



SNDT Women's University, Mumbai

Master of Business Administration – Marketing Management (MBA-Marketing Management)

as per NEP-2020

Syllabus

(2023-24)

Meera Shanker

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* Passed in BOS under the faculty of Management studies.

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| Programme | Master of Business Administration – Marketing Management (MBA-Marketing Management) |
| Preamble | <p>The name of the programme shall be Masters of Business Administration (Marketing Management), or MBA (Marketing Management)</p> <p>The programme will be of 88 credits, i.e., 22 credits per semester for four semesters.</p> <p>The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding customer behaviour and devising effective marketing strategies. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various marketing functions ranging from product management, advertising, sales to retailing, e-business, distribution management, and strategic marketing planning in the current hypercompetitive markets.</p> |
| Programme Outcomes (POs) | <p>After completing this programme, Learner will be able to</p> <ul style="list-style-type: none"> ▪ be able to develop a comprehensive understanding of marketing concepts, theories, and strategies, enabling them to develop effective marketing plans, analyze market trends, and make informed strategic decisions to drive business growth. ▪ be able to develop proficiency in conducting thorough market research, utilizing advanced methodologies and tools to gather and analyze data, assess consumer behavior, and identify emerging market opportunities and challenges. ▪ be able to generate innovative and creative marketing solutions, integrating traditional and digital marketing techniques to address complex |

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| | <p>business problems and meet evolving customer demands.</p> <ul style="list-style-type: none"> ▪ embrace continuous learning, staying updated with evolving marketing trends, and adapting their skills to effectively respond to dynamic business environments. ▪ adhere to ethical marketing practices and demonstrate an understanding of the environmental and societal impact of marketing decisions, integrating sustainability considerations into their strategies. |
| Eligibility Criteria for Programme | A graduate in any discipline with 50% of marks at graduation for open category and 45% for reserved category from an Indian University recognized by the Association of Indian Universities (AIU). |
| Intake | |
| Duration | 4 semesters (2 years) |

Master of Business Administration – Marketing Management

(MBA-Marketing Management)

| SN | Courses | Type of Course | Credits | Marks | Int | Ext |
|--------------------|--|-------------------------|-----------|------------|------------|------------|
| Semester I | | | | | | |
| PG 1.1 | Managerial Economics | Major (Core) Theory | 4 | 100 | 50 | 50 |
| PG 1.2 | Financial Reporting, Statements and Analysis | Major (Core) Theory | 4 | 100 | 50 | 50 |
| PG 1.3 | Managerial Skills for Effectiveness | Major (Core) Theory | 4 | 100 | 50 | 50 |
| PG 1.4 | Computer Applications for Business | Major (Core) Theory | 2 | 50 | 50 | 0 |
| PG 1.5 | Retail Management | Major (Elective) Theory | 4 | 100 | 50 | 50 |
| | Any one course of Marketing or allied subject from SWAYAM having 4 credits | Major (Elective) | | | | |
| PG 1.6 | Statistics and Business Research Methodology | Minor Stream (RM) | 4 | 100 | 50 | 50 |
| | | | 22 | 550 | 300 | 250 |
| Semester II | | | | | | |
| PG 2.1 | Marketing Management | Major (Core) | 4 | 100 | 50 | 50 |
| PG 2.2 | Human Resource Management | Major (Core) | 4 | 100 | 50 | 50 |
| PG 2.3 | Operations Management | Major (Core) | 4 | 100 | 50 | 50 |
| PG 2.4 | Legal and Business Environment | Major (Core) | 2 | 50 | 0 | 50 |
| PG 2.5 | Sales and Distribution Management | Major (Elective) | 4 | 100 | 50 | 50 |
| | Any one course of Marketing or allied subject from SWAYAM having 4 credits | Major (Elective) | | | | |
| PG 2.6 | Internship | OJT (Internship) | 4 | 100 | 50 | 50 |
| | | | 22 | 550 | 250 | 300 |

Assessment strategies to be used for "Practical external" are: Lab practical of software, Presentation/Seminar/Workshop evaluation, product evaluation, Viva Voce, etc. by external examiners. Theory papers are not to be set for these courses.

* CBCS for other students

can be dropped out by our students

\$ Skill-based courses

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|---|--|----------|
| | Semester I | | |
| PG 1.1 | Managerial Economics Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ understand tools and techniques of managerial economics to enable them to appreciate its relevance in decision making ▪ understand how microeconomics affect the business strategy of companies and develop economic way of thinking in dealing with practical business problems and challenges. | | |
| Module 1 | Basic concepts of Managerial Economics | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Interpret the economy dynamics through Circular-flow diagram. ▪ Distinguish between market demand and individual demand, explaining how the aggregation of individual demands constitutes market demand. ▪ Identify and analyze the determinants of demand ▪ Synthesize the concepts of market equilibrium, supply, and demand to comprehend the broader functioning of various markets | Module Contents: <ul style="list-style-type: none"> ▪ Nature and Scope of Managerial Economics; Micro and macro-economics; Positive versus normative economics; Circular-flow diagram; How the economy works as a whole ▪ The market forces of supply and demand: Market demand versus individual demand; Demand schedule and demand curve; Determinants of demand/demand function; Law of demand, Exceptions to the Law of Demand; Expansion & contraction; Increase & decrease in demand; Supply and demand – equilibrium | |
| Module 2 | Demand Forecasting and Elasticity of demand | | 1 |

