

# **Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal (M.P.)**

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## **MBMM-401 STRATEGIC MANAGEMENT**

**Course Objective:** The course has been designed to incorporate strategic management concept by a sequential description of the strategic management process. It is specifically meant for providing academic training to future managers by giving them a global vision through undertaking general business policy as a management tool.

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### **UNIT I Introduction to Strategic Management**

Introduction, Fundamentals of Strategy, Scope and Importance of Strategies, Purpose of Business, Introduction, Overview and importance of Business Policies, Strategic Intent through Vision and Mission Statements, Difference between Goals and Objectives of Business.

Meaning, Need, scope, key features, importance and process of strategic management, Role of Strategists in Decision Making, Strategic Management process.

### **Unit II Environmental Appraisal**

Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, organizational capability profile, strategic advantage profile, corporate portfolio analysis, SWOT analysis, Porter's Five Forces Model of Competition, BCG Matrix, McKinsey's 7s framework, GE Nine Cell Model, Red-Blue-Purple Ocean strategy, distinctive competitiveness, environmental threat and opportunity profile (ETOP).

### **Unit III Corporate level strategies**

Grand strategies, stability strategies, expansion strategies, retrenchment strategies, combination strategies, restructuring of business. Turnaround-divestment and Liquidation strategies. Strategies for competing in globalizing markets.

### **UNIT IV Strategic Implementation**

Issues in implementation, project implementation, procedural implementation, organization structure, matching structure and strategy, behavioral issues, leadership style, functional issues, functional plans and policies, financial, marketing, operations and personnel plans and policies

### **UNIT V Strategic Evaluation and Control**

Strategy Evaluation: Importance, Overview of strategic evaluation, Importance, symptoms of malfunctioning of strategy, operations control and strategic control, technique of strategic evaluation and control.

Corporate culture, values, power, social responsibilities, ethics, building a capable organization.

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## **REFERENCE BOOKS:**

Strategicmanagement	-JA pearce,RBRobinson Jr
Strategicmanagement&OperationsResearch	-SudhirLakhanpal
Strategicmanagement	-Robinson
Corporatestrategy	-AnsoffHI
Business policy&strategicManagement	-Glueck&JaunchLR
Strategicmanagement(Concept/Practice&Cases)	-Thomas
BusinessPolicy	-KazmiA
StrategicManagementTextandCases	-RaoVSP(ExcelBooks)
StrategicManagement	-Kachru(ExcelBooks)
BusinessPolicy&StrategicManagement	-LomashS.(VikasPub.HouseLtd.)

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## **MBMM -402 MAJOR RESEARCH PROJECT**

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**Objective:** The objective of major Research project is to enable and develop the understanding of given problem and enhance the analytical skills, problem solving ability, implementation capability of students to understand research process and practical knowledge of the business and industry with practical exposure.

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### **Examination**

The major research project shall be compulsory for all students. major research project work shall be allotted to the students at the end of 3<sup>rd</sup> sem. student will be required to submit the final MRP Report in the hard bound in the number specified by the university .major research project (MRP) will carry maximum of 100 marks out of which 50 marks will be for the report and its contents and 50 marks will be for the presentation/Viva –Voce . A of marks panel of external and internal examiner will jointly award both of these components of marks. The university will appoint the external examiner and the Director/Head of the institute will appoint the internal examiner.

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## **MBMM-403 INTERNATIONAL MARKETING**

**Course Objective:** -This paper deals with a broad conceptual focus on the marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world marketplace.

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### **UNIT-I Introduction to International Marketing**

- Identification of Foreign Markets
- International Marketing Planning
- Mode of Entry in International Marketing
- Marketing mix decision
- Domestic to International Marketing

### **UNIT-II International Marketing Environment**

- Overview of World economic system; World Trading System
- International Political Situation
- The New Global Environment
- Regionalization
- Cross Culture System
- Country-Specific Advantages; Firm specific advantages
- Country of Origin

### **UNIT-III Global Marketing Strategy**

- Global Market Research
- Global Market Segmentation
- Global Targeting
- International and Global Branding.
- Global Product Positioning System
- Global Strategic Partnership
- International and Global Product Life Cycle
- Brief Description on Global Marketing Mix system
- Global Value System

### **UNIT-IV Core Issues in International Marketing**

- Transfer Pricing
- State Trading, Export Documentation and Procedure
- Development of Multinational Corporation; Development of Global corporation

### **UNIT-V Global Brand Development Promotion**

- Global Advertising System
- Global Public Relations
- Digital Global Promotion
- Global Marketing Channels and Physical Distribution
- Strategy Alternatives in Physical Distribution
- Global Marketing Organizations

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## **REFERENCE BOOKS:**

Global Marketing andManagement	WarrenJ Keegan
ExportMarketing	BSRathore
International Marketing	Rathore&Rathore
International Marketing	PSarvanvel
International BusinessScenario	MS Thakur
International Marketing	RajaGopal(VikasPublishing)
International Business	ShyamShukla(Excell)
International Marketing	VasudavaP.K. (Excell)

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## **MBMM404-RURAL AND INDUSTRIAL MARKETING**

**Course Objective:-** The purpose of this course is to develop an understanding among the students about various concepts of Industrial Marketing which are helpful in developing sound marketing policies for Industrial goods.

