

- ✓ Demonstrate competence in identifying opportunities and challenges that entrepreneurs and small business owners/managers face - both in Indian Economy and in general - in trying to achieve their business objectives;
- ✓ Analyze the entrepreneurial process through which business ideas are evaluated;
- ✓ Identify the characteristics of successful entrepreneurs;
- ✓ Distinguish between business ideas and opportunities; and
- ✓ Examine entrepreneurial potential.

Course Content:

UNIT-I(12Hours)

Introduction to Entrepreneurship: Concept of Entrepreneur – Characteristics of an Entrepreneur – Distinction between an Entrepreneur and an Intrapreneur and a Manager – Functions of an Entrepreneur – Common Myths – Types of Entrepreneurs, — Types of Start-up Firms – Importance of Entrepreneurship: Economic Impact – Impact on Society – Entrepreneurial Process. Growth of Entrepreneurship in India – Recent Trends in Women Entrepreneurship and Rural Entrepreneurship – Problems and Perspectives.

UNIT-II(10Hours)

Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas – Feasibility Analysis: Product/Service Feasibility – Industry/Market Feasibility – Financial Feasibility – Industry and Competitor Analysis: Industry Analysis – Competitive Analysis – Developing an effective Business Model: Business Models – Components of an effective Business Model – Building a new venture Team – Assessing a new venture's financial strength and viability – Preparing the proper ethical and legal foundation – Writing a Business Plan.

UNIT-III(10Hours)

Preparation of Project Report and Financing Ventures: Meaning of DPR - Importance of Project Report - Preparation of Project report — Content; Guidelines for Report preparation – Sources of Finance – Concept of working Capital and Estimation – Seed Capital – Venture Capital.

UNIT-IV(10Hours)

Promotion of MSMEs: Definitions, Characteristics – Relationships of MSME – Relationship with large units – Export Oriented Units - Rationale – Objectives – Scope of Small Enterprises – Opportunities for an Entrepreneurial career – Role of Small Enterprises in Economic Development – Causes and Symptoms of Sickness – Cure for Sickness.


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UNIT-V(10Hours)

Institutional support to Entrepreneurs: Commercial Banks – Other major financial institutions– Central Level Institutions- NSIC: National Productivity Council (NPC); – State Level Institutions – DIC – SFC- state Small Industries Development Corporation (SSIDC) – Industry Associations– Confederation of Indian Industry (CII); Federation of Indian Chamber of Commerce Industry (FICCI); Associated Chambers of Commerce and Industry of India (ASSOCHAM).

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENTS:

- ✓ Students must attend all of the workshops
- ✓ Students will be expected to read widely on the academic literature of entrepreneurship and understand how the various themes in the theoretical literature
- ✓ Students will be expected to prepare, present in class and work on team assignments

REFERENCE TEXT BOOKS:

- 1) Ram Chandran, 'Entrepreneurial Development', Tata McGraw Hill, New Delhi
- 2) Vijay Sathé, 'Corporate Entrepreneurship' 1st edition, 2009, Cambridge
- 3) Khanka, S.S., 'Entrepreneurial Development', S. Chand & Company Ltd. New Delhi
- 4) Badhai, B., 'Entrepreneurship for Engineers', Dhanpat Rai & Co. (P) Ltd.
- 5) Vasanth Desai, 'Dynamics of Entrepreneurial Development & Management', 2007, HPH.
- 6) Dr. Vasant Desai, 'Small Scale Industries and Entrepreneurship', 2006, HPH.
- 7) P. Narayana Reddy, 'Entrepreneurship – Text and Cases', 2010, 1st Ed. Cengage Learning.
- 8) David H. Hott, 'Entrepreneurship New Venture Creation', 2004, PHI.
- 9) E-Book, MSME at a glance – English version, Ministry of MSME.
- 10) Jaynal Ud- Din Ahmed and Abdul Rashid, MSME in India, New Century Publications.

22MBA205 RESEARCH METHODOLOGY & IPR

Course Name	Research Methodology & IPR	L	T	P	C	IM	EM	TM
Course Code	22MBA205	3	0	1	4	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

Course Description:

The aim of this course is to develop research bent of mind (spirit of inquiry) and impart research skill to the all Postgraduate students. It also encompasses the series of research


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methodology contents: from problem formulation, to design, to data collection, analysis, reporting and dissemination. This course also covers intellectual property rights (IPR), and intended to equip students with conceptual understandings of current scenario of IPR, and the practical issues encountered in filing patents, trademarks and copyrights.

Course Objectives:

- To understand some basic concepts of research and its methodologies
- To develop an understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- Ability to write a research Proposal, report and thesis
- To demonstrate knowledge and understanding of IPR Filing and Rights

Course Learning Outcomes:

At the end of this course the students should be able to:

- ✓ Understand some basic concepts of research and its methodologies
- ✓ Identify appropriate research topics
- ✓ Select and define appropriate research problem and parameters
- ✓ Demonstrate the ability to choose methods appropriate to research aims and objectives
- ✓ Have adequate knowledge on measurement & scaling techniques
- ✓ Have basic awareness of data analysis and hypothesis testing procedures
- ✓ Prepare a project proposal (to undertake a project)
- ✓ Write a research report and thesis
- ✓ File Patents, Trademarks and Copy Rights

Course Content:

UNIT I (12 Hours)

Foundations of Research

Meaning of Research – Definitions of Research – Motivation in Research – General Characteristics of Research – Criteria of Good Research – Types of Research – Research Process – Research Methods vs. Methodology – Defining and Formulating the Research Problem – Review of Literature – Approaches to Critical Literature Review – Importance of Literature Review in Identifying Research Gaps and Defining a Problem – Development of Working Hypothesis.



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UNITII(10 Hours)

Research Design, Sampling Concepts, and Data Collection Methods

Meaning, Significance and Characteristics of Good Research Design – Types of Research Design: Exploratory, Conclusive Research and Experimental – Sampling Theory: Types of Sampling and Errors in Sampling – Data Collection: Types of Data – Data Collection Methods and Techniques for Primary and Secondary Data.

UNITIII (10 Hours)

Measurement & Scaling Techniques, Hypothesis Formulation and Testing, Overview of Data Analysis and Report Writing

Basic measurement scales – Reliability & Validity – Definition and Types of Hypothesis – Hypothesis Formulation and Testing Procedure –

Overview of Data Analysis: Methods, Process and Types –

Report Writing: Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports – How to Write a Research Proposal – Research Ethics, Conflict of Interest and Plagiarism.

