

Semester II

MPM109 Marketing and Brand Management Credits: 4 (4-0-0)

Course Objective:

The objective of the course is to develop the student's conceptual understanding and substantial knowledge in the area of marketing management. It aims to improve student's knowledge and understanding of marketing theories and concepts and their applications to improved decision making in the field of marketing management.

Unit I: Introduction to Marketing

Reading: Chapter-1. Fundamentals of Marketing Management

Topic: Scope of marketing, core marketing concepts, new marketing realities, marketing concept and philosophies, holistic marketing concept.

Unit-II: Developing Marketing Strategies and Plans

Topics: Corporate and business unit planning and management, developing the marketing offering, develop the marketing plan and modify the marketing plan

Unit III: Analyzing Consumer and Market Selection

Topics: Consumer characteristics, consumer psychology, buying decision process

Unit IV: Segmentation, Target Market and Positioning Decision

Topics: Bases for segmentation, Identifying target customers, developing brand positioning, 4 sessionchoosing a competitive frame of reference

Unit V: Designing and Managing Integrated Marketing Communications and Promotion

Topic: Role of marketing communication, communication process, communication mix, developing effective communications,design the communication, select the communication

Unit VI: Setting Product Strategy

Topic: Product differentiation, design, Product portfolios design and product lines, Introduction

of packaging and labelling, product life cycle, product diffusion process, new product development process

Unit VII: Pricing Strategy

Topic: Concept of pricing, consumer psychology about pricing, defining the pricing objective, setting the pricing method, selection the final price, product mix pricing, initiating respond to price changes

Unit VIII Designing and Managing Distribution Channels

Topic: Role and functions of distribution channel, types of channel levels, Channel management decisions

Unit IX: Managing Personal Communications

Topic: concept of personal selling, personal selling as a process, designing the sales force, objectives, strategy, structure, size, compensation, recruiting, training and supervising, managing motivating, evaluating sales force

Unit X: Managing Integrated Marketing Campaign in the Digital Age

Topic: Advertising, online communication, social media, word of mouth (WoM), mobile communication, events, creating experiences, publicity, public relation

Suggested Readings:

1. Marketing Management by Philip Kotler, Kevin Keller, Alexander Charnev, Jagdish Sheth, & G, Shainesh , Pearson India education, Sixteen edition
2. Marketing Management A South Asian Perspective by Kotler. Keller, Koshy. Jha.. Pearson, Latest Edition
3. Marketing Management by Philip Kotler, Kevin Lane Keller, Pearson, Sixteen Edition
4. Marketing Management by Paul Baines, Chris Fill, And Kelly Page, Oxford University Press, Asian Second Edition,

MPM110

Purchasing and Inventory Management Credits 2 (2-0-0)

The objective of this course is to expose students to the efficient flow of material within the organization from procurement to handling and storage within material requirement planning environment in a pharmaceutical context.

Course Outcomes;

1. To understand and critically appraise purchasing organization functions and responsibilities
2. To understand the MRP systems and familiarize them with state-of-the-art ERP systems
3. To understand the coding, warehousing and handling of materials within a pharmaceutical industry environment
4. To appraise critically the role of warehousing operations and decision issues in warehousing of materials

Unit 1- Materials Management

Introduction, objectives, functions and organization of materials management function, Codification, Systems of Codification, advantage /disadvantage, Classification by Value Analysis and codification

Unit 2- Purchasing

Introduction, objective, Purchasing planning, Methods of Purchasing, Organization of Purchase Management, Vendor evaluation and performance rating. Evaluation of purchasing performance, JIT purchasing, Negotiating Skills

Unit 3- Inventory Management

Nature and importance of Inventory Management, Inventory Ordering Policies,, EOQ Models, Reorder Point Ordering, How Much to Order- Fixed Order Interval Model, Single Period Model

Unit 4- Material Storage Systems

Introduction, Objectives, Concept of Material Storage Systems, Unit Load Storage, Storage Principles, Storage design and benefits, Storage Methods

Unit 5- Warehousing

Introduction, objectives, Concept and need for warehousing, functions of warehousing, Warehousing Cost and Warehousing Strategies, Significance of Warehousing in Logistics, Warehousing Management Systems

