

5. Apply cost management ideas in determining product/service costs and in making business decisions.

### **Unit 1 Introduction**

Introduction to Accounting: Importance, Accounting Concepts and conventions, (GAAP)., Accounting Standards (Focus on importance of Standards to give a general view on Financial Reporting Practices).

### **Unit 2 Accounting Process**

Accounting Process - Books of Original Record. Ledger & Trial Balance, Classification of Capital and Revenue expenses, Concepts and contents of financial statements and drafting of Financial Statements.

### **Unit 3 Asset Valuation and Inventory Valuation**

Concept and Methods of inventory valuation, Concept of goodwill and methods of valuation, concept, methods and accounting for depreciation.

### **Unit 4 Financial Statement Analysis**

Users of financial statement, Techniques of analysis and interpretation of financial statements: Ratio Analysis; Liquidity, Leverage, Solvency and Profitability ratios – Du Pont Chart -. Horizontal Analysis and Vertical Analysis, statement of changes in Financial position: Cash flow statement, Working capital changes.

### **Unit 5 Concepts and Elements of Cost**

Material, Labour and Overheads: Direct vs. Indirect; Fixed vs Variable; Methods of costing: Unit costing, Contract Costing and Service Costing.

#### **Text Books:**

- R. Narayanswamy, Financial accounting: A Managerial Perspective, PHI
- Horngren, T. C., Datar, S. M., Foster, G., Rajan, M. V., & Ittner, C. (latest Edition).
- Cost Accounting: A Managerial Emphasis (13th ed.). New Delhi: Prentice Hall of India.

#### **Reference Books:**

- Robert N. Anthony, Essentials of Financial accounting, Prentice Hall.

## **MBA-107: Marketing Management**

**Credit - 4**

### **Course Objective**

1. To develop an understanding of the underlying concepts, strategies and the issues involved in managing the marketing efforts of a firm.
2. To analyze the role and application of marketing within the firm and society.
3. To study the four basic variables of marketing: product, price, place and promotion.

### **Course Outcomes**

Upon successful completion of the course the student should be able to:

1. Identify the roles and functions of marketing within a diverse range of organizations.
2. Describe key marketing concepts, theories and techniques for the analysis of dynamic marketing environment.

3. Develop the marketing mix for an organization.
4. Critically analyze an organization's marketing activities.

### **Unit 1 Introduction**

Introduction to marketing function; genesis, approaches to marketing, concept of customer value, customer satisfaction and delight, Customer Engagement, Customer Journey, Customer Touch Points. Marketing mix concept, classification of goods and services; goods- service continuum.

### **Unit 2 Marketing Environment**

Analyzing needs and trends Macro Environment - Political, Economic, Socio-cultural, Legal, Ecological and Technical Environment – PEST analysis. Micro Environment – Industry & Competition.

### **Unit 3 Market Segmentation, Targeting and Positioning**

Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP.\

### **Unit 4 Product and Pricing Decisions**

Types of new product, new product development, managing Product Life Cycle, test marketing a new product. Branding decisions; packaging and labeling; new trends in packaging. Pricing objectives, Factors influencing pricing decision - approaches to pricing – Price & Non-price competition, setting the price and managing the price changes.

**Unit 5 Distribution and Promotion Decisions:** Importance, functions of distribution channels - introduction to the various channels of distribution, designing marketing channels. Direct Marketing, Concept of Omnichannel, Impact of technology & Internet on distribution: Market place model, hyper local model. Promotional Mix - Advertising, Sales Promotion, Personal Selling, Public Relations. Impact of technology & Internet on Promotion

**Unit 6 Marketing Organization and Control:** Concept, Types - Functional organization, Product Focused organization, Geographic Organization, Customer Based Organization, Matrix organization. Organization structure for a wide customer orientation. Marketing Matrix. Need of marketing control and audit.

### **Text Books**

- Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 14th Edition).
- Lamb CW, Hair JF, Sharma, D and McDaniel, C- MKTG-A South Asian Perspective, Cengage Publication.

### **Reference Books**

- Stanton William J - Fundamentals of Marketing (Mc Graw Hill)
- Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillan, 3rd Edition).
- Etzel, M., Walker, B., Stanton, W. and Pandit, A (2009) Marketing Management, Tata McGrawHill, New Delhi.
- Mc. Carthy and Perreault -Basic Marketing: A Global Marketing Approach (Tata Mc Graw Hill, 15th Edition).