UNITIV(10 Hours)

Intellectual Property Rights (IPR)

Definition and Nature and Features of Intellectual Property Rights (IPR) – Types of Intellectual Property Rights – Procedure for Grants of Patents – Rights of a Patent – Scope of a Patent Rights Licensing and Transfer of Technology – Why protection of intellectual property is important? – Enforcement of IPR – Infringement of IPR.

UNITV(10Hours)

Indian and International Scenario and New Developments in IPR

IPR Developments in India for the past Five Years – Development of IPR Laws in India – International Cooperation on IPR – New Developments in IPR – Administration of Patent System – International Patent protection – Case Studies in Indian and Global Contexts.

PRACTICAL COMPONENTS:

- ✓ Students should identify different research problems with examples and describe the characteristics of researchable problems in their academic area/society/community/organization concerned.
- ✓ Students are to form in groups (a group consists of 4-6 students) and conduct



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critical literature survey with regard to the identified research problems and prepare a brief



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literature review coupled with research gaps and working hypothesis.

- ✓ Students are required to identify and develop good research design to address the defined research problems.
- ✓ Students are expected to write the research design on Exploratory and Descriptive Research.
- ✓ Students are required to develop practical experience in writing a research proposal by conducting a thorough critical review of any three research proposals (examples).
- ✓ Students are expected to develop templates for technical report writing.
- ✓ Students should conduct a team-based mini research project, which is a unified and practical case on a topic of their choice, with approximately 4-6 students per group.
- ✓ Students are expected to identify types of plagiarism in academic research, and how to avoid plagiarism in research.
- ✓ Students are asked to identify and submit a brief report on Indian patents of International repute.
- ✓ Students are asked to write on Patent registration procedure, and visit Official website of Intellectual Property India <https://ipindia.gov.in> to know how to get IPR in India.
- ✓ Students are asked to identify and summarise remedies available against the infringement of intellectual property rights in Indian and global contexts.
- ✓ Students are asked to submit any five examples of ethical issues in copyright and patents.

REFERENCE TEXT BOOKS:

1. Garg, B. I., Karadia, R., Agarwal, F. and Agarwal, U. K., 2002, An introduction to Research Methodology, RBSA Publishers.
2. Cohen, I., Lawrence, M., & Morrison, K. (2005). Research Methods in Education (5th edition). Oxford: Oxford University Press.
3. Kothari, C. R., 1990, Research Methodology: Methods and Techniques, New Age International.
4. Dornyei, Z. (2007). Research Methods in Applied Linguistics. Oxford: Oxford University Press
5. Anthony, M., Graziano, A. M. and Raulin, M. L., 2009, Research Methods: A Process of Inquiry, Allyn and Bacon.
6. Fink, A., 2009, Conducting Research Literature Reviews: From the Internet to Paper, Sage Publications.
7. Day, R. A., 1992, How to Write and Publish a Scientific Paper, Cambridge University


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- Press.
8. Wadehra, B.L., 2000. Law relating to patents, trademarks, copyright designs and geographical indications. Universal Law Publishing.
 9. Coley, S.M. and Scheinberg, C.A., 1990. Proposal Writing. Sage Publications.
 10. Carlos, C.M., 2000. Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options. Zed Books, New York.
 11. Leedy, P.D. and Ormrod, J.E., 2004. Practical Research: Planning and Design. Prentice Hall.
 12. Satarkar, S.V., 2000. Intellectual property rights and Copyright. EssEss Publications.

13. Important Websites:

- www.ipindia.nic.in - Intellectual Property Office, India
- www.patentoffice.nic.in - Patent Office, India
- <http://copyright.gov.in/> - Copyright Office, India
- ipr.icgate.gov.in - Automated Recordation & Targeting for IPR Protection
- <http://www.icgate.gov.in> - E-Commerce portal of Central Board of Excise and Customs.
- www.ipab.in - Intellectual Property Appellate Board, India.
- www.mit.gov.in - Department of Information Technology, India.
- <http://www.mit.gov.in/content/office-semiconductor-integrated-circuits-layout-design-registry>.
- Semiconductor Integrated Circuits Layout-Design Registry (SICLDR).
- www.plantauthority.gov.in - Plant Varieties and Farmers' Rights Authority, India.
- <http://nbaindia.org/> - National Biodiversity Authority.
- www.nipo.in - The Indian IPR Foundation.
- www.wipo.int - World Intellectual Property Organization.
- <http://www.wto.org> - World Trade Organization.

22MBA206: OPERATIONS RESEARCH

Course Name	Operations Research	L	T	P	C	IM	EM	TM
Course Code	22MBA206	4	0	1	4	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

Course Description:

This course will provide students with the knowledge of formulating mathematical models for quantitative analysis of managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively. The subject imparts skills in the use of various mathematical models with operations research approach in solving real problems.


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in industry and thereby facilitates the managerial decision making process. This course will provide critical understanding of operations research concepts that yield a competitive advantage through operational excellence. The course covers topics that include: linear programming, Transportation, Assignment, and CPM/ MSPT techniques. Analytic techniques and computer packages will be used to solve problems facing business managers in decision environments.

Course Objectives:

The main objective of this course is to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.

Course Learning Outcomes:

At the end of this course students will be able to...

- ✓ Formulate and obtain the optimal solution for Linear Programming problems.
- ✓ Determine the optimal solution for Transportation problems.
- ✓ Determine the optimal solution for Assignment problems.
- ✓ Determine the best strategy and value of the given game model.
- ✓ Plan, Schedule and Control the given project.
- ✓ Decide an optimal replacement period/policy for a given item/equipment/machine.
- ✓ Understand the need of inventory management
- ✓ Choose the appropriate queuing model for a given practical application

Course Content:

UNIT-I(12Hours)

Operations Research –Uses, Scope, and Applications of Operation Research in Managerial Decision-making–O.R. Models–Formulation of Models–

Using Models for Problem Solving

–Techniques of Operations Research–Limitations of Operations Research–Linear Programming:

Mathematical Formulations of LP Models for Product-mix Problems – Graphical Method– Simplex Method and its Applications.

UNIT-II(10Hours)

Duality and Sensitivity Analysis: Duality in Linear Programming – Technical Issues in Simplex Method– Project Management – Network Models: PERT, and CPM and its Applications.

UNIT-III(10Hours)

Transportation Problem: Introduction–Methods for Finding Initial Solution–Optimum Solution–

MODIMethod– Assignment Problem:Hungarian Method.