Text Readings-

Gopal Krishnan, **Purchasing and Materials Management**, TMH,

Bill Scott, **Manufacturing Planning Systems**, London, Mcgraw Hill Publications

William J Steveson, **Operations Management**, 12e, Mcgraw Hill Publications

A.K. Chitale and R.C. Gupta, **Materials Management: A supply Chain Perspective**

MPM111

Managerial Economics

Credits: 4 (4-0-0)

Objective: The objectives of this course are to:

- Understand the relative importance of Managerial Economics
- Know how the application of the principles of managerial economics can aid in achievement of business objectives
- Understand the modern managerial decision rules and optimization techniques.
- Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand
- Understand and be able to apply latest pricing strategies
- Understand and analyze the macro environment affecting the business decision making.

Unit1:BasicConceptsandprinciples

Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equip-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility.

Unit2:DemandandSupplyAnalysis

Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting: Meaning, significance and methods. Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces

Unit3:ProductionandCost Analysis:

Production concepts & analysis: Production function, Types of production function, Law of production: Law of diminishing returns, Law of return to scale.

Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run.

Estimation of Revenue: Average Revenue, Marginal Revenue

Unit 4: Market structures: (5-6 lectures of 1 hr each)

Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.

Unit 5: MacroEconomics: (2-4 lectures of 1 hr each)

National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.

Text & References:

Managerial Economics, Geetika, McGraw-Hill Education 2nd Ed.

Managerial Economics: Concepts and Applications (SIE), Thomas & Maurice, McGraw-Hill Education, 9th Ed

Managerial Economics, Analysis of Managerial Decision Making. H.L. Abuja, S. Chand, 8th Ed

Managerial Economics, D.N. Dwivedi, Vikas Publication, 7th Ed

Managerial Economics – Theory and Applications, Dr. D.M. Mithani, Himalaya Publications, 7th Ed.

Managerial Economics by Duncan, W.R. and Crook, J.N.

Advanced Economics Theory by Ahuja, H.L

Managerial Economics by Varshney, R.L. and Maheshwari,

MPM112 Financial Management

Credits 4 (4-0-0)

(Overall Efficiencies, Improvement, Planning and Capex)

Objective: The focus of this course is on the understanding of techniques and concepts and in showing their application to financial decision marketing situations.

Unit I Introduction:

Concept of finance, scope and objectives of finance; Profit maximization vs. Wealth maximization; Functions of Finance Manager in Modern Age; Financial decision areas, Time value of money, risk and return analysis, valuation of securities.

Unit II Working Capital:

Concept of Gross Working Capital & Net Working Capital, Various Approaches to Working Capital Management, Factors affecting working capital requirement. Working Capital Management: Management of cash, inventory and receivables. Working Capital Financing: Sources of short term financing, Role of commercial bank in working capital management; Commercial paper; Factoring and other tools of working capital management.

Unit III Investment decision:

Appraisal of project; Techniques of capital budgeting and its applications; Risk and Uncertainty in Capital Budgeting, Leverage analysis-financing, operating and combined leverage and its implications; EBIT-EPS analysis.

Unit IV Financing Decision:

Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as source of long-term finance; Concept and approaches of capital structure decision; NI, NOI, Traditional and Modigliani Miller Approach; Cost of equity share, preference share and debentures.

Unit V Dividend Decision:

Concept of retained earnings and plough back of profits, relevancy and irrelevancy theory of dividend decision; Walter's model; Gordon's Model and Modigliani Miller model; Factor affecting dividend decision.

Suggested Readings:

- 1) Pandey I M- *Financial Management* (Vikas, Latest Edition).
- 2) Van Horne- *Financial Management and Policy* (Pearson Education, 12 edition) 2003.
- 3) Knott G-*Financial Management* (Palgrave, 2004)
- 4) Khan and Jain- *Financial Management, Text, Problems & Cases* (Tata McGraw-Hill, Latest Edition)
- 5) Prasanna Chandra- *Financial Management: Theory and Practice* (TMH), Latest Edition.
- 6) Kirt C Butler- *Multi National Finance* (Vikas).
- 7) R P Rustagi- *Financial Management* (Galgotia) 2000, 2nd ed.
- 8) Lawrence J. Gitman- *Principles of Managerial Finance* 2004, Pearson Education N. Delhi.
- 9) Maheshwari, S.N.- *Financial Management – Principles & Practice* (Sultan Chand & Sons), Latest Edition.

