

Rani Durgavati Vishwavidyalaya Jabalpur

Faculty of Management



Course – Curriculum

MBA

**SYLLABUS AND SCHEME OF
EXAMINATION FOR MBA **2** YEARS
FULL TIME PROGRAMME**

**MBA III & IV SEMESTER
YEAR 2018-2020**

SYLLABUS AND SCHEME OF EXAMINATION FOR

MBA- 2 YEAR (FULL TIME) III semester

There will be three compulsory papers (Two theory papers and One practical paper) in this semester. The students have to opt for any two specializations out of four specializations available i.e. **Human Resource, Finance, Marketing and Information Technology**.

In all a student has to appear for **9 papers** (three compulsory papers and six papers from two specializations i.e. **three** papers from each specializations)

The Internal marks will be calculated based on the following:

Internal Assessment

Attendance-

Test

Seminars/Cases analysis/Presentations:

Total Marks 30

10 Marks

10 Marks

10 Marks

Scheme for MBA III Semester

Paper Code	Papers	Specialization	INTERNAL ASSESSMENT		SEMESTER-END EXAMINATION	
			Max. Marks	Min. Marks	Max. Marks	Min. Marks
MS-301	Entrepreneurship Management	Compulsory	30	12	70	28
MS-302	Business Ethics and Corporate Governance	Compulsory	30	12	70	28
MS-303	Evaluation Of On-Site Training Report And Viva Voce *	Compulsory	Project Evaluation-60 marks Viva-voce-40 marks Max.Marks-100 Min. Marks-50			
MS-304	Organisational Development	H.R.	30	12	70	28
MS-305	Industrial Psychology	H.R.	30	12	70	28
MS-306	Industrial Relations and Labour Welfare	H.R.	30	12	70	28
MS-307	Management of Financial Institutions and Services	Finance	30	12	70	28
MS-308	International Financial Management	Finance	30	12	70	28
MS-309	Tax Planning & Management	Finance	30	12	70	28
MS-310	Sales & Distribution Management	Marketing	30	12	70	28
MS-311	Advertising & Brand Management	Marketing	30	12	70	28
MS-312	Consumer Behavior & Market Research	Marketing	30	12	70	28
MS-313	Business Decision Management System	IT	30	12	70	28
MS-314	Data Base Management And Integrity	IT	30	12	70	28
MS-315	Data Communication & Network	IT	30	12	70	28

MBA – III

SEMESTER

MS-301 ENTREPRENEURSHIP MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: To give an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur. The course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

UNIT I - The Entrepreneurial Development Perspective

- Entrepreneur – meaning, evolution, importance, Qualities, nature, types, traits.
- Entrepreneurship development - its importance, role of Entrepreneurship. Entrepreneurial environment, culture and stages in entrepreneurial process, changing dimensions in entrepreneurship – Digital entrepreneurship.
- Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager

UNIT II - Family Business Development

- Family Business – meaning, characteristics, importance, types and models.
- Growing and evolving family business – Complexity of family enterprise – Diversity of successions : Different Dreams and challenges.

UNIT III - Starting the Venture

- Generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition.
- Feasibility study – market feasibility, technical/operational feasibility, financial feasibility, environmental scanning, competitor and industry analysis.
- Drawing business plan - preparing project report, presenting business plan to investors.

UNIT IV – Micro, Small and Medium Enterprises

- Concept, role and importance of MSME
- Policies governing SMEs - Steps in setting up a small unit.
- SME funding - Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Sources of finance for SME'S.

UNIT V – Government Initiatives

- Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants.
- Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), NABARD, National Small Industries corporation and other relevant institutions / organizations.

Internal Assessment Marks**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

Guidelines for Case analysis / presentations:- Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance. (Cases or Seminars can be given on individual basis or on group basis.)

