



SUKKUR INSTITUTE OF BUSINESS ADMINISTRATION

MBA Program Marketing Content for Comprehensive Examination

RECOMMENDED BOOKS:

S.No	Book Name	Author/s Name	Edition
1.	Principles of Marketing, South Asian Perspective	Philip Kotler, Gary Armstrong, Ehsan ul Haque and Prafulla Y. Agnihotri	13 th Edition

Topics covered in the course are as under:

Marketing: Creating and Capturing Customer Value:
• What Is Marketing?
• Understand the Marketplace and Customer Needs
• Designing a Customer-Driven Marketing Strategy
• Preparing an Integrated Marketing Plan and Program
• Building Customer Relationships
• Capturing Value from Customers
• The Changing Marketing Landscape
Company and Marketing Strategy: Partnering to Build Customer Relationships:
• Companywide Strategic Planning: Defining Marketing's Role
• Designing the Business Portfolio
• Planning Marketing: Partnering to Build Customer Relationships
• Marketing Strategy and the Marketing Mix
• Managing the Marketing Effort
• Measuring and Managing ROI- Marketing
Analyzing The Marketing Environment:
• The Company's Microenvironment
• The Company's Macro environment
• Responding to the Marketing Environment
Managing Marketing Information to Gain Customer Insights:

• Marketing Information and Customer Insights
• Assessing Marketing Information Needs
• Developing Marketing Information
• Marketing Research
• Analyzing Marketing Information
• Distributing and Using Marketing Information
• Other Marketing Information Considerations
Consumer Markets and Consumer Buyer Behavior:
• Model of Consumer Behavior
• Characteristics Affecting Consumer Behavior
• Types of Buying Decision Behaviors
• The Buyer Decision Process
• The Buyer Decision Process for New Products
Customer-Driven Marketing Strategy: Creating Value for Target Customers:
• Three steps of target marketing: market segmentation, target marketing, and market positioning.
• Understand the major bases for segmenting consumer and business markets.
• Know how companies identify attractive market segments and how they choose a target marketing strategy.
• Comprehend how companies position their products for maximum competitive advantage.
Product, Services, and Brands: Building Customer Value:
• What Is a Product?
• Product and Services Decisions
• Branding Strategy: Building Strong Brands
• Services Marketing
New-Product Development and Life-Cycle Strategies:
• New-Product Development Strategy
• New-Product Development Process
• Managing New-Product Development
• Product Life-Cycle Strategies
Pricing: Understanding and Capturing Customer Value:
• What Is a Price?
• Customer Perceptions of Value

• Company and Product Costs
• Other Internal and External Considerations Affecting Price Decisions
Pricing Strategies (Public policy excluded):
• New-Product Pricing Strategies
• Product Mix Pricing Strategies
• Price Adjustment Strategies
• Price Changes
Advertising and public Relation:
• Advertising, Objectives, Budget, Strategy, Effectives, Public Relations
• Role and impact, Tools



SUKKUR INSTITUTE OF BUSINESS ADMINISTRATION

MBA Program Economics Content for Comprehensive Examination

RECOMMENDED BOOKS:

S.No	Book Name	Author/s Name	Publisher Name & Edition
1.	Economics; Principles, Problems and Policies	Campbell R. Mc Connell, Stanley L. Brue	18th Edition. The McGraw-Hill

REFERENCE BOOKS:

1.	Principles of Economics	Karl E. Case, Ray C. Fair	8th Edition
2	Macroeconomics	Andrew Abel , Ben S. Bernanke	Latest Edition

Topics covered in the course are as under:

Microeconomics:
<ul style="list-style-type: none">• Introduction to economics, its diverse fields, and difference between Micro and Macroeconomics
<ul style="list-style-type: none">• Nature and scope of Economics and difference between positive, normative and applied economics• Opportunity cost and decision making on the basis of MC and MB
<ul style="list-style-type: none">• Demand and supply (individual and market) their determinants• Establishment of market equilibrium. Calculation of equilibrium price and quantity
<ul style="list-style-type: none">• Elasticity of demand and its types and calculations• Relationship between elasticity and total revenue of firm

<ul style="list-style-type: none"> • Elasticity of supply its types and calculation. • Determinants of supply and demand elasticity
<ul style="list-style-type: none"> • Theory of consumer • Consumer equilibrium under cardinal and ordinal approaches
<ul style="list-style-type: none"> • Theory of costs Production • Market Structure(Perfect Competition, Monopolistic, Oligopoly, Monopoly)
Macroeconomics:
<ul style="list-style-type: none"> • Introduction to Macroeconomics • Economic growth at Macro level • Employment & Unemployment inflation
<ul style="list-style-type: none"> • Measurement and Structure Of National Economy • Approaches of National Income Measurement • (Product, Income, Expenditure Approach.)
<ul style="list-style-type: none"> • Macroeconomic Indicators • NDP, NNP, NI, NNI, PI, Depreciation of Capital etc. • Nominal GDP, Real GDP.
<ul style="list-style-type: none"> • Productivity, Output and Employment. • Labor Market (Labor demand, Labor Supply & Labor market equilibrium). • The effect of unemployment on output.



SUKKUR INSTITUTE OF BUSINESS ADMINISTRATION

MBA Program Management Content for Comprehensive Examination

RECOMMENDED BOOKS:

1	Management	By: Kathryn M. Bartol & David Martin	Fourth Edition McGraw Hill
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REFERENCE BOOKS:

1	Introduction to Management	By: Stephen P. Robbins	10 th Edition
2	Management	By: Stephen P. Robbins & Mary Coulter	11 th Edition

Topics covered in the course are as under:

The Challenge of Management
• What managers do
• Managerial skills & performance
• Managerial job types
• Management in the 21 st century
Pioneering ideas in Management
• The birth of management ideas
• Pre-classical contributors
• Classical viewpoint
• Behavioral viewpoint
• Quantitative management viewpoint
• Contemporary viewpoint
Understanding External & Internal Environment
• The Types of external environments
• Analyzing environmental conditions
• Managing environmental elements
• The internal environment: organizational culture

Managerial decision-making	
• The nature of managerial decision-making	
• Managers as decision makers	
• Steps in effective decision making process	
• Overcoming barriers to effective decision making	
• Creativity in decision making	
Establishing organizational goals, plans and strategies	
• The overall planning process	
• The nature of organization goals	
• Linking goals & plans	
• Management by objectives (MBO)	
• Formulating functional level strategy	
• Strategy implementation	
Motivation.	
▪ Need Theories	
▪ Cognitive Theories	
▪ Reinforcement Theories	
▪ Social Learning Theory	
Leadership	
• How leaders influence others	
• Searching for leadership traits	
• Identifying leader behaviors	
• developing situational theories	
• transformational leadership	
• other types of leadership	
• Are leaders necessary?	
Managerial communication	
• the nature of managerial communication	
• influences on individual communication & interpersonal processes	
• group communication networks	
• organization communication channels	