

IM 912M
RURAL AND RETAIL MARKETING (MAJOR)

COURSE CONTENT:

RURAL

1. Analyzing the differences Between Rural And Urban Management.
2. Demand Of Products And Services In Rural Areas.
3. A. Distinctive Marketing Environment In Rural India.
B. Rural Marketing Segmentation Consideration.
C. Rural Consumer Behavior.
4. A. Product Planning With Respect To Rural Market.
B. Promotional Mix In Rural Market.
C. Distribution System Planning For Rural Market.
5. A. Problems And Constrains In Rural Marketing.
B. Strategy Development In Rural Marketing.

RETAIL

1. Concept Of Retailing, Functions, Retail Business Planning.
Change In Retail Environment (Socio Economic, Socio Demographic, Technological
Changes And Its Impact On Retail Industry.)
2. Retail Marketing, Planning And Development, Strategic Planning Process And Integrated
Marketing.
3. Fundamentals Of Merchandising Strategic And Planning.
4. Retail Market- Operations And Constrains.

Books:

Retailing Environment And Operation By Andrew J. Human And Peter Colley.

1. Rural Marketing In India By Ahmed Shamim.
2. Retail Marketing By David Gilbert.
3. Rural Marketing By V E Sanal Kumar.
4. Marketing Management By R L Barshady And SI Gupta.
5. Principles Of Marketing By Philip Kotler.

SITES:

1. businessworld.com
2. estrategicmarketing.com
3. itc.com
4. economictimes.com
5. businessweek.com
6. thirtyseven.com.

IM 904 MB

Marketing Research (Major)

Objective of the course

This course will provide students an opportunity to understand concepts and applications of Marketing Research. Objective of the course is to inculcate conceptualization and development of understanding on application of MR in marketing environment.

Course contents:

Nature and scope of marketing research:

Concept of Marketing research, nature, objectives, scope, difference between marketing research and market research, factors responsible for the growth of marketing research, features of good marketing research, types, uses and limitations of Marketing research.

Marketing research process and hypothesis:

Steps, common research errors, role of research in decision making, Hypothesis.

Research design:

Definition, types, exploratory research design, conclusive research.

Instrument design –structured and non-structured

Sampling design:Census method, sampling method, types of sampling, sampling error, non-sampling error, sample size decision, probability and non probability sampling, characteristics of a good sample plan.

Sources of data:Types of primary data, primary data collection methods, internal and external sources of secondary data

Questionnaire designing:Types, construction, Precautions in designing a questionnaire, Pretesting a questionnaire, reliability and validity of questionnaire, Pilot study and test marketing.

Data analysis: Basic statistical techniques (measures of central tendency, measures of variability, correlation, regression, etc.).Advanced statistical techniques - factor analysis, cluster analysis, Discriminant analysis, MDS, Conjoint analysis
Brief understanding of popular software like SPSS.

Data interpretation; Report writing: Types of report, principles of report preparation.

Applications: segmentation research, product research, potential assessment, advertising research

TEXT BOOKS

Marketing Research – Boyd, Westfall
Marketing Research - G. C. Beri

REFERENCE BOOKS

Marketing Research in Marketing Environment – Dillon, Firtle
Research Methodology – D. H. McBurney

Marketing Research – Luck, Rubin

Marketing Research – Green, Tull, Albaum

Recommended Readings:

A&M (Advertising & Marketing)

Business World, Business Today, Business India

Special Supplements – Brand Equity (Economic Times), Catalyst (Business Line)

IM 905F

STRATEGIC FINANCIAL MANAGEMENT (MAJOR)

COURSE OBJECTIVES:

1. Application Of Various Tools And Techniques Of Financial Management For Formulation And Implementation Of Financial Strategy.
2. To Highlight The Linkages And Interdependence Between Finance And Strategy
3. To Develop A Value Based Financial Management Perspective

COURSE CONTENTS

1. Basic Themes In Finance : Valuation, Return And Risk.
2. Corporate Strategy, Value And Excellence
3. Valuation Of Large Scale Investment
4. Economic Value Addition
5. Capital Allocation Multiple Projects
6. Strategies For Resource Allocation
7. Capital Structure And Corporate Planning
8. Information Signaling, Dividend Decision & Corporate Strategy
9. Financial Policy And Flexibility
10. Financial Distress And Re-Organization
11. Strategic Technology Alliances : Valuation, Risk & Optionality
12. Corporate Governance
13. Financial Management In Knowledge Intensive Companies
14. Future Of Finance Function- The Role Of E-CFO