MPM113 Production & Operations Management Credits 4 (4-0-0)

Objective: This course attempts to help students learn operations management systems and analyze issues pertaining to management of productivity, manufacturing technology, and facilities, operations planning and control and management of materials and quality.

Unit I: Demand Forecasting-

Introduction, Qualitative Forecasts, Time Series Techniques, Choosing a forecasting technique,

Unit II : Capacity Planning for Products and Services

Defining and measuring Capacity, Determinants of effective Capacity, Steps in capacity planning process, Cost Volume Analysis,

Unit III: Process Selection and Facility Layout –

Process types in manufacturing: project, jobbing, batch, line, mass, continuous; Layout planning- Product Layout, Process Layouts, Fixed Position, Combination and Cellular layouts, Product Layouts- Line Balancing, Processing Layouts,

Unit IV: Management of Quality-

Introduction; Defining Quality, Determinants of Quality, Costs of quality, Total Quality Management, Quality Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, Pareto chart, process diagram,

Unit V: Quality Control

Inspection, Statistical process control; Control Charts, Process Capability, Quality assurance

Unit VI: MRP and ERP-

Introduction, NRP Inputs and Processing, MRP in Services, Benefits of MRP, Capacity Requirement Planning

Unit VII: Scheduling

Scheduling Operations, Scheduling in High and low volume systems, I/O Control, Linear Programming method, Sequencing in Single and two work centers, Scheduling Services, Scheduling workforce and Cyclical scheduling

Suggested Readings:

1. Stevenson, William J, **Operations Management**, McGraw Hill, 12e, Indian Edition
2. Adam Jr Everetl E. R J **Production and Operations Management**(Prentice-Hall), 2000 5th ed.
3. Chary- **Production and Operations Management**(Tata McGraw-Hill, 9th ed.)
4. Hill T- **Operations Management**(Palgrave, 2000)
5. Johnston R et al **Cases in Operations Management**(Pitman, 1993)
6. McGregor D **Operations Management**(McGraw-Hill, 1960)
7. Morton- **Production and Operations Management**(Vikas)
8. Haleem A- **Production and Operations Management**(Galgotia books, 2004)
9. Shanker Ravi- **Industrial Engineering**(Galgotia)
10. Chase- **Production and operation Management**, Irwin London; 7th ed.
11. Kanishka Bedi- **Production & Operations Management**.- (Oxford University Press)

Objective: The objective of this course is to familiarize the students with the concepts, tools and techniques for undertaking research project in business and writing research reports in an acceptable form. This course enables students to learn about the basics of brand and development of brand of a product.

Unit I Introduction:

Concept of research and its applications in the various functions of management; Types of research. Types of business problems encountered by the research; Problems and precautions to the researcher in India. Process of research: Steps involved in research process; various methods of research design.

Unit II Data collection:

Sampling procedure; Sample size; Determination and selection of sample member; Types of data and various methods of collecting data; Preparation of questionnaire and schedule; Precautions in preparation of questionnaire and collection of data. Measurement & Scaling – Attitude Measurement, Sampling Methods – Probabilistic & Non Probabilistic Sampling, Sample Design & Procedures- Sample size Estimation, etc.

Unit III Data Analysis and Interpretations:

Frequency Distribution, Cross Tabulation and Hypothesis Testing, Descriptive Statistics, Univariate ('t' & 'z'), Bivariate (Anova, Chi-square), multiple regression, Factor analysis, Multi Dimensional Scaling. Uses of Data Analysis Tools like SPSS and Excel.