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| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Recognize the significance of demand forecasting in business and economic decision-making and describe various techniques and methods used in demand forecasting. Explain the concept of elasticity of demand; calculate and interpret the elasticities of demand | <p>Module Contents:</p> <ul style="list-style-type: none"> Demand Forecasting: Importance of Demand Forecasting; Techniques of Demand Forecasting Elasticity and its application: The elasticity of demand; Types of Elasticity of Demand; Using Elasticity in Managerial Decision Making | |
| Module 3 | Production Analysis | | 1 |
| | <p>LOs:</p> <ul style="list-style-type: none"> Define and explain the concept of factors of production, including land, labor, capital, and entrepreneurship, recognizing their essential roles in the production process. Comprehend the theory of production, understanding the relationship between inputs and outputs, and how the combination of factors influences production levels. Differentiate between short run and long run costs, and explain the concepts of various costs in relation to production decisions. | <p>Module Contents:</p> <ul style="list-style-type: none"> Production Analysis: Factors of production; Theory of production; Production function; Short run and long run production function; Law of variable proportion; Isoquant and Iso-cost line; Optimal factor combinations Cost Analysis: Short run and Long run cost; various measures of cost-FC, VC, AC, MC; Cost curves & their shapes | |
| Module 4 | Markets and their equilibrium | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Define and explain the characteristics of the different market structures and Analyze the short run and long run equilibriums. gain a comprehensive understanding of various market structures and pricing practices, enabling them to analyze market behavior, firm strategies, and pricing decisions in different economic contexts. | <p>Module Contents:</p> <ul style="list-style-type: none"> Market Structure and Pricing Practices: Perfect competition, its characteristics; Short run and Long run equilibrium of a perfectly competitive firm Monopoly, its characteristics; Short run and Long run equilibrium under monopoly; Price Discrimination by a monopolist Monopolistic competition, its Characteristics; Individual equilibrium and Group equilibrium | |

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| | | <ul style="list-style-type: none"> • Oligopoly, its characteristics; Game theory. | |
| Assignments/ Activities towards CCE | | | |
| | | <ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios using managerial economic concepts. Students can identify problems, apply relevant theories, and propose solutions with justifications. (Case studies can be adapted from business journals, news articles, or textbooks.) • Problem-solving exercises: Apply theoretical frameworks to solve quantitative problems • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing quantitative problems/caselets/application based questions. | |

Bibliography:

Ahuja, H.L., Managerial economics (9thed.). New Delhi: S.Chand, 2020

Campbell R. McConnell, Stanley L. Brue, Sean Masaki Flynn. Economics (22nd ed.) New Delhi: McGraw Hill.2022

Greenlaw,S &Taylor,M. Principles of Microeconomics. (2nd ed.) OpenStax (2022)

Mankiw, G. Principles of Economics (8thed.). New Delhi: Cengage Learning. 2021

Paul A. Samuelson, Sudip Chaudhuri, Anindya Sen, William D. Nordhaus, Economics (20thed.). New Delhi: McGraw Hill.2021

Thomas,C.R & Maurice, C.S. Managerial Economics (12thed.). New Delhi: McGraw Hill.2021

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|---|---|----------|
| | Semester I | | |
| PG 1.2 | Financial Reporting, Statements and Analysis Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ understand the accounting mechanics and process involved in preparing the financial statements ▪ analyse the accounting statements of companies and prepare comparative study of the financial strength of different firms ▪ distinguish and appreciate the importance of internal and external audit | | |
| Module 1 | Preparation of Financial Statements | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> • Understand the steps involved in preparing the financial statements • Prepare the Financial Statements | Module Contents: <ul style="list-style-type: none"> • Introduction to Financial Accounting • Accounting Process – Journal, Ledger, Trial Balance, Trading Account, Profit and Loss Account, Balance Sheet | |
| Module 2 | Accounting Concepts, Accounting Standards and Auditing | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> • Appreciate the uses of financial statements • Understand the various terms in financial statements • Understand the various accounting concepts based on which financial statements are prepared • Gain knowledge about the Accounting Standards • Appreciate the importance of Auditing and differentiate External and Internal Audit | Module Contents: <ul style="list-style-type: none"> • Uses of Financial Statements and Users of Financial Statements • Various financial terms used in the financial statements • Accounting Concepts • Accounting Standards • External and Internal Auditing | |
| Module 3 | Analysis of Financial Statements | | 1 |
| | LOs: <ul style="list-style-type: none"> • Understand different tools used in analyzing financial statements | Module Contents: <ul style="list-style-type: none"> • Introduction to various tools used in analyzing financial statements | |

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| | <ul style="list-style-type: none"> Analyse financial statements using Ratio Analysis Differentiate different ratios used in analyzing the financial statements Compare the financial performance of the firms using inter-firm and intra-firm comparison | <ul style="list-style-type: none"> Analyzing Financial statements using Ratio Analysis | |
| Module 4 | Funds Flow and Cash Flow Statements | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> Prepare Funds Flow Statements and Cash Flow Statements Analyse Funds Flow Statements and Cash Flow Statements | Module Contents: <ul style="list-style-type: none"> Preparation of Funds Flow Statements Preparation of Cash Flow Statements Analysis of Funds Flow Statements and Cash Flow Statements | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> Prepare a Forecasted Income Statement and Balance Sheet for a hypothetical company Identify and compare: Identify two companies in the same industry and compare their performance using ratio analysis Analyse Cash Flow Statement of a Company MCQ Quizzes using LMS | | |

Bibliography:

Harsolekār, D. (2014). Financial Accounting for Management: Text and Cases: Edu-Tech Publishing Co.

Arora, R.K. (2018). Financial Accounting: Fundamentals, Analysis and Reporting. Wiley India.

Maheshwari, S.N. and Maheshwari, S.K. (2018). Financial Accounting. Vikas Publishing House.

Narayanaswamy, R. (2019). Financial Accounting: A Managerial Perspective.

Ramachandran, N. and Kakani, R.K. (2020) Financial Accounting for Management. Tata McGraw-Hill.

Godwin. Alderman. and Sanyal. (2023). Financial ACCT. Cengage Learning.