REFERENCE BOOKS

- Entrepreneurship: New Venture Creation - David H. Holt
- Entrepreneurship - Hisrich Peters
- The Culture of Entrepreneurship - Brigitte Berger
- Dynamics of Entrepreneurship Development - Vasant Desai
- Entrepreneurship Development - Dr. P.C.Shejwalkar
- Thought Leaders - Shrinivas Pandit
- Entrepreneurship - Steven Brandt
- Business Gurus Speak - S. N. Chary
- The Entrepreneurial Connection - Gurmit Narula

MS 302 BUSINESS ETHICS AND CORPORATE GOVERNANCE

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: This course has been designed to create a mindset of value system among the students who are the future managers. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

UNIT I Introduction to Business Ethics

- Introduction, definitions, need, importance for Business ethics; factors affecting business ethics;
- Importance of Ethics & Moral standards; Ethics & Moral Decision Making, ethical Principles in Business.
- Business theories: Normative Theories, Gandhian Approach, Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory.

UNIT II Indian Ethos & values

- Need, purpose & relevance of Indian Ethos.
- Meaning and Nature of values; Holistic view of life and its value, Values impact in Business. Indian Value System -Teachings from scriptures and traditions.

UNIT III Workplace Ethics

- Introduction, Needs, benefits, Principles, Development of Personal Ethics, Employee Attitude and Ethics, Employee Etiquettes.
- Workplace Ethics for Employees - Ethical behavior in workplace- Professionalism; Formulating & implementing professional ethics code and Professional ethos.

UNIT IV Corporate Governance

- Introduction, systems of corporate governance, OECD principles, Indian model of Corporate Governance, Whistle blowing and its codes.
- Ethical Issues related to Advertisements, Finance, Investment, Technology and Ethical Dilemma., Social Responsibility of Corporate.

UNIT V Corporate Governance & CSR

- Impact of globalization on Indian corporate and social culture, Advantages and disadvantages of MNC's to the Host Country, Corporate Governance and ethical responsibility.
- Corporate Social Responsibility - Introduction, Advantages, Scope for CSR in India, steps to attain CSR

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REFERENCE BOOKS

- Foundations of managerial work – Chakraborty S.K
- Contribution from Indian thoughts- – Himalya publication
- Business Ethics – Andrew Crane and Dirk Matten,Oxford Press
- Business Ethics: A Philosophical Reader - Thomas I. White
- Business Ethics -A.V.RAO(excel books)
- Social Responsibility of Business Enterprises, - Sarkar, C. R., New Century Publication
- Business Ethics - Concepts and Cases - Velasquez,
- Ethics in Management - Sherlekar, S. A., Himalaya Publishing House
- Corporate Governance & Business Ethics – U. C. Mathur, Macmillan India Ltd

[Maximum Marks 100]

Note- Every student shall be required to undergo a practical training in an organization for 4 to 6 weeks, at the end of the Second Semester Examination but before the commencement of the Third Semester course. Student will have to submit THREE copies (soft copy in CD) of the Project Report based on the training with an attendance certificate from the organization, at least one month before the commencement of term end examination.

Project Report Based Viva- Voce	40 Marks (By External and Internal Examiner Jointly)
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Viva voce – 40 Marks (50% minimum)

MS 304 ORGANISATIONAL DEVELOPMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: This course aims to give a broad theoretical and practical understanding of key concepts and issues in managing organization. In this fast changing world of business the organizations have to be ready for the changes and should facilitate in adopting these changes.

UNIT I Organisational Development - Overview

- Meaning, Features, Evolution, Components, Objectives, Principles, Process, Importance of OD
- Relevance of Organisational Development for Managers, OD- HRD Interface.
- Meaning, Role of OD Practitioner, Competencies of an OD Practitioner

UNIT II Organisational Diagnosis and Change

- Meaning, Need, Phases, Levels of Organisational Diagnosis, Techniques of Organisational Diagnosis, Tools used in Organisational Diagnosis.
- Organisational Change- Meaning, Organisational Life Cycle, Planned Change, Organizational Growth and its Implication for Change.
- Change Agents- Meaning, Features, Types, Role, Skills required

UNIT III OD Interventions

- Meaning, Features, Factors Affecting Success of Interventions, Steps in OD Interventions.
- Types of Interventions- Human Resource Intervention, Structural Intervention, Strategic Interventions, Third Party Peace Making Intervention.
- Techniques and Evaluation of OD Interventions.