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### **UNIT-I Introduction to Industrial Marketing**

- Industrial Marketing-Definition, nature & scope – comparison between Industrial & Consumer marketing– Characteristics of Industrial Marketing– Marketing mix for industrial products. Buying motives of Institutional customers.

### **UNIT-II Organizational Buying**

- Organisational Buying process, concept of BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centers, value analysis & vendor analysis.

### **UNIT-III Industrial Marketing Segmentation**

- Industrial market segmentation, bases for segmenting industrial market-macro and micro variables.
- Targeting and positioning the industrial product. Industrial product lifecycle, product mix.
- Service component—The provision of parts, technical assistance, Terms of sales.

### **UNIT-IV Introduction to Rural Marketing**

- Rural Marketing– Definition, Objectives, functions and importance of Rural Market. Determinants of change in Indian Rural Marketing. Classification of in flow marketing and out Flow marketing in rural Sector. Difference between Urban & Rural Marketing System. Influence of government sponsored rural development programs on rural markets (case studies).

### **UNIT-V Rural Marketing Strategy**

- Rural Marketing Communication, Concept of Rural Marketing Strategy, Rural Marketing Product strategy, Rural branding strategy, Pricing system in rural marketing, Promotional component of Rural Market. Rural distribution system. Measurement of Advertising effectiveness in rural marketing. Special publicity reference to the Rural Marketing System, Digital campaign for rural marketing (case studies).

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## **REFERENCE BOOKS**

Industrial Marketing	J SHill
Rural Marketing	T. GopalSwamy(Vikas)
Industrial Marketing	Reeder&Reeder
MarketingManagement	Ramaswamy
Industrial Marketing	Gandhi
Rural Marketing	ShamimAhmed

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## **MBMM 405 - MARKETING OF SERVICE**

**Course objective:-** The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of services marketing which make it different from good marketing.

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### **UNIT I Introduction to Service Marketing**

- ▮ Concept of service and importance. Reasons of growth of service sector. Characteristics of service, classification of services. Role of services sector in India Economy. Career Opportunities.

### **UNIT II Service Marketing Strategies**

- ▮ Strategies for service marketing. Molecular model and Client centered marketing. Gronross Service Marketing Model. Internal external and interactive marketing. Focus Strategy, Service Strategy- Market Leadership.

### **UNIT III ST Pin Service Marketing**

- ▮ Service Segmentation: Meaning and elements, Service Targeting: meaning and elements, Service Positioning: meaning and elements, Industrial Services, Service distribution. Component of service delivery system, potential management. Problems associated with retailing of services.

### **UNIT IV Service Marketing Mix**

- ▮ Promotion—concept for service, advertising. Sales Promotion & Personal Selling in service industry. People –Importance of people in service marketing. Role of various people involved. Physical evidence—concept of physical Evidence, importance type of Physical evidence in various services. Process –concept type of process, Role of process in various services. CRM in Service Marketing

### **UNIT V Service Quality**

- ▮ Service Quality—concept of service quality. Gronross model of service quality. Conceptual model of service quality. Marketing of service—challenges in India. Productivity in services, increasing productivity. Customer Service handling SERVQUAL.



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## **REFERENCE BOOKS**

ServicesMarketing	-Sinha
ServicesMarketing	-S.M. Jha
ServicesMarketing : ConceptApplication&cases	- M. KRampal,S.LGupta
ServicesMarketing :IntegratingCustomer FocusAcrossstheFirm	-Valarie.A. Zeithamal
ServicesMarketing	-P.NReddy,H.R. Appanniah
ServicesMarketing	-VasantiVenugopal,RaghuV.N
ServiceMarketing	-BhattacharyyaD.K. (ExcelBooks)
ServiceMarketing	-Ravi Shankar(ExcelBooks)

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## **MBMM 406 SYSTEM ANALYSIS & DESIGN**

**Course Objective**–This Course aim for developing the skills for analysis and design of Computer based Information system

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### **UNIT I**

- CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

### **UNIT II**

- CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

### **UNIT III**

- Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

### **UNIT IV**

- Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

### **UNIT V**

- CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

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## **REFERENCES**

Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi. 2011

S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008

Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008

Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India, 2008

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