

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**

MBA – IV SEMESTER

SYLLABUS AND SCHEME OF EXAMINATION FOR

MBA- 2 YEAR (FULL TIME) IV SEMESTER

There will be two compulsory papers (one theory paper 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**. The theory papers are related to each specialization.

In all a student has to appear for **8 papers** (two compulsory papers and six papers from two specializations i.e. three 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 IV Semester:

PAPER CODE	Papers	Specialization	INTERNAL ASSESSMENT		SEMESTER-END EXAMINATION	
			Max. Marks	Min. Marks	Max. Marks	Min. Marks
MS-401	Strategic Management	Compulsory	30	12	70	28
MS-402*	Evaluation of Management Skills Through Presentations	Compulsory	--	--	100	50
MS-403	Human Resource Development	H.R.	30	12	70	28
MS-404	Strategic Human Resource Management	H.R.	30	12	70	28
MS-405	Total Quality Management	H.R.	30	12	70	28
MS-406	Risk Management & Insurance	Finance	30	12	70	28
MS-407	Investment Analysis & Portfolio Management	Finance	30	12	70	28
MS-408	Project Management	Finance	30	12	70	28
MS-409	International Marketing	Marketing	30	12	70	28
MS-410	Rural & Industrial Marketing	Marketing	30	12	70	28
MS-411	Marketing Of Service	Marketing	30	12	70	28
MS-412	System Analysis & Design	IT	30	12	70	28
MS-413	E-Business Technology & Management	IT	30	12	70	28
MS-414	Enterprise Resource Management	IT	30	12	70	28

** MS 402 Evaluation of Management Skills Through Presentations term end examination will be conducted at the concerning institute by the external examiner / examiners as decide by the Kulpati, RDVV along with an internal examiner as appointed by concerning institute.*

MS 401 STRATEGIC MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

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.

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, Mc Kinsey'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, behavioural 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, techniques of strategic evaluation and control.

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

Internal Assessment	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:

- | | |
|---|------------------------------------|
| • Strategic management | - JA pearce , RB Robinson Jr |
| • Strategic management & Operations Research | - Sudhir Lakhanpal |
| • Strategic management | - Robinson |
| • Corporate strategy | - Ansoff HI |
| • Business policy & strategic Management | - Glueck & Jaunch LR |
| • Strategic management (Concept/Practice & Cases) | - Thomas |
| • Business Policy | - Kazmi A |
| • Strategic Management Text and Cases | - Rao VSP (Excel Books) |
| • Strategic Management | - Kachru(Excel Books) |
| • Business Policy & Strategic Management | - Lomash S. (Vikas Pub.House Ltd.) |

MS-402 EVALUATION OF MANAGEMENT SKILLS THROUGH PRESENTATION *

[Max Marks:100]

[Min Marks: 50]

Note: Candidate is expected to choose a topic from an emerging issue and prepare a research report which has to be presented by the student during viva voce examination. Student will have to submit THREE copies (along with soft copy in CD) of the Research Report based on the topic identified and selected for study, at least one month before the commencement of term end examination. **The selected topic must be from one of the opted specializations.**

**Research Report Evaluation Through Presentation
& Viva Voce**

- 100 Marks (Minimum 50 %)
(By External and Internal Examiner Jointly)

Note: * *MS 402 Evaluation of Management Skills Through Presentations term end examination will be conducted at the concerning institute by the external examiner / examiners as decide by the Kulpati, RDVV along with an internal examiner as appointed by concerning institute.*

MS 403 HUMAN RESOURCE DEVELOPMENT

[Max. Marks: 70]

[Min. Marks: 28]

Objective: The objective of the course is to make student aware of the concepts, techniques and practices of human resource development. This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.

UNIT I Introduction to Human Resource Development

Concept, features, need, scope and framework to HRD; Relationship between HRM and HRD; HRD mechanisms, HRD matrix; HRD interventions; Challenges in HRD, Roles and competencies of HRD Manager; HRD Practices in Indian Corporate Sector.

UNIT II HRD Process

HRD process; Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

UNIT III HRD Activities

Employee development activities- Role of training in HRD, Approaches to employee development, leadership development, action learning, assessment and development centre; Intellectual capital and HRD; Influence of motivation on development activities.