UNIT IV Organisational Effectiveness

- Meaning , Effectiveness v/s Efficiency, Approaches and Parameters for Judging Organisational Effectiveness, Ways to Enhance Organisational Effectiveness.
- Issues Faced in OD- Issues Related to Client Relationship, Power-Individual skills and Attributes as a Source of Power, Power and Influence Tactics, Politics and OD.

UNIT V Future of OD

- Emerging Trends in OD - Expanding the use of OD, OD and Business Process ReEngineering (BPR).
- Organisational Development and Globalization, Creating whole system change, Using OD to facilitate partnerships and alliances, Enhancing constant learning, Trends within the Organisation.

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REFERENCE BOOKS

- Organisational development – French & Bell . PHI
- Human behaviour at work – Keith Devis Tata Mc-graw hill
- HRD – PC tripathi Sultan chand
- Organisation behaviour – F Luthans, Tata Mc-graw hill
- Organisation development & change – D Thakur Deep & Deep
- Organisation and change – Weiss, Joseph
- Organizational Behaviour -- Archana Tyagi (Excel Books)
- Organizational Behaviour -- P.G. Aquinas (Excell Books)
- Organizational Behaviour -- Mishra M.N. (Vikas Pub. House)
- Organizational Behaviour -- Chandan J.S. (Vikas Pub. House)

MS 305 INDUSTRIAL PSYCHOLOGY

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: This course aims to give a broad theoretical and practical understanding of key concepts and issues in managing organization. In this fast changing world of business the organizations have to be ready for the changes and should facilitate in adopting these changes.

UNIT I - INTRODUCTION

- Definition, History, Goals, Forces and Fundamental concepts of industrial Psychology, Nature of people and nature of organization. Industrial Psychology Vs Organizational Behavior, Areas of Industrial psychology.
- Two classical studies - Time and motion study –Nature, characteristics and importance. Hawthorne studies –Nature, Implications and criticisms.

UNIT II - JOB ANALYSIS AND SELECTION

- Job Analysis: Definition, uses and methods, Personnel tests and development - Training and Development.
- Selection: meaning, process
- Interview – guided and unguided interview, stress interview and group interview; Assessment centre

UNIT III Industrial Attitudes and Behaviour

- Employee attitude: Job Satisfaction, Job involvement, Organizational commitment Attitude measurement: Attitude and social phenomenon, Methods of measuring attitudes, Attitude surveys and their application The attitude of employees vs. attitudes of employers.
- Organizational Citizenship Behavior, Individual responses to downsizing, Anti-social Behaviour in the workplace.

UNIT IV Industrial Morale

- Defining morale, Determinants of morale, Measurement of morale, Methods of Increasing morale, comparison of methods for increasing morale, Group dynamics, Motivation, incentives, fatigue, monotony and boredom.

UNIT V Ergonomics and Work Conditions

- Ergonomics approaches to work design, Human/ computer interactions in the work place Safety and Accidents, Physical stressors in the workplace, work schedules, pro-environment behavior: employee eco-initiative, Engineering Psychology.
- Positive Psychology: Definition, History, Need, Concepts of resilience, Happiness and Wellbeing Gratitude, Forgiveness, Effectiveness and Growth, Optimism and hope, Positive Organizations.