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UNIT-IV(10Hours)

Game Theory – Introduction – Two Person Zero sum games – Pure and Mixed Strategies – Dominance Principles – Graphical method – Decision Theory and its Applications.

UNIT-V(10Hours)

Queuing model (M / M/1 ONLY): Components, Basic Structure, and Assumptions – waiting line Decision Problem –

Simulation: Process of Simulation, Applications of Simulation to Different Management Problems.

Case Study (Not Exceeding 300

words) **REFERENCETEXT BOOKS:**

- 1) Taha M.A., *Operations Research*, MacMillan.
- 2) Anand Sharma, *Operations Research*, Himalaya Publishing House.
- 3) Kantiswarup, P.K. Gupta and Manmohan, *Operations Research*, Sultan Chand & Sons.
- 4) Kalavarthy, S. *Operations Research*, Vikas Publishers House Pvt Ltd.
- 5) Franks S. Buknick Mcleavey, Richard Mojena, *Principles of Operations Research for Management*, AITBS publishers.
- 7) Kapoor, V.K., *Operation Research Techniques for Management*, Sultan Chand & Sons.
- 8) Sharma, J.K., *Operation Research – Theory and Applications*, MacMillan.

22MBA207(I): Leadership and Change Management

Course Name	Leadership and Change Management	L	T	P	C	IM	EM	TM
Course Code	22MBA207(I)	4	0	0	4	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

Course Description:

An organization's ability to anticipate, plan readiness, manage, and navigate business events such as mergers/acquisitions, workforce reduction, crisis and leadership changes and emerge stronger afterward is an important measure of the effectiveness of its leaders. The Leadership and Change Management course enables students develop their leadership potential and their understanding of the challenges, techniques, and burdens associated with initiating and implementing major change in an organization. The course is especially useful for students who plan careers in management consulting, general management, entrepreneurship, and corporate venturing.

Course Objectives:

- To know various leadership styles and understanding when and how to use them



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- To understand different types of organizational changes
- To understand the challenges that employees face during every kind of organizational changes
- To know how to manage employees during these organizational changes

Course Learning Outcomes:

After completing this course, students should be able to:

- ✓ Gain knowledge and leadership skills to help organizations chart a successful course through change;
- ✓ Understand the link between effective leadership strategies and successful implementation of change;
- ✓ Explain the reasons firms fail at implementing change and what strategies can be used to avoid them;
- ✓ Plan and implement organizational changes by applying effective methodologies;
- ✓ Understand how to effectively lead others through change;
- ✓ Describe the role leadership plays in anticipating and planning readiness and navigating organizational change.

Course Content:

UNIT-I (12 Hours)

Organisational Leadership: Definition, Components and Evaluation of Leadership, Factors of Leadership, Situational Leadership Behaviour: Meaning, Fiedler Contingency Model, Path Goal and Normative Models - Emerging Leadership Behaviour: Transformational, Transactional and Visionary Leadership - Leadership for the New Millennium Organisations - Leadership in Indian Organisations. Leadership Effectiveness: Meaning, Reddin's 3-D Model, Hersey and Blanchard Situational Model, Driving Leadership Effectiveness, Leadership for Organisational Building.

UNIT-II (10 Hours)

Leadership Motivation, Culture: Motivation Theories for Leadership- Emerging Challenges in Motivating Employees, Motivation, Satisfaction, Performance; Organisational Culture: Meaning, Definitions, Significance, Dimensions, Managing Organisational Culture, Changing Organisational Culture; Leadership Development: Leadership Development: Significance-Continuous Learning: Principles of Learning to Develop Effective Leadership- Vision and Goals for Organisation: Significance of Goals for Leaders - Charting Vision and Goals of


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Indian Leaders and Abroad



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UNIT-III(10Hours)

Strategic Leadership: Leader Self Management: Significance – Developing Self Esteem and Balancing Emotions–Interpersonal Leadership Skills: Praise– Criticise– Communicate – Leadership Assertiveness; Circle of Influence and Circle of Concern–Leadership with Edification: Tools of Edification – Leadership and Creativity: Developing Creative Thinking –Leadership and Team Building: Principles of Team Building, Individual versus Group versus Teams– Leadership and Integrity Developing Character and Values.

UNIT-IV(10Hours)

Organizational Change: Nature of Organizational Change – Sources of Change – Environmental Triggers of Change, Organizational Responses to Change, Impact of Change on Organizations –Resistance to Change – Types of Change, Changing Faces of Change, Predictable Change. **Diagnosing** Change Situation – Perspectives on Change – Contingency Perspective – Resource Dependence Perspective– Population Ecology Perspective–Institutional Perspective.

UNIT-V(10 Hours)

Managing Change at Workplace: Understanding Change Contexts – The process of managing change -Power and Politics of Managing Change - Organizational Change Simulation – Online by Harvard University – The Psychology of change and Change Communication Narratives–Creating reliable sustainable processes–Coaching and mentoring for managing change– Building organizational participation for change–Tools- Demand based session on contemporary management topics.

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENTS:

- ✓ Each class participant will be assigned to a leadership development group (LDG) with five other people. Discuss with your LDG the people and the relationships that have been most important to you. Describe for your group a specific situation you have faced where these relationships were especially important for your leadership. To whom did you turn for counsel and advice? How did you use these relationships in this case? Discuss these relationships with your Development group, and solicit their feedback and insights about the role relationships play in your life. Then discuss the kind of support network you plan to establish in the future and discover your authentic leadership. Discussion questions: What can you learn from their experiences that will help you in thinking about your life story's influence on your leadership trajectory?
- ✓ Discuss your extrinsic and your intrinsic motivations with the group, and solicit their feedback. Discuss how you are balancing your motivations, and the challenges you

face. Share the results of the –Motivated Capabilities Exercise with your group, and solicit



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feedback about whether others see your motivated capabilities the same way you do. The purpose of this session is to glean insights from your peers to see yourself as others see your motivations and motivated capabilities and why leaders lose their way. Discussion questions: What are the root causes of leaders losing their way? Can you identify leaders from your personal experience who have lost their way or are in danger of doing so? What can leaders, including you, do to avoid these temptations, stay grounded, and be authentic in their leadership? What is motivating true leaders? What are their unique capabilities that have made them so successful?