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|--|---|----------|
| | Semester I | | |
| PG 1.3 | Managerial Skills for Effectiveness Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ Describe, analyse and evaluate the environmental, social, cultural, economic, legal and organizational aspects in the current businesses. ▪ Acquire the knowledge and relevant skills like analytical, leadership, communication, problem solving and decision making for managing business organization ▪ Build and exhibit the ethical and business centric attitude | | |
| Module 1 | Introduction to Management and Planning function | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Understand what is management, It's evolution, principles and functions ▪ Differentiate managers from operatives, Learn roles and skills of managers ▪ Trace Role of management techniques in modern industry and Its evolution in India. ▪ Define the planning process and understand various types of plans ▪ Learn and exhibit the managerial skills related to planning | Module Contents: <ul style="list-style-type: none"> ▪ Management: Concepts, evolution of management philosophy, definition, principles of management, functions of management, Managerial roles, Role of management techniques in modern industry and Its evolution in India. ▪ Planning: Planning process: goals, objectives, standards and MBO, types of planning - policies, processes, methods, Concepts, types and process of decision making. Risk and uncertainty, Managerial skills- Budgeting, Time management, Goal setting, Problem solving, presentation skills, Communication skills, Managing meetings | |
| Module 2 | Organizing and staffing functions | | 1 |

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| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define organization structure and design and various factors that influence them ▪ Describe the vertical and horizontal dimensions of organizations ▪ Compare and contrast various types of departmentalization ▪ Understand HRM process and staffing function ▪ Define organizational culture and identify its characteristics. ▪ Distinguish between general and specific environment. ▪ Learn and exhibit the managerial skills related to organizing and staffing | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Organizing: Organization as a structure, formal and informal organization, line, staff and functional authority– Centralization Vs. decentralization, delegation of authority, chain of command; span of management, authority, responsibility, and accountability, types of organizational structures, bases of departmentation. ▪ Managing Organizational Culture, Cultural Diversity, Multi Ethnic Workforce, and Staffing process. Managerial skills--Assessing culture, interaction across business functions, collaboration, networking skills | |
| Module 3 | Motivating and Leading function | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Describe motivation process and summarize the conclusions of various motivation theories ▪ Describe ways to design motivating job ▪ Differentiate between managers and leaders ▪ Compare transactional and transformational leadership contrast it with charismatic leadership ▪ Summarize the conclusions of various leadership theories ▪ Identify sources of power of a leader ▪ Learn and exhibit the managerial skills related to motivating and leading | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Motivating employees- motivation theories, motivation process, Ways to design motivating jobs, current issues faced by managers, ▪ Leading- Leadership theories, issues, styles, Understanding leadership challenges and strategies, techniques of communication and co-ordination. Motivating Indian workforce, Managerial skills-- team management, mentoring, Negotiation & Assertiveness skills, creating teams, Delegating, designing motivating jobs, developing trust, providing feedback | |

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| Module 4 | Controlling function | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define Control and describe approaches to controlling and its types. ▪ Identify various control tools and techniques and its effective use by managers ▪ Describe current issues in control ▪ Describe control process and qualities of effective control system ▪ Define operations management & value chain management and describe its benefits to organizations ▪ Learn and exhibit the managerial skills related to controlling | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Controlling: Concept of Managerial control, Definition, importance, process, types, contingency factors, contemporary issues in controlling, Effective control system. ▪ Controlling tools and techniques, Operations Management and value chain management, Management audit, social audit, Managerial Skills-Acquiring power, Active listening, Disciplining | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> • Assignments Mintzberg Roles <ul style="list-style-type: none"> • View-Mintzberg's Managerial Roles –PPT. Identify and illustrate the real life examples for Managerial roles. Prepare a note and supportive material. (Pictures/ video clips) show in the class. Contributors to Schools of management thought <ul style="list-style-type: none"> • Using the internet find three interesting facts about important contributors to each school of management theory. Give URLs of websites you used. Hierarchy of Objectives Make a group of 8 students <ol style="list-style-type: none"> 1. Create a manufacturing company for your group 2. Give it a name, legal form, vision, Mission , product description & brief manufacturing process 3. Create a chart or PPT using the example to create the hierarchy of objectives for your group company • Case Studies • Quizzes and surprise tests • Learning Managerial skills Presentations on the following skills <ol style="list-style-type: none"> 1 Budgeting, Time management, Goal setting, Problem solving, 2 Assessing culture, interaction across business functions, collaboration, Networking skills, 3 Negotiation & Assertiveness skills, Creating & managing teams, Delegating, Developing trust 4 Acquiring power, Active listening, presentation skills, Communication skills, | | |

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| | <p>5 Managing meetings, providing feedback, Mentoring, Disciplining,</p> <p>Select an online resource to explain the skill (links /videos/ learning technique or material) Make PPT on a given skill- Explain Concept Explain -tools/techniques/ Tips to acquire the skill</p> | |
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Bibliography:

P C Tripathi, P N Reddy:Principles Of Management, McGraw-Hill, Sixth Edition (2018)

L.M. PRASAD:Principles & Practice of Management, Sultan Chand & Sons-,2021

Callie Daum: Principles of Management Essentials You Always Wanted to Know, Vibrant Publishers ,2020

Koontz Harold, *Essentials of Management an International and Leadership Perspective*, Tata McGraw Hill Education, 2012

Stephen Robbins, Coulter Mary, *Principles of Management*, Pearson Education, 2020 (15th Edition)

Supplementary reading:

The Frontiers of Management by Peter Drucker, Harvard Business Review Press.
Technology, Management and Society by Peter Drucker, Harvard Business Review
The Ducker Lectures: Essential Lessons on Management
Website-<http://www.druckerinstitute.com/link/about-peter-drucker/>