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REFERENCE BOOKS

- Industrial Psychology – P.K Ghosh, Himalaya Publication
- Industrial Psychology – Mc Cormic & ligen Prentice Hall Blum & Naylor
- Industrial Psychology – J Tiffin Prentice H
- Industrial Psychology – RA Griggs, SL Jackson
- Introductory Psychology Textbooks – P Marek Lawrence Earlbaum
An objective Analysis and Update
- Applied industrial/organizational psychology – MG Aamodt - Belmont, Calif
- Industrial/Organizational Psychology – Ronald E. Riggio Scott Foresman & Co

MS 306 Industrial Relations and Labour Welfare

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The Course intends to educate and create awareness among the students about various aspects of Industrial Relations and thus equip them to handle this delicate subject with maturity, objectivity and understandings.

Unit I

Industrial Relations -Concept, evolution, characteristics, scope, components, factors affecting industrial relations, approaches to IR, IR in India, prerequisites of successful industrial relation programme, Government and Corporate approaches and strategies on IR.

Unit II

Industrial Conflicts/Disputes- Meaning, essentials, classification, recognition of disputes, impact of industrial disputes, factors of industrial disputes/conflicts, Strikes-forms, prevention of strikes, lock-outs, gheraos, Ways to achieving industrial peace, Code of discipline in industry. Grievances Handling-meaning, nature, causes of grievances, procedure for redressal.

Unit III

Collective Bargaining :- Concept - function and importance - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management:- Role and methods of worker's participation.

Trade Union : Industrial setting, growth, structure and strategies, functions, recognition. Employer's organization and their working. White collar Trade unionism.

Unit IV

Working Conditions: Factories Act 1948 - The Workmen's Compensation Act, 1923 – The Employee's State Insurance Act, 1948 - The Employee's Provident Funds and Miscellaneous Provisions Act, 1952

Unit V

The Payment of Wages Act, 1936 - The Minimum wages Act, 1948 - The Industrial Disputes Act 1947 - The Industrial Employment (Standing Orders) Act, 1946 - The Trade Union Act, 1926, The Maternity Benefit Act, 1961.

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REFERENCE BOOKS

- IR and Trade Universe – GP sinha and PRN Sinha
- Labour Legislation – SC Srivastava
- Handbook of Labour and Industrial Law – P. L. Malik Eastern, Book company, Luckhnow
- Labour and Industrial Law – P.L. Malik Eastern Book company, Luckhnow
- Industrial Relations and Labour laws - Shrivastava S.C. (Vikas Pub.House)
- Business Laws -- S.S.Gulshan (Excel Books)

MS 307 Management of Financial Institutions and Services

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective – The present course aims at familiarizing the participants with objectives, strategies, policies and practices of major financial institutions in India and various financial services.

UNIT I

Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope and importance.

Unit II

Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non- performing assets, Strategies for making commercial banks viable.

Unit III

Securitisation : concept, nature, scope and their implications. Securitization of Auto loans and housing loans, Securitisation in India. DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions ; NBFCs - Their status, types, working and strategies for commercial viability ; Insurance organisations - Their status, types, working and strategies for commercial viability.

Unit IV

Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting Of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.

Unit V

Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

Internal Assessment Marks**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

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REFERENCE BOOKS

- Financial Markets and Services - Gordon & Natrajan; Himalaya Publishing.
- Management of Indian Financial Institutions - Srivastava, Himalaya Publishing
- Investment Management – Preeti Singh
- Global Capital Market – Joshi P.R.[Tata Mc Graw Hill]
- Fund management in India – Thomas [Tata Mc G. Hill]
- Indian Capital Market – Trends & Dimensi Shasshi Kant & Arumugam
- Indian Financial system – Machiraju
- Merchant Banking – JC Verma (Bharat Law House)
- Merchant Banking – Nidhi Prakashan
- Lease Financing Theory & Practice – Dr.B Brahmaiah(Himalaya Publishing House)
- Financing of Hire Purchase –JC Verma (Bharat Law House)

MS 308 INTERNATIONAL FINANCIAL MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The main objective of this course is to familiarize the students with the international financial environment and the special decision variables underlying the discharge of finance function in a multinational corporation.

Unit I

Introduction to International Finance & its Fundamentals, Growing importance of international finance. Evolution of the International Monetary System - bimetallism, Classical Gold Standard, its strengths and weaknesses, Bretton Woods System, Flexible Exchange Rate regime, Fixed versus floating exchange rate systems, Special Drawing Rights.