Unit IV Report Preparation:

Types and layout of research report. Precautions in preparing the research report. Bibliography and Annexure in report, drawing conclusions, Giving suggestions and recommendations to the concerned persons

Suggested Readings:

- 1. Collis J and Hussey R- *Business Research* (Palgrave, 2003).**
- 2. Cooper- *Business Research* (Tata McGraw-Hill).**
- 3. Saunders- *Research Methods for Business Students* (Pearson Education, 3rd edition).**
- 4. Beri- *Marketing Research* (Tata McGraw-Hill), 1993, 2nd ed.**
- 5. David J. Luck and Ronald S. Ruben- *Marketing Research* (Prentice Hall of India), Latest Edition.**
- 6. Kothari C.R. - *Research Methodology Methods and Techniques*. WishwaPrakashan. 2004.**
- 7. Malhotra, Naresh K.- *Marketing Research*. Pearson Education, Latest Edition.**
- 8. Krishnaswamy K.N.,Sivakumar, Mathirajan- *Management Research Methodology*, Pearson.**
- 9. Paneerselvam, R.- *Research Methodology*, PHI, New Delhi.**
- 10. Product Management by Lehman & Winer Summer Training**

MPM 115 Management Information System Credits 4 (4-0-0)

Objective: Information system is vital to the management, organisation, operation, and product of organization. This course prepares the ground in fundamentals of what information systems are, how they affect the organisation, and how they can make business more competitive and efficient. It helps in understanding and learning the usage of information technology in day-to-day operation, in managing the business and providing useful products and services to the customers.

Unit I Introduction:

MIS and information systems; Management support system and classifications.

Unit II Role of MIS:

Strategic advantage with MIS; Systems approach to problem solving; Business Process Reengineering (BPR); Internet worked enterprise in MIS: Internet, Intranet, Extranet; Enterprise communication and Collaboration.

Unit III Decision support systems:

MIS support for decision making; Decision support systems; Tools of business support systems: what if analysis, sensitivity analysis, goal seek analysis, optimisation analysis, data mining for decision support.

Unit IV Developing MIS systems:

System Development Cycle; System Analysis; System Design (DFD and ER diagrams).

Unit V Applications:

Cross-functional MIS; ERP; CRM; SCM; Transaction processing; Artificial intelligent technologies in business: neural network, fuzzy logic, genetic algorithm, virtual reality; Executive Information System; Expert Support Systems; Security and Ethical challenges

Unit VI Research Project:

Each student will write a research paper on a specific Information System related issue of their choice. This paper may include the following:

- Historic Development
- Examination of Current Issues
- Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
- References

Suggested Readings

- 1) Laudon K C and Laudon J P- *Management Information Systems: Managing the Digital Firm* (Prentice-Hall, 8 edition)
- 2) O'Brien J- *Management Information System* (Tata McGraw-Hill, 5 editions), Galgotia.
- 3) Oz E- *Management Information System* (Vikas, 3r edition)
- 4) Jawedkar W S- *Management Information System* (Tata McGraw-Hill, 2nd edition) 2003.
- 5) Mudrick R G- *An information system for modern management 2001, 3r, Pearson.*
- 6) Mahadeo Jaiswal, *Management Information System* (Oxford University Press)

MPM 116 Managerial Personality Development-II
Communicative English Workshop-II

Credits 4 (4-0-0)

Unit 1: Define Personality, Determinants of Personality Development, Perception Definition, Perceptual Process

Unit 2: Factors of Association – Relationship, Personality Traits, Developing Effective Habits, Emotional Intelligence

Unit 3: Motivation, Introspection, Self-Assessment, Self-Appraisal & Self-development, Sigmund Freud Id, Ego & Super Ego

Unit 4: Self Esteem and Maslow, Self Esteem & Erik Erikson, Mind Mapping, Competency Mapping & 360 Degree Assessment, Types of Personalities – Introvert, Extrovert & Ambivert person, Effective Communication & Its key aspects

Unit 5: Assertiveness, Decision making skills, Conflict: Process & Resolution, Leadership & Qualities of Successful Leader

Unit 6 : Interpersonal Relationship, Personality – Spiritual journey beyond management of change, Good manners & Etiquettes, Effective Speech, Understanding Body language, projective positive body language

Unit 7 : Attitude - Concept -Significance -Factors affecting attitudes – Positive attitude– Advantages –Negative attitude-Disadvantages – Ways to develop positive attitude, Carl Jung ‘s contribution to personality development theory

Unit 8 : Stress Management: Introduction, Causes, stress management techniques, Time management: Importance of time management, Techniques of time management, Time management styles.

Suggested Readings:

- 1. Seven Habits of Highly Effective People – Stephen Covey**
- 2. You Can Win – Shiv Khera**
- 3. Three Basic Managerial Skills for All – Hall of India Pvt Ltd New Delhi**