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|---|--|----------|
| | Semester I | | |
| PG 1.4 | Computer Applications for Business Major (Core) Practical | | 2 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ understand the concepts of information technology applied in the areas of management ▪ use office productivity improvement tools such as word processing, spreadsheets, business presentations and databases ▪ appreciate the use of Information Technology in an organization ▪ learn to apply IT solutions for faster business decision-making | | |
| Module 1 | Databases and Spreadsheets | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> • Understand concept of databases and spreadsheets • Apply spreadsheet functions in analysis and business presentations | Module Contents: Content: <ul style="list-style-type: none"> • Introduction to databases: <ul style="list-style-type: none"> - Concept, characteristics, objectives - Spreadsheets vs Databases - Advantages & limitations - Entity, attribute, schema, subschema • Advanced spreadsheet functions: <ul style="list-style-type: none"> - Usage of spreadsheet – Basic tables and charts - Formulas (e.g. add, subtract, multiply, divide) – application in creating budget sheets - Functions (e.g. average, sum, date-time, etc) – application in student averages - Conditional logic (e.g. if, countif, sumif) - application - Analysing scenarios, sensitivity analysis - Creating pivot tables - Lookup functions (e.g. VLookup functions in Excel) • Power Point Presentation | |

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| | | <ul style="list-style-type: none"> • Application to analyse survey results of a marketing campaign using a database tool such as MS Access - Project Management, e.g. MS Project for defining tasks, start/ end dates, identifying critical tasks, etc. | |
| Module 2 | Emerging Technologies | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Understand concept of e-commerce • Apply emerging technologies for faster business decision making | <p>Module Contents:</p> <ul style="list-style-type: none"> • E-commerce and its impact on organization, E-Markets and Digital Goods • Types of Information Systems (IS) in an Organization • Emerging technologies, concepts and the organization of future <ul style="list-style-type: none"> - Social Media & Its Impact – Sentiment Analysis - Cloud computing – Infrastructure-as-a-Service, Platform-as-a-Service, Software-as-a-Service - Mobile computing - Big Data & Analytics – Volume, Variety and Velocity of data - Internet of Things, Machine-2-Machine - Artificial Intelligence - Block Chain | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> • Solve spreadsheet exercises involving advanced formulae calculations, formatting numerical and text data and conditional logic operators • Perform case study analysis, evaluate problem and issues for the ecommerce domain • Prepare and present group study of a company for its application of an emerging technology | | |

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Rajaraman, V. (2018). Introduction to Information Technology. 3rd Edition. PHI Learning.

Behl. R. (2020). Information Technology for Management. 3rd Edition. McGraw Hill.

Laudon, K.C., Laudon, J.P. (2020). Management Information Systems: Managing the Digital Firm. 16th edition. Pearson Publication.

Turban, E. Pollard, C. and Wood, G. Wali, O.P. (2022). Information Technology for Management. 12ed. An Indian Adaptation. Wiley Publications.

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|--|--|----------|
| | Semester I | | |
| PG 1.5 | Retail Management Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ develop insights into the essential principles of retailing and all functional areas of retailing ▪ develop a perspective of the Indian retailing scenario and design a retail strategy in Indian context ▪ develop a comprehensive understanding of various aspects of retailing, including strategies, location decisions, store design, communication, emerging trends, and ethical considerations. | | |
| Module 1 | Retailing concepts | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Analyze the retail landscape in India and globally, highlighting key trends and factors that influence retailing in different markets. ▪ Define retailing and understand its role in the distribution of goods and services to consumers. ▪ Explain the different formats of retail and recognize their significance in catering to diverse consumer needs. ▪ Describe different methods of retail expansion and their strategic considerations. | Module Contents: <ul style="list-style-type: none"> ▪ Introduction to Retailing; An Overview of Retail; Retail In Key Regions of the World; Retail in India; Formats in Retail; Multichannel Retailing; Methods of Retail Expansion. ▪ Retail Location – Factors affecting retail location decision – Site selection –Factors affecting site selection – Steps in selecting site – Location based retail strategies | |
| Module 2 | Store design and layout | | 1 |

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| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Describe the importance of store design in creating an inviting and functional retail environment. ▪ Identify different types of store layouts and analyze factors that affect store layout decisions | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Store design – Interiors & exteriors ▪ Store layout – Types of layouts – Factors affecting store layout – ▪ Retailing image mix – Store Facade, Visual Merchandising. ▪ In-store Technologies. Retail Communication mix – Sales promotion – Advertising – Public relation –Personal Selling – Steps in planning retail communication. | |
| Module 3 | Retail Strategies | | 1 |
| | <p>LOs:</p> <ul style="list-style-type: none"> ▪ Explain differentiation strategies and how they contribute to a retailer's competitive advantage. ▪ Define category management and its role in optimizing product assortments, pricing, and merchandising strategies. ▪ Describe the importance of supply chain management in retail operations | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies ▪ Category Management ▪ Supply chain Management in retail | |
| Module 4 | E-retailing | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand the concept of e-retailing and explore its complexities ▪ Analyze the unique challenges and opportunities associated with retailing in rural areas of India ▪ Identify and critically evaluate ethical issues that may arise in the retail industry | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ E-retailing: E-retailing as a format, Assortment Planning for e-retailing, Merchandising for e-retailing, Inventory for e-retailing. Pricing and Promotional Strategy, E-retailing and supply chain management system, Element of trust-in E-retailing. ▪ Retailing in rural areas ▪ Ethical issues in retailing. | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> ▪ Store Observation Report: Visit a retail store and analyze its layout, merchandise assortment, pricing strategies, customer service, and promotional activities. Write a report evaluating the store's effectiveness in each area and suggesting improvements. | | |