UNIT – II

Balance of Payments - current account, capital account, official reserve account, forex reserves - costs and benefits. Current Account deficit, balance of trade and their implications on exchange rates. Foreign

Global Financial Markets:- Domestic and Offshore markets and Euro Market, Euro Currency Markets. Exchange rate quotations, direct and indirect rates, factors affecting exchange rate, determinants of demand for and supply of currency.

UNIT - III

The Foreign Exchange Market: Structure, Types of Transactions & settlements. Spot market, direct and indirect exchange quotations, bid ask spread, cross exchange rates, Forwards, Futures, Swap and Options market. Concept of hedging, speculation and arbitrage.

Interest Rate Parity, covered and uncovered interest arbitrage, Purchasing Power Parity - absolute and relative, Fisher Effect and International Fisher Effect.

UNIT – IV

Foreign Exchange Exposure: managing transaction, translation and economic exposure, Techniques for covering the foreign exchange risk - Internal and external techniques of risk.

International financial market instruments – International Equities – ADR and GDR – Foreign Bond and euro-bond- Short-term and medium term instruments.

UNIT –V

Foreign Investment Decision : Capital Budgeting Techniques - Project IRR, NPV and pay-back period. Project Investment Decisions: FDI investments- Decision process and Strategies, FDI Via Mergers, and Acquisitions (M&A): Rational and difficulties. International Joint ventures.

Export and Imports Financial tools: Letter of Credit, Bills of Lading, Bills of Exchange.

Internal Assessment Marks**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

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REFERENCE BOOKS

- International Financial Management – Rodriguez RM,
- Financial Management – SN Maheshwari
- Multinational Financial management – Alan C. Shapiro
- International Financial Management – David B. Zenoff, J. Zwick
- International Financial Management – P.G. Apte
- International Financial – Buckley Adrian
- Multinational Financial Management -- Madhu Vij (Excel Books)
- International Business -- Bedi N.V. (Vrinda Pub.)
- International Business -- Prabhakar rao (Kalyani)

MS 309 TAX PLANNING AND MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The present course aims at familiarizing the participants with the principles, problems and structure of different types of business taxes in Indian and relevance of these taxes in business decisions.

Unit I

Concept, Nature, Scope, Importance, Techniques, Advantages and limitations of Tax Planning; Nature, Objectives, process of Tax Management; Tax Planning vs Tax Management, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

Unit II

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source (numerical).

Unit III

Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses. Tax and business reorganizations: merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals, Revision & Review (numerical).

Unit IV

Wealth tax on closely held companies; Valuation of assets; Filing of returns; Assessment; Appeals; Review; Revision and Rectification (numerical).

Central Excise Act 1994 and Excise planning; Customs Act and Customs Duties Planning.

Unit V

Introduction to Goods and Service Tax (GST) - Key Concepts, Phases of GST, GST Council, Taxes under GST, Cess, Registration under GST, Supply under GST and Valuation of Supply, Input Tax Credit under GST & Returns, Custom Duty and Indirect Taxation levied by either Central or State Government.

Internal Assessment Marks**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

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REFERENCE BOOKS

- Income tax law & Practice -- A.K.Dhagat & Gargav
(Ramesh Book Depot Jaipur)
- Income tax law & Practice – K.P. Gour & B. Narang
- Income tax law & Practice – K.K. Singhanian (Tax – Man publication)
- Income tax law & Practice – Bhagwati Prasad
- Income tax law & Practice – H.C. Mehrotra
- Income tax law & Practice – N.V. Mehta (S.K. Publishing House Bombay)
- Income tax law & Practice – K. Chaturvedi
- Tax planning with Precedents – S.X. Potter, H.H. Monree

MS 310 SALES & DISTRIBUTION MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective - The objectives of this course is to provide an extensive picture with regards to theory and practice of managing sales and to inculcate personal selling skills

UNIT I Introduction to Sales Management

- Concept of sales management: The nature and role of sales management, Objectives of sales management, Theories of selling, sales executive as a coordinator, Relations of sales management with other marketing activities.