- ✓ Each class participant will be assigned to a leadership development group (LDG) with five other people to build his/her support team with values, principles and ethical boundaries. Describe your leadership style to your group and solicit their feedback. Talk about the role of power in your leadership and how you deal with your power and the power of people you work with. Discussion questions: Page 101 of 162 How are efficient leaders utilizing support resources to help them deal with any kind of crisis in typical business organisations? What resources should he/she call upon in determining a course of action?
- ✓ Identify any three effective and efficient leaders in Indian and Western business organisations? How well they build an integrated leadership in their organisations? How did they optimize their leadership effectiveness? How well do they use their personal leadership to empower others? In what ways do you want your leadership (assumed) to change to improve your effectiveness?

REFERENCE TEXT BOOKS:

1. George, B. with Sims, P. True North: -Discover Your Authentic Leadership!
2. George, B.; McLean, A. and Craig, N. -Finding Your True North: A Personal Guide!
3. Nilakant, V. and Ram Narayan, S. (1998). Managing Organizational Change. New Delhi: response Books
4. French, W.L. and Bell, C.H. (1983). Organizational Development. New Delhi: Prentice Hall of India
5. Somnath Chattopadhyay and Uday Pareek (1982). Managing Organizational Change. New Delhi: Oxford & IBH
6. Pradip N. Khandwalla (2001) Turnaround excellences. New Delhi: Response Books.
7. Maheswari, B. L. and D. P. Sinha (1991) Management of Change through HRD. New Delhi: Tata McGraw-Hill.



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UNIT-1: THE CONSUMER BEHAVIOR

CourseName	ConsumerBehavior	L	T	P	C	IM	EM	TM
CourseCode	22MBA207(II)	4	0	0	4	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

CourseDescriptionandPurpose:

Consumer decision-making is often complex and far from rational. This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences. Topics include the importance of consumer behaviour and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

CourseObjectives:

- To understand the concept of consumer behaviour, decision making by consumers, behaviour variables and influences on consumer behaviour.
- To comprehend the social and cultural dimensions of consumer behavior, factors impacting attitudes and behaviour.
- To arm the budding marketers with an insight of the psychological and behavioral concepts of consumers thus enabling them to achieve their objectives and excel.

CourseLearningOutcomes:

At the end of the course the student will be able to

- ✓ Identify the key terms, concepts, and theories of consumer behaviour
- ✓ Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
- ✓ Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours\
- ✓ Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service.

CourseContent:

UNIT-I (102 Hour)

Consumer Behavior: Concept, Definition, Scope and Importance and Interdisciplinary – Consumer Environment – Consumer Analysis Framework – Consumer Behavior and Consumer Research – Market Research and Consumer Behavior – Relevance of Market Research with Consumer

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Behaviour – Approaches to Consumer Behavior Research: Quantitative Research and Qualitative Research – Profile of the Indian Consumer and Understanding their Needs – Application of Consumer Behavior and Knowledge in Marketing

UNIT-II(14Hours)

Individual Determinants of CB: Perception: Thresholds of Perception, Subliminal Perception, and Perceptual Process dynamics – Personality: Nature, Theories, self concept, psychographic and lifestyle – Attitude: Structural Model of Attitude, Attitude formation & Change –

Motivation: Needs/Motives & Goals, Dynamic Nature of Motivation, Arousal of Motives, and Theories –

Learning: Concept, Definition, Learning Theories and their Applications, Group Determinants of CB –

Reference Group Influence: Types of Consumer Relevant Groups, Factors Affecting Group Influence, Application of Reference Group Concept – Family: Functions of Family, Family Decision Making –

Environmental Influences on CB: Social Class, Life Style, Profile of Social Class, and Application of CB – Culture: Characteristics and Cross Cultural Understanding

UNIT-III(10Hours)

Consumer Decision Making Process: Routinised Response, Limited and Extensive Problem Solving Behavior – Models of CB: Nicosia, Howard & Sheth, Engel –

Kolrat: Diffusion of Innovation: Elements, Decisions, Adoption Categories and Process

UNIT-IV(10Hours)

Organizational Buying: Differences between Industrial Markets and Consumer Markets – Differences between Organizational and Consumer Buying – Buying Decisions in Organizational Buying process –

Types of Decision Making – Organization Buyer's Decision Making Process – Factors influencing Organizational Buying Behaviour – Decision Makers in Organizational Buying – Webster and Wind model of Organizational buying behavior – The Sheth model of Industrial buying

UNIT-V (08Hours)

Consumer Behavior Analysis and Marketing Strategy – Consumer Behavior and Product Strategy – Consumer Behavior and Pricing Strategy – Consumer Behavior and Distribution Channel Strategy – Consumer Behavior and Promotion Strategy

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENTS:

- ✓ Students can go to malls and unorganized retail outlets and observe the behavior of consumers of different demographic segments while buying different category of goods. Come back to class and present the findings/observations followed with a group discussion.
- ✓ Students can prepare a questionnaire and do a survey on consumer buying behavior



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and present the findings in the class.



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- ✓ Find three advertisements that appeal to the need for power, affiliation and achievement and discuss their effectiveness. Rewrite these for persons in different levels of Maslow's Hierarchy?
- ✓ Meet your friends and conduct a survey to find what are the important factors in their purchase of mobiles, shoes, bags etc. There are now plenty of advertisements regarding most products – how do they deal with this information overload?
- ✓ Choose 5 successful products or services and identify the insight behind them through a field survey.
- ✓ Do a comprehensive essay on the difference between consumer vs. trade vs. Competition insights & how best to exploit them.
- ✓ Take 5 recent digital innovations e.g. twitter or facebook and identify the insights.
- ✓ Locate 5 non-users of search or mail and interview their reasons.
- ✓ Choose 5 recent successful campaigns and identify their insights through consumer interviews. Present your findings to the class.
- ✓ Choose 3 successful movies e.g. Dabang & Zindagi na milegi & My name is Khan – and interview consumers about the reasons for their success. Similarly repeat this with 3 recent expensive flop movies and Present your findings to the class.

REFERENCE TEXT BOOKS:

- 1) Hawkins, Best, Coney, Consumer Behavior Building Marketing Strategy, Tata McGraw Hill.
- 2) Leen G. Schiffman and L. H. Kanuk., Consumer Behavior, Pearson Education.
- 3) Panwar, J.S., Beyond Consumer Marketing, Sage Response Books, New Delhi.
- 4) Deon., Buyer Behavior, Oxford University Press.
- 5) Henry Assael., Consumer Behavior, Willey India, New Delhi.
- 6) Naresh Malhotra., Marketing Research, Pearson.
- 7) Gilbert A. Churchill, Jr and Donald Iacobucci., Marketing Research Methodological Foundation, Cengage.
- 8) Donald S Tull and Del I Hawkins., Marketing Research Measurement and Methods, McGraw Hill publishers.