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| | <ul style="list-style-type: none"> ▪ Retail Mix Analysis: Choose a specific retail format (e.g., grocery store, clothing store, electronics store) and analyze its retail mix strategy. Discuss the product assortment, pricing, promotion, and place strategies used by the format and their impact on consumer behavior. ▪ Competitive Analysis: Identify the main competitors of a chosen retailer and compare their marketing strategies, target markets, strengths, and weaknesses. Present your findings in a report or presentation. ▪ Case Study Analysis: Analyze a real-world retail case study that highlights a specific challenge or decision point. Apply retail management concepts to understand the situation, identify alternatives, and recommend a course of action with justifications. ▪ MCQ Quizzes using Moodle class/ Kahoot/ Google forms | |
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Bibliography:

Berman, B., Evans, J & Mathur, M. Retail Management: A Strategic Approach, (11thed.). New Delhi: Pearson. 2020

Kotler, P., Keller. Marketing Management (16thed.). Pearson Education. 2022

Levy, M., Wirtz, B., & Grewal, D. Retailing Management (10thed.). New Delhi: McGraw Hill, 2023

Lusch, R. Introduction to Retailing (7thed.). New Delhi: Cengage Learning. 2020

Pradhan, S Retailing Management: Text and Cases (6th ed.). New Delhi: McGraw Hill. 2021

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|--|-----------------|----------|
| | Semester I | | |
| PG 1.6 | Statistics and Business Research Methodology Minor Stream | | 4 |
| | <p>Course Outcomes: Learners will be able to:</p> <ul style="list-style-type: none"> ▪ define research problem pertaining to businesses ▪ frame hypothesis, collect data and analyse them ▪ suggest solutions to the problems based on analysis and write research reports ▪ develop a solid foundation in research methodology and statistical analysis, enabling them to conduct effective research, analyze data, and draw meaningful conclusions in various business and management contexts. | | |
| Module 1 | Introduction to Research | | 1 |

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| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Recognize the importance of research in providing insights, data-driven analysis, and evidence-based solutions to management issues. ▪ Explain the steps involved in the research process ▪ Develop skills in preparing a research plan | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Introduction to Research, Nature and Scope of Business Research, the Role of Research in Management Decision Making ▪ The Research Process, Basic Terminologies used in Research, Defining Research Problem, Research Objectives and Framing Hypothesis, Preparing a Research Plan | |
| Module 2 | Research design and data collection | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define research design and its significance in structuring the research process. ▪ Develop skills in designing effective questionnaires and forms for data collection. ▪ Explain different sampling techniques and their applications. | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Research Design Formulation: Research Design-Concept and types ▪ Exploratory Research Design-Secondary data and Qualitative Research; Descriptive ▪ Research Design-Survey and Observation; Causal Research Design – Experimentation. ▪ Sources and Collection of Data: Secondary Data; Collection of Primary Data; Types of Data: Qualitative and Quantitative ▪ Data Measurement Scales: Nominal, Ordinal, Interval, and Ratio Measurement ▪ Scaling; Questionnaire and Form Design ▪ Sampling: Design and Procedures ▪ Fieldwork: Data Collection. | |
| Module 3 | Statistics in Research | | 1 |
| | <p>LOs:</p> <ul style="list-style-type: none"> ▪ Understand the role of statistics in data analysis and interpretation in research ▪ Define and calculate measures of central tendency, Variability and Dispersion ▪ Describe different probability distributions | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Role of Statistics in Research ▪ Central Tendency Measures: Mean, Median, and Mode ▪ Variability and Dispersion Measures: Range, Variance, and Standard Deviation ▪ Understanding Probability: Concepts and Rules ▪ Probability Distributions: Normal, Binomial, and Poisson | |

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| | | <ul style="list-style-type: none"> Sampling Distributions and Central Limit Theorem | |
| Module 4 | Hypothesis Testing | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> Understand the principles of hypothesis testing and its role in making decisions based on sample data. Explain the concepts of t-tests, ANOVA, Chi-Square Test, Correlation, Regression and understand their application | Module Contents: <ul style="list-style-type: none"> Principles of Hypothesis Testing One-sample and Two-sample t-tests Analysis of Variance (ANOVA) Chi-Square Test for Independence Simple Linear Regression Correlation Analysis | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> Case Study Analysis: Analyze a business case study that involves statistical analysis and research methodologies. Research Proposal: Develop a research proposal outlining a research question, literature review, methodology, data collection plan, and analytical methods for a business research project. This proposal should demonstrate understanding of research design principles and ethical considerations. Survey Design and Analysis: Design a survey instrument to collect data on a specific topic relevant to business administration. Conduct the survey with a target population, analyze the collected data using appropriate statistical methods, and present your findings in a report. MCQ Quizzes using Moodle class/ Kahoot/ Google forms | | |

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| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|--|---|----------|
| | Semester II | | |
| PG 2.1 | Marketing Management Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ identify core concepts of marketing and the role of marketing in business and society ▪ explore appropriate measures to operate effectively in local and global settings ▪ develop marketing strategies based on product, price, place and promotion objectives ▪ develop comprehensive understanding of marketing concepts, strategies, and practices, equipping them to make informed decisions and contribute effectively to marketing management in various industries. | | |
| Module 1 | Fundamental concepts | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Recognize the importance of marketing in modern business environments and understand its role in delivering value to customers and organizations. ▪ Understand marketing as a process of creating, communicating, and delivering value to customers and stakeholders ▪ Explain the concepts of market segmentation, targeting, and positioning, and how they contribute to effective marketing strategies. ▪ Understand the marketing mix and its role in shaping marketing strategies. | Module Contents: <ul style="list-style-type: none"> ▪ Importance and Scope of Marketing; Fundamental marketing concepts; Change in marketing management in recent years; Understanding Marketing as Creating, Communicating, and Delivering Value ▪ Identifying and Selecting Markets: Consumer Markets and Buying Behavior; Business Markets and Buying Behavior; Market Segmentation, Targeting and Positioning; Concept of Marketing Mix; Marketing Research and Market Information | |
| Module 2 | Product strategy | | 1 |