UNIT IV HRD Applications and Trends

Coaching and mentoring; Career management and development; Employee performance counseling; Making executive appraisals effective, Appreciative inquiry; Integrating HRD with technology, Employer branding and other emerging trends.

UNIT V Performance Management

Concept, characteristics, role and significance of performance; approaches to measuring performance, concept and process of performance management, performance appraisal vis-à-vis performance management, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

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

- HRD in 21st Century
 - Human behavioral at work, OB
 - Organisational Development
 - HRD practices (Assimilation & Implications)
 - Human Resource Development & Mgmt.
 - Human Resource Management
 - Human Resource Management
 - Performance Appraisal & Compensation Mgt.,
- A Modern Approach
- Rao & Pareek, Tata Mc- Graw Hill Pub.
 - Keith Davis, Tata Mc-Graw Hill Pub.
 - Aswathapa Himalaya Pub. House
 - Bhatia & Verma
 - Biswanath, ghosh
 - Bhattacharya D.K. (ExcelBooks)
 - Rao VSP.(Excell Books)
 - Dewakar Goel,

MS 404 STRATEGIC HUMAN RESOURCE MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: It is designed to acquaint the learners with the tools & techniques essential as a strategic contribution of HRM to organizational growth.

Unit I Introduction to Strategic Human Resource

Definition, Types of HR Strategies, Criteria for an Effective HR Strategy, Formulation of HR Strategies, Challenges and Emerging Ethical Issues in HR Strategy; concept of HR policies and strategy; Human Resource Realignment and Retention Strategies; strategic HR issues in global assignments.

UNIT II Strategic Human Resource Management

Concept, Challenges and Evolution of Strategic Human Resource Management, HR Strategies Vs Strategic HRM, Strategic HRM in International Business Scenario, Human Resource Evaluation and Analytics, Linking people, strategy and performance.

Unit III Competency Management

Concept and Characteristics of competency, Types of competencies – generic/specific, threshold/performance, and differentiating and technical, managerial and human. Competency identification – Competency assessment and competency development. Historical development, definitions, approaches to competency mapping.

UNIT IV Talent Management

Overview, History, Scope, Need, process and sources of Talent Management, Identification of talent, Tools for Managing Talent, Consequences of Failure in Managing Talent, Talent vs knowledge & experience (Case study).

Introduction to Talent Acquisition, Recruiting Process, Strategic Trends in Talent Acquisition.

UNIT V Knowledge Management

Definition, scope, principles, significance, Techniques of Knowledge Management.

Leveraging Knowledge, Organizational knowledge, characteristics and components of organizational knowledge, Measures for meeting the challenges of implementing KM programmes.

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

- Strategic Human Resource Management - Charles R. Greer, Pearson Education, 2003.
- A Concept of Corporate Strategy - Kenneth Andrew
- Competency based HRM - Shermon, Ganesh. Tata Mc Graw Hill
- 360 degree feedback, competency mapping & assessment centers - Sharma, radha R. Tata Mc Graw Hill
- Knowledge Management - B. Rathana Reddy: Himalaya.
- Knowledge Management - Tapan K Panda: Excel.
- Talent Management Hand Book - Lance A Berger, Dorothy R Berger, McGraw Hill
- Talent management in India: Challenges and opportunities - Hasan, M., Singh, A. K., Dhamija, S. (eds.),

MS 405 TOTAL QUALITY MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: To understand the Total Quality Management concept and principles and the various tools available to achieve Total Quality Management.

UNIT I INTRODUCTION TO QUALITY MANAGEMENT

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY

Meaning and significance of statistical process control (SPC); Process capability – meaning, significance and measurement – Six sigma, concepts of process capability.

Reliability concepts – definitions, reliability in series and parallel. Total productive maintenance (TMP) – relevance to TQM. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT-V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

Internal Assessment	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

- | | |
|--|--|
| • TQM | - Dr. B Narayan (APH publishing house) |
| • TQM | - Parag Diwan (Deep & Deep) |
| • Management concept & strategies | - JS Chandan (Vikas publication) |
| • HRM | - T.N Chabra |
| • Managing for total quality | - N. Logothetis (Tata-Mc Graw Hill) |
| • Total Quality Management : Principles and practice | - Mandal S.K. (Vikas Publishing) |
| • Total Quality Management | - Shalendra Nigam (Excel) |

MS 406 RISK MANAGEMENT & INSURANCE

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective- To develop and familiarize students with an understanding of what risk is, how it can be measured and transferred I any business enterprise. Any also make then acquaint with insurance business and its environment in India.