BOOKS:

1. Corporate Finance Principles By Brealey & Mayers, MC Graw Hill
2. Financial Management : Prasanna Chandra

JOURNALS :

1. Harvard Business Review
2. Management Decision
3. The Paradigm
4. Economic And Political Weekly
5. The Mc Kinsey Quaterly

IM 909 F

BANK MANAGEMENT (MAJOR)

Course objective:

The course aims at -

- Developing understanding about the various functions operations and activities of banking institutions
- Explain how to apply the basic finance concept to management of banking institute
- Provide framework rules regulations for governing banking institutions

COURSE CONTENTS

1. Overview of the banking industry and regulation; fundamental forces of change in banking, a case; GE Capital services.
2. Bank organization and regulation; structure of banking industry and organization forms, bank regulation.
3. Evaluating bank performance; commercial bank financial statements relationships between income and balance sheet statement, return on equity model and trade off, CAMELS Rating, alternative models of bank performance, managing non-interest incomes and –non-interest expenses.
4. Managing cost of funds bank capital and liquidity ; managing liabilities and cost of funds, effective use of capital, liquidity planning and managing cash assets.
5. Credit management; credit policies, evaluating loan proposals, evaluating consumers loan, credit analysis.
6. Managing investment portfolio; investment portfolio and policy guidelines, characteristics of various securities, active investment strategies.
7. Global banking activities; global banking participants, universal banking.
8. Bank merger and acquisition; recent travel, how mergers add value, valuation process, a case study.
9. E- banking: bank technology overview, bank services on computers, M- Banking.

TEXT BOOKS:

1. Financial institutions and markets: L.M Bhole(2nd addition Tata Mc Graw Hill publishing Company, New Delhi)
2. Bank Management- W. Koch Timothy and S. Scot McDonald(4th addition Dydren press Harcourt college, publishers)
3. Managing Bank technology
 - Marilyn R. Sheyman (Toppabn Company PTE Singapore)
 - Risk Management of financial institutions – William T . Thornhill (Banker's publishing company Illionis)

IM 911FM
PROJECT FINANCE (MINOR)

COURSE OBJECTIVE:

The objective of this course is to give an insight to the students of project financing as to enable him to understand project appraisal, means of finance, term loan and appraisal by financial institutions and various ways of financing a project.

COURSE CONTENTS:

1. Introduction To Project Finance
2. Financial Appraisal
3. Financial Projections
4. Time Value Of Money , Cost Of Capital
5. Financial Analysis
6. Means Of Finance
7. Euro-Loan Syndication And Euro Issue
8. Venture Capital
9. Planning The Means Of Finance: Norms And Policies Of Financial Institutions
10. Term Loans: Procedure Of Obtaining Term Loans
11. Applications For Financial Assistance
12. Detailed Project Report
13. Next Project Appraisal
14. Lease Finance
15. Working Capital Finance
16. Infrastructure Finance
17. Structured Finance
18. International Project Finance

TEXT BOOKS

1. Project Management – Prasanna Chandra (TMH, New Delhi)
2. Project Finance – H.R. Machiraju (Vikas Publishing House, New Delhi)
3. Project Financing – H.S. Pahwa.

IM 915 MM

SALES AND DISTRIBUTION MANAGEMENT (Minor)

Course Objectives

The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

Course Contents

1. Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.
2. Theories of Sales Management: objectives, Nature and Scope. Buyer - Seller Dyads, Theories of selling - AIDAS Theory, "Right set of circumstances" Theory, "Buying Formula" Theory, and Behavioural Equation Theory of selling.
3. Sales Planning, Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas.
4. Operational Sales Management: Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force.
5. Distribution: Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems.
6. Wholesaling and Retailing: Importance, Types, Marketing Decisions for Wholesalers, Retailing: Importance, Types, Retailer Marketing Decisions.
7. Physical Distribution: Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information.