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| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Develop an understanding of product strategy and its role in meeting customer needs and organizational goals ▪ Understand the stages of the product life cycle and how they influence marketing strategies. ▪ Explain the new-product development process, ▪ Analyze different pricing strategies and their implications for profitability and market positioning. | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Designing Value: Setting Product Strategy; Designing and Managing Services ▪ New-Product Development and Product Life-Cycle Strategies ▪ Pricing Considerations and Strategies. | |
| Module 3 | Delivering and Communicating Value | | 1 |
| | <p>LOs:</p> <ul style="list-style-type: none"> ▪ Explain the role of marketing channels in delivering products to customers and the challenges involved in managing them effectively ▪ Understand the concepts of Integrated Marketing Communications | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Delivering Value: Designing and Managing Integrated Marketing Channels; Managing Retailing, Wholesaling, and Logistics. ▪ Communicating Value: Designing and Managing Integrated Marketing Communications; Advertising, Sales Promotion, and Public Relations; Personal Selling and Direct Marketing. | |
| Module 4 | Managing the Marketing Effort | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand the various aspects of managing marketing efforts ▪ Develop skills in strategic marketing planning and understand the process of implementing marketing strategies | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Managing the Marketing Effort ▪ Strategic Marketing Planning ▪ Marketing Implementation and Evaluation ▪ Competitive Dynamics. | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> ▪ Marketing Plan Development: Develop a comprehensive marketing plan for an existing or new product/service, incorporating elements like market research, competitive analysis, target audience identification, marketing mix strategies (4Ps), budget allocation, and evaluation metrics. | | |

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| | <ul style="list-style-type: none"> ▪ Integrated Marketing Campaign Proposal: Propose and design an integrated marketing campaign for a specific brand or product, considering various marketing channels (e.g., digital marketing, social media, public relations, influencer marketing) and ensuring campaign objectives are aligned with the overall marketing strategy. ▪ Case Study Analysis: Analyze a complex marketing case study, identifying key marketing problems, applying relevant marketing theories and frameworks, and proposing solutions with justifications. ▪ Marketing Research Project: Conduct a primary or secondary research project on a specific topic in marketing, such as consumer behavior trends, effectiveness of marketing campaigns, or emerging marketing technologies. Present findings and recommendations in a written report or presentation. ▪ Marketing Audit: Conduct a comprehensive marketing audit for a chosen company, evaluating its current marketing strategies, identifying strengths and weaknesses, and recommending improvements for future success. ▪ MCQ Quizzes using Moodle class/ Kahoot/ Google forms | |
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| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|--|--|----------|
| | Semester II | | |
| PG 2.2 | Human Resource Management Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ Describe, analyse and evaluate the people, cultural, organizational aspects in the current business's scenario ▪ Acquire the knowledge and relevant skills like communication, interpersonal relationship, soft skills, leadership skills to manage workforce in the organizations ▪ Build the ethical and business centric attitude for supporting the corporate level strategies of the business to manage entry, development and exit of employees | | |
| Module 1 | Introduction to HRM and Human resource planning | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Understand the role of human resource management, concepts and theories ▪ appreciates how HRM contributes to organizational strategy and planning ▪ Develop the skills to analyze a firm's HRM system and evaluate its strengths and weaknesses and propose changes to improve. ▪ Understand the meaning, objectives and importance of Human resource planning (HRP) ▪ Describe the process of HRP and its uses in handling various organizational situations. ▪ Define the job analysis and job design and explain its uses, process and methods ▪ Differentiate between Job description and job specification | Module Contents: <ul style="list-style-type: none"> ▪ Human resource management – Definition, importance, process, scope, HR policies, HR as a factor of competitive advantage, Role of HR Managers ▪ Manpower planning, Downsizing & outplacement, Job analysis and Design | |

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| Module 2 | Employee entry, growth | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define recruitment, its sources and influencing factors ▪ Describe the various methods of recruitment and its suitability to organizations ▪ Understand purpose and process of selection ▪ Differentiate between various tests useful in selection process ▪ Explain how managers can improve the selection decision ▪ List the ways in which selection can be made more effective ▪ Define the process of placement and explain the steps in induction programme. ▪ Explain the performance appraisal methods and its usefulness ▪ Identify the process and importance of job evaluation ▪ Differentiate between career planning and carrier development | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Recruitment, Selection, Orientation and placement ▪ Performance appraisal, job evaluation, Appraisal-methods, Designing effective PMS, Career planning and Development |
| Module 3 | Compensation management and motivating employees | 1 |
| | <p>LOs:</p> <ul style="list-style-type: none"> ▪ Explain the objectives of compensation planning and components of pay structure ▪ Understand factors influencing compensation ▪ Describe the wage policy and regulations in India ▪ Differentiate between employee and executive | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Compensation Management-, employee and executive remuneration, incentives, bonus, ESOPs, Fringe Benefits ▪ Motivating employees- Motivation Theories and application, motivational strategies-incentive schemes, rewards, job rotation, enlargement, enrichment, empowerment, QWL, Job |

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| | <p>remuneration and the issues related</p> <ul style="list-style-type: none"> ▪ Explain the incentives and other benefits paid to employees ▪ Identify various motivational strategies adopted by the organizations to improve productivity and job satisfaction ▪ Describe the motivational strategies applied by organizations and its impact on employee morale and satisfaction ▪ Summarize the conclusions of various motivation theories used for motivating employees | <p>satisfaction, morale, Participative management</p> | |
| Module 4 | Employee training and Labor Relations | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand Meaning, scope, importance, process, methods of Employee Training ▪ Describe the uses of various training techniques for improving organizational performance ▪ Differentiate between Skill training and Management development ▪ Analyze various methods of training evaluation ▪ Understand the concept, objectives, significance of sound industrial relations ▪ Differentiate between preventive methods and settlement methods used in industrial disputes ▪ Describe the ethical issues and latest trends in human resources Management | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Employee Training- Meaning, scope, importance, process, methods. Skill training, Management development, training evaluation ▪ Overview of Industrial Relations and Labor Laws. Ethical issues in human resources Management, Latest trends in HRM | |
| Assignments/ Activities towards CCE | | | |