UNIT II Sales and Marketing Planning

- Concept of Sales and marketing planning. The place of selling in marketing plan. Relationship selling. Personal selling objective. Diversity of personal selling situations Process of personal selling. Sales - Related marketing policies, Product policies, Distribution policies, Pricing policies.

UNIT III Sales HRM

- Personal management. Recruitment and selection of sales personnel. Training programmes, Concept and Evaluation, Compensation.
- Sales meeting. Different type of sales organization. The development of personal selling skills.

UNIT IV Sales Operation

- Sales control:- sales budget, Evaluation and supervision. Sales quotas, Management of territories. The sales analysis, Sales audit system, Sales resistance, Psychology of customer, Field sales control – Sales reporting system which includes weekly, monthly, quarterly reports and interpretation of the data for future action plans, sales analysis and marketing cost analysis, sales audit, managing outstanding.

UNIT – V Sales Distribution

- Sales Forecasting, Sales Environment, Sales channel, Sales promotion, Selling and Reselling. Telephone selling and Internet Selling. Selling service and Sales responsibilities. Importance of Distribution and Logistics Management in relation to Sales Management. Understanding lead time and delivery schedule.

Internal Assessment**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

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REFERENCE BOOKS

- Sales Management decision & cases – Still, Cundift
- How to build dynamic sales organisation – Mury & Arnold
- Salesmanship & Publicity – RS Davar
- Elements of salesmanship & publicity – Pradhass
- Sales distribution management – FL Lobo
- Sales and distribution Management -- S.L.Gupta (Excel Boks)

MS 311 ADVERTISING AND BRAND MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective:- The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

UNIT- I General understanding about advertising.

- Advertising - Nature, scope & classification.
- Role of advertising in Indian economic and social development
- Ethics and truth in Indian advertising.

UNIT-II Advertisement Concept & strategy

- Marketing communication Programme.
- Advertising Planning:- Objectives and Budget .
- Advertising research as a supporting tool.
- Development of concept, selection of the concept.
- Selection of the advertising message.
- Building an advertising copy.
- Factors related with copy strategy.

UNIT III Campaign management

- Campaign planning process .
- Media Planning:- Target and Media Research, Media objectives, Media mix selection and Scheduling and Budgeting.
- Media Buying:- Media Tactics, Monitoring.
- Evaluation of Media Planning.
- Media Strategy:- Delivering on Objectives, Target audience strategies and Media Vehicle selection, Allocation of media budget.
- Advertising effectiveness.
- Comparative study with different promotion mix.
- Digital Advertising campaign plan
- Social site campaign plan

UNIT – IV Advertising agency

- Advertising agency:- Management and Survival .
- Reorganizing agency.
- Global standards of agency functioning.

UNIT - V Branding – Core Issues.

- Brand equity(brief description), Brand building exercise:- Concept, Strategy and Culture.
- Brand personality and Positioning .
- Brand life cycle,
- Brand identity.
- Branding for commodities

Internal Assessment Marks**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

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REFERENCE BOOKS

- Advertising Management AAKER
- Advertising Management Chunnawalla
- Brand Positioning S. Sengupta
- Product Management Majumdar
- Advertising Management M. Mohan
- Advertising And Sales Promotion Kazmi & Batra(Excell)
- Brand Management Harish V. verma(Excell)

MS 312 CONSUMER BEHAVIOUR AND MARKET RESEARCH

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT I Introduction

- Study of consumer Behavior – Role of Consumer Research.
- Need system. Consumer motivation.
- Personality, Dynamics of Perception.

UNIT II Components of consumer behaviour

- Consumer as an Individual: Involvement and motivation, knowledge and values .
- Nature, role of motive and classifying motive
- Personality, learning and characteristics and classification of learning.
- Characteristics, functions and sources of attitudes, attitude theory and models.

