Education

3. HTML - Beginner’s Guide - Willart

4. Microsoft Office 2003 Front page Inside Outside

MAM IT 03- DATABASE MANAGEMENT SYSTEM

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective:

- The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations.
- The course gives an insight to students about the concept of data mining and warehousing.
- The course familiarizes the student with requirement and working of database administrator.

Course Outcomes

- The student will be able explain about the various types of database Models
- The student gains knowledge about the working of relational model with the help of various SQL queries
- The conceptual knowledge of remote data access, data warehousing and mining helps the student understand more about working pattern of Industries.

Unit I Introduction to Database 8

Organization of Database; Components of Database Management Systems; Data Models; Entity-Relationship Model; Network Data Model; Hierarchy Data Model; Relational Data Model; Semantic Data Model; Advantages of DBMS.

Unit II Relational Database Design

6

Integrity Constraints; Functional Dependencies; Normalisation; Physical Database Design; Decomposition of Relation Schemes;

Unit III Structured Query Language

10

Oracle- Creating Tables; Applying column constraints; Inserting Rows; Views Snapshots, Indexes & Sequences. Cursor, Triggers, Procedures, Functions & Package.

Unit IV 6

Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining.

Unit V

6

Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access.

SUGGESTED READINGS:

Text Books

1. Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)
2. Majumdar and Bhattacharya - Database Management System (Tata McGraw Hill, 1996)

Reference Books

1. Chakrabarti- Advance Database Management System (Wiley Dreamtech)
2. Beynon -Davies P- Database Systems (Palgrave, 2003)
3. Karthikeyan Understanding Database Management System (Acme Learning)
4. Hoffer - Modern Database Management (Pearson Education, 6th edition)

MAM IT 04- E-Commerece

Course Credits: 3

Teaching Hours: 36 Hrs

Course Objective:

Unit I

Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework
Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India
Network Infrastructure: Introduction, Network Infrastructure- An Overview, The Internet Hierarchy, Basic Blocks of e-commerce, Networks layers & TCP/IP protocols, The Advantages of Internet, World Wide Web

Unit II

E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website
Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise
e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model

Unit III

Risks of Insecure Systems: Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners
Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm
Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems

Unit IV

E-Marketing: The scope of E-Marketing, Internet Marketing Techniques
Website Design Issues: Factors that Make People Return to Your Site, Strategies for Website Development
Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue, A Unique Search Engine

Unit V

Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities
Future Directions: Software Agents, Technology Behind Software Agents, Types of Software Agents, Characteristics and Properties of Software Agents, Frame-work for Software Agent-based e-commerce, m-commerce, m-commerce Architecture, Areas of Potential Growth and Future for m-commerce

References book;

- Internet Commerce: Digital Models for Business, Lawrence et al, Wiley
- Electronic Commerce: A Manager's Guide, Kalakota et al, Addison-Wesley
- Frontiers of Electronic Commerce, Kalakota et al, Addison-Wesley
- Web Commerce Technology Handbook, Minoli et al, McGraw Hill
- The Economics of Electronic Commerce, Choi et al, MacMillan

- Designing Systems for Electronic Commerce, Treese et al, Addison-Wesley