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| | <ul style="list-style-type: none"> • Collection of appropriate documents for different types performance appraisal methods used in organizations • Comprehensive Job Analysis(Use the format given in the class) Method to Use: Interview – cannot be yourself, find a friend or Job holder/worker who would be willing to sit down and talk about their job. Do not use organizational materials that have been created already. • Group Discussion on Human resources upcoming trends • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Presentation on HRM topics • Role play- Interview techniques • Conducting recruitment to selection process (forming in a group a company and report making of entire process) | |
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DeCenzo, D.A., Robbins, S.P., Fundamentals of Human Resource Management, Wiley India Edition, 2018

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| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|--|--|----------|
| | Semester II | | |
| PG 2.3 | Operations Management Major (Core) Theory | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ analyse the importance of Operations Management and how it can provide a competitive advantage in the marketplace ▪ experiment with the knowledge of the issues related to designing and managing Operations and the techniques to do so ▪ acquire a comprehensive understanding of operations management concepts, techniques, and strategies, enabling them to effectively manage resources and optimize processes in various organizational settings. | | |
| Module 1 | Introduction to Operations Management | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Recognize the significance of Operations Management in achieving business goals, improving processes, and enhancing customer satisfaction ▪ Understand the key characteristics of transformation processes in various types of organizations and their implications for operations management ▪ Identify and describe different types of manufacturing systems ▪ Explain the factors that influence plant location choices and understand the steps involved in choosing a suitable plant location and the application of location models. | Module Contents: <ul style="list-style-type: none"> ▪ Nature and Scope of Production and Operations Management; The production function– interface with other functional areas like marketing, finance, personnel, materials, service and business sectors. Difference between Manufacturing and service operations. ▪ Transformation Processes for manufacturing, service & hybrid organizations. ▪ Types of Manufacturing Systems and their impact. ▪ Plant Location: Importance of plant location & the location factors, Steps in choosing a plant location, Location Models and its applications | |
| Module 2 | Plant layout and Materials handling | | 1 |

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| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Differentiate between functional, line, static, and cellular layouts and understand their applications in various industries. ▪ Explain the objectives, principles and types of materials handling in operations management. | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Plant layout: objectives of a good layout, principles of layout, factors influencing layouts, types of layouts – functional, line, static and cellular layouts. ▪ Materials handling – objectives, principles and methods of efficient handling, Introduction to material handling equipment. | |
| Module 3 | Production planning and control | | 1 |
| | <p>LOs:</p> <ul style="list-style-type: none"> ▪ Describe the role of PPC in coordinating and optimizing production processes. ▪ Explain the functions and elements of PPC ▪ Analyse the Resource Requirement Planning Systems | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Production planning and control(PPC):Concept, Objectives of PPC; Role of PPC in Operations Management; Functions/Elements of PPC in detail, PPC in different Manufacturing Systems, Advantages & limitations of PPC function. ▪ Resource Requirement Planning Systems: Introduction to MRP-I, MRP-II, ERP & SAP; Aggregate Planning and Master Production Schedule; MRP system structure; Performing the MRP Calculations (Logic of the MRP computer Program). | |
| Module 4 | Reliability and Emerging trends | | 1 |
| | <p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Differentiate between breakdown maintenance and preventive maintenance and understand their importance ▪ Explore emerging trends in operations management. | <p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Reliability, maintenance and plant services – objectives, types of maintenance – breakdown and preventive maintenance, safety. ▪ Emerging trends – Just – in time manufacturing, robotics, Supply chain Management. | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> ▪ Case Studies: Analyze real-world business scenarios using production and operations management (POM) concepts. Students can identify problems, apply relevant theories, and propose solutions with justifications. (Case studies can be adapted from business journals, news articles, or textbooks.) | | |

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| | <ul style="list-style-type: none">▪ Problem-solving exercises: Apply theoretical frameworks to solve quantitative problems related to operations management▪ Field visit: Students visit to factories or production facilities to observe firsthand how operations management principles are implemented in practice and make a presentation and report based on it.▪ MCQ Quizzes using Moodle class/ Kahoot/ Google forms | |
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Krajewsk J. Lee, Larry P. Ritzman, Manoj K. Malhotra, Operations Management, Pearson Education, 12th edition, 2020.

William J Stevenson, Operations Management, McGraw Hill Education, India, 13th edition, 2023

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|--|---|---|----------|
| | Semester II | | |
| PG 2.4 | Legal and Business Environment Major (Core) Theory | | 2 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ Understand legal matters related to business ▪ Apply various legal concepts in legal matters that they will confront in the corporate and business environment | | |
| Module 1 | Commercial Law | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> • Understand the basic laws related to business and trade | Module Contents: <ul style="list-style-type: none"> • Indian Contract Act • Sale of Goods Act • Negotiable Instruments Act | |
| Module 2 | Competition Law and Company Law | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> • Understand the Competition laws related to business and trade • Understand the legal requirements as per Company Law | Module Contents: <ul style="list-style-type: none"> • Competition Law: Anti-competitive agreements; abuse of dominance; and anti-competitive mergers • Overview of Company Law: Features of companies; types of companies; formation of companies, dividends, debentures, directors and meetings | |
| Assignments/ Activities towards CCE | | | |
| | • No Internal Assessment | | |

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Bare Acts

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Tulsian, P.C. (2018). Business Law. Tata McGraw Hill.