22MBA207(III) COST & MANAGEMENT ACCOUNTING

Course Name	Cost & Management Accounting	L	T	P	C	IM	EM	TM
Course Code	22MBA207(III)	4	0	0	4	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

Course Description:

The course focuses on the accounting, financial, and management aspects that are required in businesses all over the world. It is an indispensable discipline for corporate management, as the information collected and presented to management based on cost and management accounting.


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techniques helps management to solve not only specific problems but also guide them in decision making. Cost Management Accounting programmes focus on a wide range of subjects such as financial analysis, audit, tax, laws & ethics, management strategies, cost accounting, and many other topics.

Course Objectives:

The basic objective is to acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.

- To develop an understanding of the basic concepts and applications to establish the cost associated with the production of products and provision of services and apply the same to determine prices.
- To develop an understanding of cost accounting statements.
- To acquire the ability to be able to apply cost information for cost ascertainment, planning, control and decision making.

Course Learning Outcomes:

After completing this course, students should be able to:

- ✓ Define the basic concepts in the field of management accounting
- ✓ Recognize the contribution of management and cost accounting in quality decision making.
- ✓ Apply various methods and techniques of management and cost accounting to optimize the utilization of the resources.
- ✓ Appraise the utility of different methods in finding optimal solutions of the managerial problems. Evaluate the performance and suitability of different methods used for efficient utilization of the resources.
- ✓ Able to formulate the budgets and interpret the results produced by the applied models.

Course Content:

UNIT-I (12 Hours)

Overview of Cost and Management Accounting: Definition, Scope and functions Of Cost and Management Accounting - Installation of Costing System - Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management - Cost terms and Concepts: Cost Reduction and Cost Control, Elements of Costs, Cost behavior patterns, Separating

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the components of fixed, variable, semi-variable and step costs - Methods of Costing -

Techniques of Costing - Cost Accounting with use of Information Technology

UNIT-II (10 Hours)

Methods of Costing Single Output/ Unit Costing - Job Costing: Job cost cards and databases, collecting direct costs of each job, attributing overheads to jobs, Application of job costing - Batch Costing: Determination of optimum batch quantity, Ascertainment of cost for a batch, Preparation of batch cost sheet, Treatment of spoiled and defective work - Contract Costing: Ascertainment of cost of a contract, Progress payment, Retention money, Escalation clause, Cost-plus contract, Value of work certified, Cost of Work not certified - Determination Value of work certified, Cost of work not certified, Notional or Estimated profit from a contract.

UNIT-III (10 Hours)

Marginal Costing: Basic concepts of marginal costing, Contribution margin, Break-even analysis, Break-even and profit volume charts, Contribution to sales ratio, Margin of Safety, Angle of incidence, Cost-Volume-Profit Analysis (CVP), Multi-product break-even analysis, Consideration of Limiting factor (key factor) - Determination of Cost of a product/ service under marginal costing method, determination of cost of finished goods, work-in-progress - Comparison of Marginal costing with absorption costing method - Reconciliation of profit under the both methods - Short term decision making using the above concepts (basic / fundamental level).

UNIT-IV (10 Hours)

Cost Control and Analysis: Standard Costing: Setting up of Standards, Types of Standards, Standard Costing as method of performance measurement - Calculation and Reconciliation of Cost Variances: Material Cost Variance, employee Cost Variance, Variable Overheads Variance and Fixed Overhead Variance - Cost - Volume - Profit Analysis: Different types of Break-even Points and Charts: Application of Marginal costing to managerial decision making.

UNIT-V (10 Hours)

Budget and Budgetary Control: Meaning of Budget, Essentials of Budget, Budget Manual, Budget setting process, Preparation of Budget and monitoring procedure - The use of budget in planning and control - Flexible budget, Preparation of Functional budget for operating and non-operating functions, Cash budget, Master budget - Introduction to Principal/ Key budget factor, Zero Based Budgeting (ZBB), Performance budget, Control ratios and Budget variances - Contemporary Issues: Kaizen costing, Target costing, Life Cycle costing, E-Budgeting

Case Study (Not Exceeding 300 words)

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PRACTICAL COMPONENTS:

- ✓ Students are asked to identify and summarise various types of costs and cost terminologies used in business organisations, and submit a detailed report on cost concepts with examples whenever possible.
- ✓ Students are to form in groups (group consists of 4-6 people) and asked to prepare and interpret budgets and standard costs and variance statements collected from company websites under the instructions of the course instructor.
- ✓ Students are expected to work on practical problems related to marginal costing and C-V-P analysis. Course instructor to prepare any five practical problems related to marginal costing and C-V-P analysis.
- ✓ Students are asked to prepare templates for flexible and zero-based budgeting and e-budgeting.
- ✓ Students are asked to explore innovative cost controlling measures and techniques and submit report on the same to the course instructor for evaluation and assessment.

REFERENCE TEXT BOOKS:

- 1) N.S.Zad: Cost & Management Accounting Taxmann Publications Pvt. Ltd.
- 2) Deepak Jain: Cost & Management Accounting Taxmann Publications Pvt. Ltd.
- 3) S.P. Jain & K.L. Narang: Cost and Management Accounting; Kalyani Publishers, Daryaganj, New Delhi-110 002.
- 4) V.K. Saxena & C.D. Vashist: Cost and Management Accounting; Sultan Chand & Sons, 23, Daryaganj New Delhi-110 002.
- 5) M.N. Arora: Cost and Management Accounting (Theory and Problems); Himalaya Publishing House, Ramdoot, Dr. Bhalerao Marg, Kelewadi, Girgaon, Mumbai-400004.
- 6) S.N. Maheshwari: Cost and Management Accounting; Sultan Chand & Sons, 23, Daryaganj New Delhi-110 002.
- 7) I.M. Pandey: Management Accounting; Vikas Publishing House (P) Ltd. A-22, Sector 4, Noida-201 301.
- 8) M.Y. Khan & P.K. Jain : Theory and Problems of Management and Cost Accounting; McGraw-Hill Education (India) Ltd. B-4, Sector 63, Gautam Budh Nagar, Noida-201301.
- 9) Jawaharlal: Cost Accounting; McGraw-Hill Education (India) Ltd. B-4, Sector 63, Gautam Budh Nagar, Noida - 201 301.
- 10) C.T. Horngren : Cost and Management Accounting - A Managerial Emphasis; Pearson Education Asia, 482, F.I.E. Patparganj, Delhi-110092. (ix)
- 11) B.M. Lall Nigam & I.C. Jain : Cost Accounting Principles and Practice; Prentice Hall of India, M97, Connaught Circus, New Delhi-110 001.
- 12) Drury Colin : Management and Cost Accounting; International Thomson Business Press, London.