UNIT III Consumer Culture

- Environmental Influences on Consumer Behavior: Cultural, Social, Personal, Family and situational influences, opinion leadership and life style marketing.
- Characteristics of culture, cultural understanding, nature of social class, Social class and consumer behaviour. Green Marketing Consumer behaviour
- Nature and significance of personal influence, marketing Implications of personal influence significance of family in Consumer behaviour and family life cycle .
- Opinion leadership forms.

UNIT IV Consumer Decision Making

- Consumer Decision Processes
- Consumer Decision rules. Post purchase processes: Framework, dissonance, satisfaction / dissatisfaction.
- Consumer Behavior Models: Nicosia Model, Howardsheth Model, Engel-Blackwell and Miniard Model, Sheth Family Decision Making Model.
- CRM: Concept of CRM, CRM as an indicator of Consumer Behavior, Consumer Roles, Market Values and CRM. Introduction to digital consumer behavior.

UNIT V Marketing Research Planning

- Research Plan, Research Design
- Management Uses of Market Research
- Difference Between Marketing and Marketing Research
- Data Collection Methods. Sample Planning Process
- Model of Market Research for Decisions Coding of Data, Significance Testing,
- Analysis and Interpretation of Data
- Sales research format
- Product Research format
- Introduction to Bigdata analytics

Internal Assessment Marks**Total Marks 30****Attendance****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations:****10 Marks**

Guidelines for Case analysis / presentations:- Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance. (Cases or Seminars can be given on individual basis or on group basis.)

REFERENCE BOOKS

- Consumer Behavior- – Schiffman
- Marketing research – Biod
- Marketing Management – GC Beri
- Marketing Management – Sangeeta Agarwal
- Consumer Behavior -- Kazmi & Batra (Excell)
- Conceptual Issues in Consumer Behavior Indian Contest - S Ramesh Kumar Pearson
- Consumer Behavior - Louden, Delebeta
- Consumer Behavior: Marketing Strategy Behavior - J.Paul Peter & Jerry C. Olson
- Consumer Behavior - John. C. Mowen
- Market Research - G.C. Beri, Pearson Education
- Market Research, Concept & Cases - Cooper & Schindler, Tata McGraw Hill
- Market Research Learning - Churchill & Iacobucci, Thomson
- Market Research - Boyd, Westfall & Stasch, AITBS
- CRM - Alok Rai

MS 313 BUSINESS DECISION & MANAGEMENT SYSTEMS

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: It aims at acquainting these students with tools techniques of planning, analyzing, designing, implementing and maintaining Information system.

UNIT I

Systems Concept; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance.

UNIT II

Systems Planning and Investigation: Basis for Planning in Systems Analysis - Dimensions of Planning, Initial Investigation, Needs Identification.

UNIT III

Determining the User's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis - Feasibility Report.

UNIT-IV

Tools of Structured Analysis: Data Flow Diagram (DFD), Entity Relationship Diagrams, Data Dictionary, Process Modeling : Structured English, Decision Tree & Decision Table, Object Oriented Analysis (OOA) and Object Oriented Design (OOD).

UNIT-V

Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet, Intrusion Detection Risk Management, Disaster Recovery Plan, Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment, Internet Security Standards

Internal Assessment Marks	Total Marks 30
Attendance-	10 Marks
Test	10 Marks
Seminars/Cases analysis/Presentations:	10 Marks

Guidelines for Case analysis / presentations:- Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance. (Cases or Seminars can be given on individual basis or on group basis.)

REFERENCE BOOKS

- | | |
|---------------------------------|---|
| • Management Information System | – Davis and Olson. |
| • Management Information System | – Javadekar. |
| • Decision Support | – Devis Michel W. |
| • Management Information System | – W.S.Jawadekar |
| • Management Information System | – Gordon B.Danis and Margrethe H.Olson. |
| • Management Information System | – Kenneth C.Laudon and Jane P.Laudon. |

MS 314 DATA BASE MANAGEMENT AND INTEGRITY

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The basic objective of data base management system is to make the students attain a certain level of expertise in creating and handling relational databases.