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| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-----------------|---|---|----------|
| | Semester I | | |
| PG 2.5 | Sales and Distribution Management Major (Elective) | | 4 |
| | Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ understand the various facets of the job of a sales manager ▪ develop understanding of the decision-making aspects and implementation of decisions in sales and distribution management ▪ develop a comprehensive understanding of sales and distribution management concepts, strategies, and ethical considerations, enabling them to effectively manage sales teams, distribution channels, and customer relationships in various business contexts. | | |
| Module 1 | Introduction to Sales Management | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Define sales management and understand its significance and scope in achieving organizational sales objectives. ▪ Describe various theories of personal selling and their implications for sales strategies and customer interactions. | Module Contents: <ul style="list-style-type: none"> ▪ Introduction to Sales Management, Nature and scope of sales management, personal selling objectives, Types of sales management positions. ▪ Theories of personal selling, personal selling strategies, sales forecasting and budgeting decisions, emerging trends in selling. | |
| Module 2 | Sales Force Management | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Understand the process of Sales Force Management ▪ Explain the personal selling process and its emphasis on building long-term customer relationships. ▪ Understand the importance of designing effective sales territories | Module Contents: <ul style="list-style-type: none"> ▪ Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the Sales force, controlling the Sales force ▪ Personal Selling Process, Sales Territories & Quotas: Selling process, relationship selling. ▪ Designing Sales Territories, sales quotas and sales organisation structures. ▪ Strategic Sales Management ▪ Sales Analytics | |

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| Module 3 | Distribution Management | | 1 |
| | LOs: <ul style="list-style-type: none"> ▪ Explain the need and scope of distribution management in the context of marketing. ▪ Identify marketing channels strategies and understand the levels of distribution channels ▪ Understand the importance of channel management in ensuring collaboration and efficient flow of products. | Module Contents: <ul style="list-style-type: none"> ▪ Distribution Management: Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling ▪ Designing channel systems, channel management ▪ Channel Migration and Emergent Channels ▪ Power and Conflict in Channel Management | |
| Module 4 | Logistics and supply chain management | | 1 |
| | LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Define logistics and supply chain management and their roles in ensuring efficient distribution and customer satisfaction. ▪ Recognize the unique challenges and opportunities in sales and distribution management in rural markets. ▪ Identify and evaluate ethical issues that may arise in sales and distribution management and understand their impact on business practices and customer relationships. | Module Contents: <ul style="list-style-type: none"> ▪ Logistics and supply chain management: Definition & scope of logistics, Components of logistics, inventory & warehouse management ▪ Transportation, channel information systems, distribution management in international markets ▪ Sales and Distribution management issues involved in rural markets ▪ Ethical issues involved in Sales and Distribution Management | |
| Assignments/ Activities towards CCE | | | |
| | <ul style="list-style-type: none"> ▪ Case Study Analysis: Analyze a real-world sales and distribution case study, identifying the key challenges and opportunities. Apply relevant concepts and frameworks to recommend solutions and strategic decisions for improving sales performance. ▪ Sales Pitch Presentation: Develop and deliver a persuasive sales pitch for a specific product or service to a simulated customer or target audience. Evaluate the effectiveness of the presentation based on clarity, persuasiveness, knowledge of product benefits, and customer engagement. ▪ Sales Territory Analysis: Analyze a designated sales territory, identifying key demographics, customer profiles, competitor activities, and potential sales opportunities. Develop a territory management plan with sales goals, strategies, and action steps. | | |

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| | <ul style="list-style-type: none">▪ Sales Channel Analysis: Research and analyze different sales channels (e.g., direct sales, online sales, retail distribution) relevant to a chosen product or industry. Evaluate the strengths and weaknesses of each channel and recommend the most appropriate channel mix for achieving sales goals.▪ MCQ Quizzes using Moodle class/ Kahoot/ Google forms | |
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Chopra, S. Meindl, P., & Kalra, D., Supply Chain Management: Strategy, Planning, and Operation (5thed). New Delhi: Pearson, 2013

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Rathee, R., & Rajain, P. Sales & Distribution Management (2nded.). New Delhi: Prentice Hall India. 2020

Course: PG2.6
Course Title: Summer Internship
4 Credits, 100 marks

The summer project is expected to provide the student with a firsthand experience of working in an organization and understand the various business functions practically by observation and participation wherever feasible.

Internships are an important and integral part of the MBA Programme, where students intern with a chosen organization for 8 weeks after their second semester for their Internship.

The internship programme helps a student gain first-hand experience in a particular industry and gain through practical experience, a sound appreciation and understanding of the theoretical principles learnt in the first year of their MBA Programme. It also helps them in being more receptive to market needs.

The Internships also has an academic component: student interns prepare a report on the assignment and present it to the organization. They are also required to share their learning with the Institute before they register for the second year. The requirement of making a formal presentation about the project to the company and to the Institute ensures that sufficient rigour and discipline are brought in to this exercise.

| SN | Courses, Modules and Outcomes | Course Contents | Cr |
|-------------------|---|---|----------|
| | Semester II | | |
| PG 2.6 | Internship OJT | | 4 |
| | <p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Learners will be able to: • Familiarise the organisational structure of a company or any organisation • Familiarise the flow of work in a company • Practice the knowledge gained while working in companies • Develop the soft skills • Develop managerial and professional skills • Develop entrepreneurial skills | | |
| | <p>LOs: Learners will be able to</p> <p>Apply managerial and professional skills Work in companies or any other organisational set up Analyse working of companies and organisations</p> | <ul style="list-style-type: none"> • Student will take internship in any company, organisation, bank, financial institution, Chartered Accounting Firm, etc. • Student are expected to do following tasks during the internship <ul style="list-style-type: none"> – Know about the company and its history – Study the Organisation structure of the Company – Complete the work assigned by the company mentor – Maintain Daily Diary mentioning the work done – Report Writing | |