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22MBA208:SELLING &NEGOTIATIONSKILLS

CourseName	Selling&Negotiationskills	L	T	P	C	IM	EM	TM
CourseCode	22MBA208	0	0	4	2	30	70	100

L-Lecture,T-Tutorial,P-Practical,C-Credits,IM-InternalMarks,EM-ExternalMarks,TM-TotalMarks

CourseDescription:

Sales and Negotiation Skills (SNS) Lab/Practical course teach management students how to sellstrategically—and successfully—to different clients and in different situations. By learning tofacilitate productive meetings, handle objections, and manage negotiations effectively, they'll beable to close winning deals without breaching the institution's risk-return parameters. In thiscourse, participants study essential best practices and learn how to apply them as they completeinteractive exercises, observe video demonstrations, and familiarize themselves with helpful jobaids they can continue to use post-training.In addition, two one-day skills application labs,Client Meeting Skills and Negotiating with Clients, are available to reinforce the concepts taughtinthis course.

CourseObjectives:

- Toimbibein thestudents, criticalsales competenciesthat drivebuyingdecisions;
- Togiveinsightsintohowto boostindividualandorganizationalproductivitythroughsaleslead management;
- Tointroducebasic theoreticalprinciplesandparticularstepsin thenegotiatingprocess.

CourseLearningOutcomes:

AfterSuccessfulcompletion ofthiscourse, Studentsshouldbeableto

- ✓ Understandandappreciatetheskillsandcompetenciesrequiredtobeaneffectivesalesperson
- ✓ Closesaleseffectivelyandmanagetheir respectiveterritories
- ✓ Understandandappreciatewhatittakestobeagoodnegotiator
- ✓ Manageconflictinthenegotiationprocess
- ✓ Understandtheadvantagesandlimitationsofvariousnegotiationstrategies

CourseContent:

UNIT-I:

Nature and Role of Selling; Importance of Selling – Role in the Context of Organization – survival and growth – Types of Selling; Differences in Selling Situations, New Business VersusServiceSelling–Newton'sClassificationofSalesTypes–McMurryandArnold'sclassification



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of selling Types – Consumer Indirect Selling, industrial Selling, Missionary, Sales team/group Selling Merchandising, Telesales, Franchise selling, International selling.

UNIT-II:

Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory; Communication Skills, Persuasive Skills. (to be supplemented by live exercises on personal selling)

UNIT-III:

Personal Selling Skills: The opening – Need and problem identification – the Presentation and Demonstration – Dealing with Objections – Negotiations – Closing the Sale – follow up (to be supplemented by live exercise on personal selling)

UNIT-IV:

Negotiation Skills: Goal, Collaborative/Win-Win not Compromise – Pyramid of Success: Power, Time, and Information – Opponent: Visceral or Idea. (To be supplemented by live exercises on personal selling)

UNIT-V:

Different Phases of Negotiation: Pre-Negotiation – Opening – Information Sharing – Problem solving – Agreement – Breakdown in Negotiation – Barriers that Create Impasse – Overcoming Barriers – people Problem – Mediation – Arbitration – Ethics.

PRACTICAL COMPONENTS:

- ✓ Dividing students into groups and give a scenario to negotiate and reach conclusion.
- ✓ Reading: 8 Habits of Highly Effective People: apply the concepts to understand how people approach negotiation through different mind-sets.
- ✓ Conduct Role Plays for different scenarios.
- ✓ Solve various case studies dealing with conflict between teams and organizations.
- ✓ Ask students to identify three unconscious factors that may affect their negotiation effectiveness and ask them to explain why or how that phenomenon may occur.
- ✓ Management games like two-dollar game, cross the line game can be played in the class to develop negotiation skills among the students.

REFERENCE TEXT BOOKS:

- 1) Roy J, Lewicki, David M, Saunders, Bruce Barry, Negotiations, 5/e, McGraw Hill, 2005.



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- 2) George Seidel, Negotiating for success: Essential strategies and skills, University of Michigan, 3. Patric Forsyth, Negotiation skills for rookies.
- 3) David Goldwisch, Win-Win Negotiations, ST training solutions
- 4) Brian Tracy and Zig Ziglar, Persuasive selling and power negotiations.
- 5) The Essentials of Negotiation – Harvard Business School Press.
- 6) Negotiation Handbook by P.J. Cleary – Prentice Hall of India.
- 7) ABC's of Selling Skills by Charles M. Futrell – McGraw Hill.

22MBA301: STRATEGIC MANAGEMENT

Course Name	Strategic Management	L	T	P	C	IM	EM	TM
Course Code	22MBA301	3	0	0	3	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

Course Description:

Strategic management deals with ways firms build and sustain superior competitive positions and achieve long-

term profitability. This course develops an integrated view of the firm that encompasses functional areas such as operations, marketing, accounting, and finance. This course will equip students with new concepts and framework needed to be a successful corporate manager. The course would thus offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations.

Course Objectives:

The objectives of the course are as follows:

- To familiarize the learners with the concept of strategic management and understand the significance of managing the business strategically in the current business environment;
- To familiarize the learners with the strategies at corporate, business and functional levels;
- To understand and analyze the firm's external environment, the resources and thus carrying out
- SWOT analysis for strategy formulation;
- To understand the process of strategy implementation and the challenges of managing a change; To understand strategic control system to monitor the strategy implementation process;



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- To get acquainted with various strategies adopted by firms to successfully compete with their rivals.

Course Learning Outcomes:

At the end of the course, the students will be able to:

- ✓ Explain how functional areas such as operations, marketing, accounting, and finance work together in a successful firm.
- ✓ Apply concepts and frameworks learned in the course to case analyses and company strategic analyses.

Course Content:

UNIT – I: (10 Hours)

Evolution of Strategic Management – Concept, Definition, Need and Scope, Objectives, and Importance of Strategic Management – Types of Strategies – Guidelines for Crafting Strategies – Basic Model of Strategic Management – Strategic Decision Making – Stages of Strategic Management: Strategy Formulation, Strategy Execution and Strategy Evaluation and Control – Tailoring Strategies to Fit Specific Industry and Company Situations.