UNIT I RISK MANAGEMENT:

Concept and classification of Risk, Acceptable risk Vs Unacceptable risk, cost of risk, Degree of risk, influencing factors, constraints, monitoring, and evaluation of Risk.

Meaning, Scope & Objective of Risk Management, Risk Management Process, Risk management models, Personal risk management Vs Corporate risk management, Risk Control, Risk avoidance, Classifications, Evaluation and measures of risk reduction.

UNIT II Enterprise Risk Management

Meaning of ERM, Source of risk to an Enterprise, Prerequisite for ERM. Integrated risk assessment-

Market Risk Management: Importance, Exposure in financial markets, Methods to handle & control Market risk.

Credit Risk Management: Need, Securitization for credit risk, Credit derivatives, Methods for credit risk management.

Strategic Risk Management : Strategic out look to risk management, Strategic planning to manage risk - Managing risk in Merger & Acquisitions.

UNIT III Operational Risk Management

Meaning, Sources, Objectives & Classification of Operational Risk, Operational Events- Regulatory issues of Operational Risk Management, Measurement and Stages of Operational Risk Management, Roles of Supervisor, Disclosure Requirement, Insurance & Operational Risk Management.

UNIT IV Financial Risk Management

Definition and Source of financial risk, Need & Importance of Financial Risk Management, Tools for Financial Risk Management - Derivatives- Futures- Swaps- Options, Role of Chief Risk Officer, Integrated Risk Program, Double trigger option. Liquidity Management-Tools for Treasury Risk Management.

UNIT V Insurance

Definition, Purpose & need of Insurance, Insurance as risk transfer & risk sharing mechanism, Benefits & Cost of insurance to society, Insurance as contract, Essential elements and Fundamental principles of insurance, Types of insurance business – Life insurance, general insurance – meaning, types and regulatory framework.

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

- Principles of Risk Management & Insurance – George E. Rejda.
- Risk Management & Insurance - Scott Harington.
- Risk Management & Insurance - C. Arthur Williams.
- Risk Management - IIBF, Macmillan, New Delhi.
- Financial Markets and Institutions - S Gurusamy, Thomson
- Insurance Institute of India – IC 30, Practice of Life Assurance
- Insurance Institute of India – IC 33, Life Assurance
- Insurance Institute of India – IC 34, General Insurance

MS 407 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.

UNIT I

- Investment – A Conceptual Framework: Investment process, risks of investment and the common mistakes made in investment management. Investment Environment: Features and composition of money market and capital market, money market, capital market instruments and financial derivatives.
- Risk and Return: Concepts of risk and return, how risk is measured in terms of standard deviation and variance, the relationship between risk and return.

UNIT -II

- Fundamental Analysis: Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis.
- Technical Analysis: Tools of technical analysis, important chart formations or price patterns and technical indicators. Efficient Market Hypothesis: Concept of 'Efficient Market' and its implications for security analysis and portfolio management.

UNIT-III

- Behavioral Finance: Meaning of Behavioral finance, deals with when, how and why psychology influences investment decisions.
- Valuation of securities – Beta, Capital Asset Pricing Model (CAPM).
- Valuation of bonds and shares: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Conservity, Bond Value Theorem, Valuation of Equity and Preference shares.

UNIT - IV

- Portfolio Management: Meaning, evolution, Need & objectives, nature & scope, phases, types, steps to Portfolio investment process, General responsibilities of Portfolio manager and his code of conduct. SEBI guidelines.
- Portfolio Analysis and selection, Traditional Portfolio Analysis.
- Markowitz Diversification and Classification of Risks.

UNIT - V

- Portfolio Performance Evaluation: Sharpe, Treynor and Jensens index.
- Portfolio Revision: Formula plans; constant rupee plan, constant ratio plan and variable ratio plan.

Internal Assessment	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:

- | | |
|--|------------------------------|
| • Security Analysis and Portfolio Management | Fisher Donald and Ronald J. |
| • Financial Institutions and Markets | Bhole L.M (2002) |
| • Financial Services | Khan M.Y (2002) |
| • Evaluation and portfolio Analysis | Elton Edwin J and martin G. |
| • Fundamentals of Investments | Alexander Gordon J. William |
| • Portfolio Management | Barua, Verma, Raghunathan |
| • Security Analysis & Portfolio Management | Bhat Sudhindra (ExcelBooks) |
| • Security Analysis & Portfolio Management | Pandian P (Vikas Publishing) |

MS 408 Project Management

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.