UNIT I

- Introduction to Database, file, Record fields, problems with database. Categorization of DBMS, (Networking, hierarchical & Relation database) Application of DBMS. The three-layered Architecture Advantages & disadvantage of DBMS.

UNIT II

- Important Components DBA, database, application program, DDL, DML etc. Component of DBMS query processor, Data dictionary. Physical database structures, Normalization and logical design.

UNIT III

- Introduction to RDBMS, E – R Model and E – r Diagram Examples and exercise E F. CODD 12 rules for relation database, data base concept:- Transaction management properties of a transaction, commit and Rollback, concurrency, locking

UNIT IV

- Data integrity, integrity constraints, Auditing, backup and recovery. Data dictionary, system catalogue, introduction to distributed data base. Introduction to client – server and ODBS connectivity.

UNIT V

- Introduction to SQL: - SQL language DML language DML commands, Relation Algebra & SQL.: Introduction, Security and Integrity Violations, Authorization, Granting of Privileges, Security Specification in SQL Data warehousing, Multidimensional Data Models, Data Warehouse Architecture, ROLAP, MOLAP, HOLAP, OLAP and OLTP Understand the Concept of Data Warehousing Data Mining, Data Preprocessing, Data Marts, Cluster Analysis, Decision Making

Internal Assessment Marks	Total Marks 30
Attendance-	10 Marks
Test	10 Marks
Seminars/Cases analysis/Presentations:	10 Marks

Guidelines for Case analysis / presentations:- Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance. (Cases or Seminars can be given on individual basis or on group basis.)

REFERENCE BOOKS

- | | |
|-------------------------------|---------------|
| • Data Base Management System | – C.J.Date |
| • Data Base Management System | – Korth |
| • Data Base Management System | – Vipin Desai |
| • Data Base Management System | –leon |

MS 315 DATA COMMUNICATION & NETWORK

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: This course provides an in-depth discussion of computer networks. It includes a detailed discussion of the different Network Models.

Unit I

Fundamentals of Communication System; Communication Links, Communication System Formats; Character Codes, Digital Data Rates; Asynchronous and Synchronous Data. Types of signals: AM; FM; PM; PCM; PDM; TDMA; FDMA; SDMA; CDMA; ASK; FSK; PSK Features: Error detection and correction codes; Hamming codes.

Unit II

LAN topologies: Workstation; Server; Cables; Types of Ethernet; Broadband and base-band; Optical Fibers; Network Interface Card.

Unit III

Networks and accessories: LAN, MAN, WAN; Hub; Bridges; Switches; Routers; Gateways Cell Relay; Frame Relay; ISDN; B-ISDN.

Unit IV

OSI Model; Broadcasting; Multicasting; Point-to-point communication; IP Addressing, Concepts of Port; Socket; ATM; Tunneling; Virtual Private Network. Network Operating systems: Unix; Linux; Windows.

Unit V

Mobile Communication: Applications of Mobile Communication; Wireless Communication: Bandwidth, Transmission Impairment, Interference, Terrestrial Microwave, Broadcast Radio, Infrared & Light Waves, Mobile Internet & WML: Mobile IP, Wireless TCP& UDP, WAP, WML

Internal Assessment Marks**Total Marks 30****Attendance-****10 Marks****Test****10 Marks****Seminars/Cases analysis/Presentations****10 Marks**

Guidelines for Case analysis / presentations:- Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance. (Cases or Seminars can be given on individual basis or on group basis.)

REFERENCE BOOKS

- Computer Network – Tanne Baum PHI
- Data & Network Communication – Tiller
- Computer network in Win-NT – BPB Publication
- WIN NT Architecture – Tata Mcgrawhill
- Data and Computer Communication – William stallings, PHI