UNIT – II: (07 Hours)

Strategic Analysis and Choice: Environmental Threat and Opportunity Profile (ETOP), Organizational Capability Profile – Strategic Advantage Profile – Value-Chain Approach – Corporate Level Analysis: BCG, GE Nine-cell Matrix, Bodnet Market Evolution Matrix, Hofer's Product Market Evolution and Shell Directional Policy Matrix – Industry Level Analysis: Porter's Forces Model – Qualitative Factors in Strategic Choice – Distinctive Competitiveness – Concept of Strategic Business Units (SBUs).

UNIT – III: (07 Hours)

Resource Allocation (Technological and Demand Forecasting): Budgets, Organization Structure, Matching Structure and Strategy, and Behavioral issues – Leadership Style – Corporate culture – Values – Power – Social Responsibilities – Ethics – Building a Capable organization, and Functional Issues – Functional Plans and Policies – Corporate level (or Grand) Strategies: Stability, Expansion, Divestment and Coordination Strategies

UNIT – IV: (07 Hours)

Expansion and Growth Strategies: Types of Expansion Strategies – Intensification Strategies: Market Penetration, Market Development and Product Development – Diversification Strategies: Vertically Integrated, Concentric and Conglomerate Diversification Strategies, and their Importance Growth Strategies: Mergers, Acquisitions, Takeover, Joint Ventures, Strategic Alliances, and Collaborative Partnerships – Turnaround Management Strategies.


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UNIT– V: (08Hours)

Strategy Execution/Implementation: 7S Framework for Understanding Implementation Issues – Organizational Learning – Structures for Strategies – Organizational Leadership and Corporate Culture – The concept of Balanced Score Card – Triple Bottom line Approach – Strategy Evaluation and Control: Purpose of Strategic Control, Strategic, Budgetary and Operational Control – Strategic Control Process – Strategic Audit.

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENT:

Business Plan: Students should be asked to prepare a Business Plan and present it at the end of the semester.

This should include the following:

- Executive Summary
- Overview of Business and industry analysis
- Description of recommended strategy and justification
- Broad functional objectives and Key Result Areas.
- Spreadsheet with 5-year P&L, Balance Sheet, Cash Flow projections, with detailed worksheets for the revenue and expenses forecasts. Analyzing Mission and Vision statements of a few companies and comparing them
- Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc.
- Pick a successful growing company. Do a web-search of all news related to that company over a one-year period.
- Analyze the news items to understand and write down the company's strategy and execution efficiency.
- Pick a company that has performed very badly compared to its competitors.
- Collect information on why the company failed. What were the issues in strategy and execution that were responsible for the company's failure in the market?
- Analyze the internal and external factors. Map out GE9-cell matrix and BCG matrix for some companies and compare them.
- Conduct SWOT analysis of your institution and validate it by discussing with faculty. Conduct SWOT analysis of companies around your campus by talking to them.

REFERENCE TEXT BOOKS:

1. J.A. Pearce II and R.B. Robinson Jr., Strategic Management Formulation Implementation and Control, Tata McGraw Hill.
2. Ansoff H. Igor, Corporate Strategy: An Analytical Approach to Business Policy for Growth and Expansion, McGraw– Hill, New York.
3. V.S.P. Rao & V. Hari Krishna, Strategic Management Text & Cases, Excel Books
4. Andrews, Kenneth R., The Concept of Corporate Strategy, Dow–Jones–Irwin, Homewood



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(Illinois).

5. Glueck, William F. and Lawrence R. Jauch., Business Policy and Strategic Management, McGraw Hill, International Edition.
6. Hamel, G. and S. K. Prahalad, Competing for the Future, Harvard Business School Press.
7. Kazmi, Azhar, Business Policy, Tata McGraw Hill.
8. Nitin Balwani, Strategic Management & Business Policy, Excel Books, New Delhi.
9. Hamel, G. and S. K. Prahalad, Competing for the Future, Harvard Business School Press, Boston, 1994
10. Srinivasan R., Strategic Management – The Indian Context, Prentice Hall of India.
11. Vipin Gupta, Gollakota & Srinivasan, Business Policy and Strategic Management – Concepts and Applications, Prentice Hall of India.
12. Arthur Sharp, Strategic Management, McGraw Hill.

DOMAIN SPECIFIC ELECTIVE COURSES

B2B MARKETING (I)

Course Name	B2B Marketing	L	T	P	C	IM	EM	TM
Course Code	22MBA302(I)	4	0	1	4	30	70	100

L-Lecture, T-Tutorial, P-Practical, C-Credits, IM-Internal Marks, EM-External Marks, TM-Total Marks

Course Description:

Business-to-business (B2B) marketing strategies are essential for encouraging innovation, increasing sales revenue, assisting in marketing penetration, and aiding in market entry for any organization. B2B marketing strategies provide a framework for analyzing an organization's strategies, identifying synergies with various stakeholders, and building and leveraging a company's core competencies using relationship marketing approach.

Given the complex nature of B2B transactions, managers need to understand, learn, and adapt to combat the challenges of the businesses today. In order to do so, managers need to have a comprehensive understanding of various issues such as: understanding organizational needs, segmenting and targeting markets, leveraging marketing channels for competitive advantage, focusing on efficiency and effectiveness, and augmenting sales performance among other things.

This course will offer marketing concepts and tools for segmentation, targeting, positioning, market entry, branding, marketing communication, and managing alliances in a B2B context. Additionally, the course will offer insights into contemporary issues like social network management, handling downturn, and managing change.



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Course Objectives:

The objectives of the course are as follows:

- To create a better understanding of B2B concepts in solving business related marketing problems.
- To develop insights into B2B theories application for smooth functioning of the business.
- To understand and identify the opportunities in the B2B Market
- To study and analyze the customer and their relationship in the B2B Market
- To assess the Market in the B2B segment
- To study the Strategic Market Planning for Products and Channels in B2B Market
- To study the Strategic Market Planning for Pricing, Communication and Branding

Course Learning Outcomes:

At the end of the course, the students will be able to:

- ✓ Understand the differences between B2C and B2B marketing.
- ✓ Approach marketing problems from an inter-organizational perspective, in particular, learn about decision making at buying centers.
- ✓ Expanded analytical capability to capitalise on business opportunities
- ✓ Advanced knowledge and skills to compete effectively in B2B context.
- ✓ Increased skill-set in the domain of strategic planning, decision-making, problem-solving, and general management.
- ✓ Increased self-belief to navigate successfully across clients, partners, and colleagues.
- ✓ Gain insight into the management of your product portfolio.
- ✓ Improved ability to develop and/or strengthen relationship with your customer and supplier.
- ✓ Apply industrial-organizational psychology and B2B marketing concepts and tools in as stable as well as a tumultuous environment.