UNIT I

- Concept of project: Basic concepts, classification, characteristics of project, Project life cycle, Project management, Tools & Techniques of project management, BMRED, project organization.

UNIT II

- Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening, project rating index.
- Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques.

UNIT III

- Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts.
- Financial Estimation: Project cost, source of finance, utilization of funds, cost of production.

UNIT IV

- Financial Analysis: Characteristics of financial statement, Working Capital, Project income statement, projected cash flow statement, projected balance sheet, projected profitability.
- Investment Evaluation: Investment decision rule, techniques of evaluation, payback period, accounting rate of return, profitability index method, Net profitability index, Internal rate of return, discounted payback period.

UNIT V

- Social Cost Benefit Analysis: Concept of social cost benefit, significance of SCBA, Approach to SCBA, UNIDO approach to SCBA, Shadow pricing of resource, LM approach.
- Project Implementation: Schedule of project implementation, Project Planning, Project Control, Human aspects of project management, team building, high performance team.

Internal Assessment	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:

- | | |
|--|-------------------|
| • Project preparation appraisal budgeting and Implementation | - Prassan Chandra |
| • Project Finance | - Machraju |
| • Project Management | - Dr.N.P.Agarwal |
| • Project planning and control | - Rosy joshi |
| • Project management and Control | - S. Ghosh |

MS 409 INTERNATIONAL MARKETING

[Max. Marks: 70]

[Min. Marks: 28]

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 market place.

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

Internal Assessment	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:

- | | |
|-----------------------------------|-----------------------------|
| • Global Marketing and Management | Warren J Keegan |
| • Export Marketing | B S Rathore |
| • International Marketing | Rathore & Rathore |
| • International Marketing | P Sarvanvel |
| • International Business Scenario | MS Thakur |
| • International Marketing | RajaGopal(Vikas Publishing) |
| • International Business | Shyam Shukla(Excell) |
| • International Marketing | Vasudava P.K. (Excell) |

MS 410 RURAL AND INDUSTRIAL MARKETING

[Max. Marks: 70]

[Min. Marks: 28]

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.

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 Organisational 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 life cycle, 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 inflow 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).

Internal Assessment**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

- | | |
|------------------------|-----------------------|
| • Industrial Marketing | J S Hill |
| • Rural Marketing | T. Gopal Swamy(Vikas) |
| • Industrial Marketing | Reeder & Reeder |
| • Marketing Management | Ramaswamy |
| • Industrial Marketing | Gandhi |
| • Rural Marketing | Shamim Ahmed |

MS 411 MARKETING OF SERVICE

[Max. Marks: 70]

[Min. Marks: 28]

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.

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 STP in 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 SERVQUAIL.

Internal Assessment	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

- Services Marketing - Sinha
- Services Marketing - S.M. Jha
- Services Marketing :
Concept Application & cases - M. K Rampal, S.L Gupta
- Services Marketing : Integrating Customer
Focus Across the Firm - Valarie .A. Zeithamal
- Services Marketing - P.N Reddy , H.R. Appanniah
- Services Marketing - Vasanti Venugopal ,Raghu V.N
- Service Marketing - Bhattacharyya D.K. (ExcelBooks)
- Service Marketing - Ravi Shankar (ExcelBooks)

MS 412 SYSTEM ANALYSIS & DESIGN

[Max. Marks: 70]

[Min. Marks: 28]

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

UNIT I

- Overview of S.A.D, software application today, The changing scenario, problem identification, requirement Analysis, feasibility study, fact finding roll of a system analyst, qualities of the Analyst.

UNIT II

- Details of SDLC approach; - Business system concept system development life cycle, project selection, feasibility. Tools for Analysis, and design. Need for structured techniques, Structured System Analysis.

UNIT III

- System requirements and analysis, Data flow Diagram, data dictionary. Process organization and investigation:-decision analysis, decision trees, decision Tables, expansion explosion and normalization.
- Introduction to system design: - logical and physical design.

UNIT IV

- Detail design modulation, module Specification, file design, data base design, input output, design System control and quality system Assurance.