Text Readings

1. Philip Kotler, "**Principles of Marketing Management**", New Delhi, Prentice Hall of India, Millennium Edn. 1998.
2. Cundiff and Govni, "**Sales Management - Decisions, Strategy and Cases**", New Delhi: Prentice Hall of India, 1997.

Suggested Readings

1. Watuba R. Thomas ., "**Sales Management-Texts and Cases**", Business Publication Inc.
2. Johnson, Kurtz and Scheving – "**Sales Management, Concept Practice and Cases**", McGraw Hill NY, 1994.
3. S. L. Gupta, "**Sales and Distribution Management**", New Delhi: Excel, 2000.
4. F. L. Lobo, "**Sales and Distribution Management**", New Delhi: Global Business Press.1998
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IM- 903A

BUSINESS ENVIRONMENT

Course Objective:- To acquaint students with the practical application of the factors that affect business

Course Content:-

- 1) Meaning of Business Environment - Business & Business Environment, Nature of Business in 21st century, Components of Business Environment, Stages of & Techniques for environmental analysis.
- 2) Economic Environment - Nature & Structure of Economy, Anatomy of Indian Economy, Economic Reforms, Economic Policies: - Industrial policy, SWOT Analysis of Indian Economy.
- 3) Social Environment – Social Environment, Poverty and Poverty Alleviation Programmes, Labour and Employment, Women in Work Force, Child Labour, Education, Health, Population and Family Welfare, Corporate Social responsibility, Corporate Governance.
- 4) Legal Environment – MRTP Act, FEMA, Consumer Protection Act, Mergers and Acquisitions.
- 5) Technological Environment Concepts & Significance of Technological Environment, Technology & Business, Technological Transfer
- 6) Natural Environment: Economic development and Environment, market failure, Externalities, Economic solution to environmental problem.
- 7) Recent Developments in Business Environment of India: -Globalization- Meaning, scope, phases, indicators; Privatisation & Disinvestment – Mode, reasons, problems and Indian scenario; Foreign Investment, Capital account Convertibility, Corporate Governance, Consumer Protection

Text Books:-

- 1) Francis Cherullinum- Business Environment, Himalaya Publishing House, New Delhi
- 2) K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House, New Delhi
- 3) Mishra & Puri – Economic Environment in India, Himalaya Publishing House, New Delhi
- 4) Justin Paul:- Business Environment – Text & Cases, McGraw Hill Companies, New Delhi
- 5) Raj Agrawal - Business Environment, Excel Books, New Delhi

Suggested Books:-

- 1) Dutt & Sundaram – Indian Economy, S. Chand & Co. New Delhi
- 2) I.J. Ahluwalia & I.M.D. Little – India's Economic Reforms and Development , Oxford University Press, New Delhi
- 3) E- Journals & Database :- EBSCO, INDIASTAT.COM, EIU.COM, RBI.ORG.IN,

IM-901C

STRATEGIC MANAGEMENT

Course Objective

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Course Contents

1. Meaning, Need and Process of Strategic Management; Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organisations; Strategic Decision-Making Processes – Rational–Analytical, Intuitive-Emotional, Political – Behavioural; Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; Interpersonal, Informational and Decision Roles of a Manager.
2. Mission, Business Definition and Objectives; Need, Formulation and changes in these three; Hierarchy of objectives, Specificity of Mission and Objectives.
3. SWOT Analysis
General, Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP); Internal Strengths and Weaknesses; Factors affecting these; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).
4. Strategy Alternatives
Grand Strategies and their sub strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy Variations.
5. Strategy Choice Making
Narrowing the choices; Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.
6. Strategy Implementation
Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.
7. Strategy Evaluations and Control
Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

Text Readings

1. Lawrence R. Jauch and William F. Glueck, “**Business Policy and Strategic Management**”, McGraw Hill Book Co., New York,

Suggested Readings

1. Glen Borseman and Arvind Phatak, “**Strategic Management : Text and Cases** “ , John Wiley and Sons, Singapore, 1989
2. Daniel J. McCarthy, Robert J. Minichiello, and Joseph R. Curran, “**Business Policy and Strategy**” Richard D. Irwin, AITBS, New Delhi, 1988
3. Roanld C. Christenesen, Kenneth R. Andrews and Joseph L. Bower, “**Business Policy – Text and Cases** “ , Richard D. Irwin, Inc., Illinois, 1978