Course Content:

UNIT-I (15 Hours)

Introduction to B2B Marketing: Business marketing and Business market customers, Market structure, Environment and Characteristics of Business Marketing, Strategic role of marketing, Commercial enterprises, Commercial and institutional customers, B2B vs B2C Marketing.

UNIT-II (12 Hours)

Organizational Buying and Buyer Behaviour: Organizational buyers' decision process - A Stepwise Model and A Process Flow Model. Organizational and business markets - Government as a customer - Commercial enterprises - Commercial and institutional customers.



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UNIT-III(12Hours)

B2B Marketing Strategy: Strategy making and strategy management process, Industrial product strategy- Managing Products for Business Markets-Managing Services for Business Markets-Managing Business Market channels The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

UNIT-IV(12Hours)

B2B Marketing STP: Market Segmentation, basic framework of segmentation, choosing target segments and positioning-Pricing strategies for Business Markets, B2B Advertising, Competitive bidding, Relationship marketing and CRM.

UNIT-V(12Hours)

Business Marketing Communications and Channels- B2B Advertising, Digital marketing- Tradeshow, exhibitions, business meets - Managing the sales force - Deployment analysis - Business marketing channels and participants - Channel design and management decisions -B2B logistics management

Case Study(Not Exceeding 300 words)

PRACTICAL COMPONENT:

At a small organization of a personal acquaintance:

- The student should study the buying process that they adopt while purchasing for business.
- How they prepare quotes for business clients.
- Student should study the conditions and technicalities mentioned in the tender invitations
- Visit Industrial Distributor/Dealer and collect all the conceptual information from purchasing to selling of B2B Products (SCM) to Business Customers.
- Visit at least one Industrial/ B2B Tradeshow or Exhibitions and prepare a report.
- Visit to one Original Equipment Manufacturing (OEM) Industry and one Semi-Finished Goods Industry.
- Students are expected to make a SWOT analysis of Industrial products and services of various sectors.

REFERENCE TEXTBOOKS:

1. Michael D. Hult, Dhheeraj Sharma, Thomas W. Speh, B2B Marketing: A South Asian Perspective Cengage 2014, 11th ed.
2. Sharad Sarin, Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed.
3. James C. Anderson, Das Narayandas, James A. Narus and D. V. R. Seshadri, Business Market


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- Management(B2B): Understanding,Creating,andDelivering Value,Pearson2010,3rded,
 4. RobertVitale,WaldemarPfoertsch,JosephGiglierano,BusinesstoBusiness,Marketing,Pearson2011
 5. KrishnaK Havaladar,BusinessMarketing:TextandCasesMcGrawHill 2014,4thed,
 6. FrankGBinghamJr.,LatestEdition,BusinessMarketing,TataMcGrawHillPublication,

22MBA302 (II):PRODUCT AND BRAND MANAGEMENT

CourseName	ProductandBrandManagement	L	T	P	C	IM	EM	TM
CourseCode	22MBA302(II)	4	0	1	4	30	70	100

L-Lecture,T-Tutorial,P-Practical,C-Credits,IM-InternalMarks,EM-ExternalMarks,TM-TotalMarks

CourseDescription:

Productandbrandmanagementisnomorejustaboutmakingandsellingproducts,therehasbeen a digital revolution in this field too. This also demands a proper strategy for building andlaunching a product or brand in the market so that your brand and product will stand out from thecrowd and it will be remembered by the consumers. This course is designed to give the studentinsight into developing a strong brand and product management system by building, measuringand managing brand equity over time. The focus of this course is on decisions about how acompany can build and manage its products so that they are profitable to the company and at thesame time adequately meet target customers' needs and wants. The course aims to synchronizeproductand brand management processes.

CourseObjectives:

The objective of the course is also to equip students with theoretical and practical knowledgenecessary for a successful and efficient management of products and brands. It provides theframework for the analysis of the main factors determining success of a brand in the market andintroduces techniques and tools necessary for management of brands, such as: development ofvision for the brand, identify the correct market niche, design a communication and marketingstrategyand implement it

CourseLearningOutcomes:

Atthe endofthecourse,thestudents willbeableto:

- ✓ Understandthenuancesofproductandproductconcepts.
- ✓ Understand the advantages associated with creating strong product lines and brands (usingtraditional and online marketing) while learning to leverage thatstrength to build futurebusiness



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- ✓ Understand key principles of branding
- ✓ Explain branding concepts and ideas in their own words
- ✓ Understand and conduct the measurement of brand equity and brand performance
- ✓ Describe the purpose and methods of effectively managing brands including how to build brand equity and establish brand identity.
- ✓ Formulate effective brand strategies for consumer and business goods and services.
- ✓ Demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management.

Course Content:

UNIT-I(15Hours)

Product: Concepts, Product Levels, Product Hierarchy, and Product Classification – Product Life Cycle – Portfolio Management – Market Potential – Product Demand Pattern and Trend Analysis – New Product: Planning, Development Strategies, and Launching Strategies.

UNIT-II(12Hours)

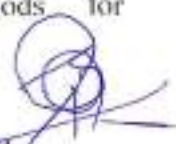
Product Mix - A Strategic Choice: Product Mix Decisions, Product Line Decision – strategic Decision involving Adding or Pruning Product Lines – Concept of Product Positioning: Elements of Positioning, Positioning Methods, Communicating the Positioning Strategy, and Developing Positioning Strategy – Product Research: Importance, Tools and Analysis.

UNIT-III(12Hours)

Brand: Meaning, Definition, Evolution of Brands, Different Types of Brands, Functions of Brand to Consumer – Role of Brand – Advantages of Brand – Product Vs Brand – Brand Life Cycle – Branding: Meaning, Creation of Brands – Branding Decisions – Brand Management: Meaning and Definition – Strategic Brand Management Process: Meaning, Steps in Brand Management Process – Concept of Brand Equity: Customer Based Brand Equity, and Models of CBBE – Brand Building and its Implications – Brand Value Chain.

UNIT-IV(12Hours)

Branding Strategies: Multiple Branding, Brand Extension, Co-branding Strategies, Brand Personality, Brand Image Building, Brand Repositioning, Brand Leveraging – Branding Impact on Buyers and Competitors – Methods for Measuring Brand Equity – Methods for Measuring Brand Performance – Brand Audit.


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