UNIT V

- System testing and Audit trails system Administration and training. Conversion and operational plan, H/W & S/W selection criteria, performance and acceptance testing criteria.

Internal Assessment**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

- System analysis and design – Elias Award
- SAD – Condon
- Analysis, design and implementation
Of information System – A.K. Sharma

MS 413 E-BUSINESS TECHNOLOGY & MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: To learn the E- business concepts and to implement these applications in business world.

UNIT I

Introduction to Electronic Commerce, Benefits, Impact, Classification, Application of Electronic Commerce Technologies, Business Models.

EDI – Conventional Trading Process, Building Block of EDI Systems, Layered Architecture, Value Added Networks, Benefits of EDI, Applications of EDI, Framework of Electronic Commerce.

UNIT II

Network Infrastructure, Local Area Networks, Ethernet – Wide Area Networks, Internet, TCP/IP Reference Model, Domain Name Systems, Internet Industry Structure, Information Distribution & Messaging, File Transfer Protocol Application, Electronic Mail, World Wide Web Server – HTTP – Web Server Implementations, Information Publishing Technology, Information Publishing

UNIT III

Web Browsers, Hypertext Markup language, Common Gateway Interface – Multimedia Content – Other Multimedia objects, Virtual Reality Modeling Language.

Securing the Business on Internet – Security Policy, Procedures and Practices, Site Security, Protecting the Network, Firewalls, Securing the Web Service, Securing. Network Transaction – Transaction Security

UNIT IV

Cryptography, Algorithm, Public Key Algorithm, Authentication Protocols, Digital Signatures – Electronic Mail Security, Security Protocol for Web Commerce.

Electronic Payment Systems, Online Payment Systems, Prepaid Electronic Payment Systems, Post Paid Electronic Systems, Requirements Metrics of a Payment System.

UNIT V

Internet Advertising, Emergence of the Internet as a Competitive Advertising Media, Models of Internet Advertising, Banner Advertisements, Sponsoring Content, Screensavers and Push Broadcasting, Corporate Web Site.

Mobile Commerce – Benefits, Impediments, Framework. Agents in E-Commerce, Agent Technologies, Agent Standards and Protocols, Agent Applications.

Internal Assessment	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 |
| • Computer Network | - Ragesh |
| • Creating a Winning E- Business | - Napier |
| • Data &Network E-Business | - Napier |
| • Data &Network Communication | - Miller |
| • Internet for everyone | - Leon & leon, Dr. |
| • E -Commerce | - Diwan & Sharma(ExcelBooks) |

MS 414 ENTERPRISE RESOURCE MANAGEMENT

[Max. Marks: 70]

[Min. Marks: 28]

Course Objective: The course aims to provide an understanding of the issues involved in design and implementation of ERP systems. It focuses on the cross-functional processes and integration of events/transactions across different functional areas in organizations.

UNIT I

Overview of ERP Introduction of ERP, Need of ERP, Advantages of ERP, Growth of ERP, Features of ERP, MIS Integration, ERP drivers, Trends in ERP, ERP in India.

Communication in ERP Systems Enterprise Integration Application Tools for ERP, Network Structure of ERP System, ERP Work flow, Process modeling for ERP Systems.

UNIT II

ERP and Related Technologies Business process Reengineering (BPR), Management Information System (MIS), Decision Support Systems (DSS), Executive Support Systems (ESS), Data Warehousing, Data Mining, Online Analytical Processing (OLTP), Supply Chain Management (SCM), Customer Relationship Management (CRM).

UNIT III

Control & maintenance of ERP Finance, Production planning, Sales & Distribution, Human Resource Management (HRM), Inventory Control System, Quality Management.

UNIT IV

ERP Implementation Life Cycles Evaluation and selection of ERP package, Project planning, Implementation team training & testing.

ERP- Resource Management Perspective Business Modules in ERP Packages, Finance, Production, Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management.

UNIT V

Next generation enterprise Emerging trends, information mapping, role of centralized/distributed databases, Linkages of the enterprise customer - enterprise, vendor enterprise.

Internal Assessment	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

- | | |
|-------------------------|---------------------------------|
| • ERP, Countdown 2000 | - Aleix Leon |
| • ERP | - Ptak, Lucie |
| • Concept in Enterprise | - Carol A. & Eli Schrfagenheim. |
| • Resource planning | - Monk /Brady |
