



SNDT Women's University, Mumbai

**Master of Business Administration – Marketing
Management**

(MBA-Marketing Management)

as per NEP-2020

Syllabus

(2023-25)

Programme	Master of Business Administration – Marketing Management (MBA-Marketing Management)
Preamble	<ul style="list-style-type: none"> ▪ The name of the programme shall be Masters of Business Administration (Marketing Management), or MBA (Marketing Management) ▪ The programme will be of 88 credits, i.e., 22 credits per semester for four semesters. ▪ 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.
Programme Outcomes (POs)	<p>After completing this programme, Learner will:</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 business problems and meet evolving customer demands. ▪ embrace continuous learning, staying updated with evolving marketing trends, and adapting their skills to effectively respond to dynamic business environments. ▪ be able to 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	Type of Course	Credits	Marks	Int	Ext
	Semester III					
PG 3.1	Digital and Social Media Marketing	Major (Core) Theory	4	100	50	50
PG 3.2	Services Marketing	Major (Core) Theory	4	100	50	50
PG 3.3	Managing BOP Markets and Brands	Major (Core) Theory	4	100	50	50
PG 3.4	Business Ethics and Corporate Governance	Major (Core) Theory	2	50	0	50
PG 3.5.1	Integrated Marketing Communication	Major (Elective) Theory				
PG 3.5.2	Sustainability, Sustainable Marketing and Advanced Marketing Strategies	Major (Elective) Theory	4	100	50	50
PG 3.6	Research Project	RP	4	100	50	50
			22	550	250	300
	Semester IV					
PG 4.1	Corporate Strategy	Major (Core) Theory	4	100	50	50
PG 4.2	Consumer Behaviour & Advanced Marketing Research	Major (Core) Theory	4	100	50	50
PG 4.3	International Marketing	Major (Core) Theory	4	100	50	50
PG 4.4.1	B2B Marketing	Major (Elective) Theory				
PG 4.4.2	Marketing in the Age of AI	Major (Elective) Theory	4	100	50	50
PG 4.5	Research Project	RP	6	150	100	50
			22	550	300	250

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester III		
PG 3.1	Digital and Social Media Marketing Major (Core) Theory		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ develop a digital marketing plan ▪ develop marketing strategies in light of changing consumer media preferences. ▪ understand social media mix and evaluating success of digital marketing campaigns 		
Module 1	Digital marketing landscape		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand the historical development of digital marketing channels and tactics. ▪ Identify key factors that have driven the growth of online consumer communities. ▪ Describe the various digital marketing channels and their functionalities. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Evolution of digital marketing-The digital consumer & communities online ▪ Digital marketing landscape, Search Engine Marketing-PPC and Online Advertising; Building a campaign using Google AdWords - define target audience, allocating budget, analysing the response and optimizing the campaign. 	
Module 2	Customer engagement		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • define customer engagement and its importance in digital marketing. • identify various customer engagement strategies, such as social media engagement, loyalty programs, and personalized content. • explain the role of email marketing in digital marketing strategy. • create targeted email campaigns to nurture leads and drive conversions. • Learners will be able to integrate CRM data with digital marketing campaigns to enhance CX. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Customer engagement; Affiliate marketing & strategic partnerships • Email marketing-Content strategies • CRM & CX in digital marketing. Mobile Marketing 	

Module 3	The Social Media Mix	1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ identify the major social media platforms and their target audiences. ▪ develop a social media mix strategy that leverages the appropriate platforms to reach target audiences effectively. ▪ explain the concept of social bookmarking and its role in content sharing. ▪ develop content strategies tailored to each platform 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ The Social Media Mix; Plotting Your Social Media Marketing Strategy ▪ Social Bookmarks and Social News; Blogs, Podcasts, and Vlogs, ▪ Twitter, Facebook, LinkedIn, ▪ Other Social Media Marketing Sites.
Module 4	Measuring the Results	1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • define social listening and its importance in social media marketing. • identify key tools and techniques for social listening • identify key performance indicators (KPIs) for social media marketing 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Social listening; Integrating Digital and Social.-Media Strategies; ▪ Measuring the Results ▪ Web analytics ▪ Social media analytics.
Assignments/ Activities towards CCE		
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 	

Bibliography:

(I) Books:

Chaffey, D. (2023). Digital Marketing: Strategy, Implementation and Practice (8th ed.). New Delhi: Pearson Education.

Lee, N., & Kotler, P. (2021). Social Marketing: Influencing Behaviors for Good (6th ed.). Sage Publications.

Verhoef, P. C., Kannan, P. K., & Bucklin, R. E. (2020). Digital Marketing: An Integrated Approach (3rd ed.). Routledge.

Andreasen, A. L. (2019). Social Marketing in a Digital World: The Essential Guide to Behavior Change Communication (2nd ed.). Routledge.

Kaplan, A., & Haenlein, M. (2022). *Social Media Marketing: The Next Generation* (8th ed.). Routledge.

Duncan, T. (2021). *The Drucker Formula for Marketing Leadership: A Practical Guide to Planning, Budgeting, and Measuring Success* (2nd ed.). John Wiley & Sons.

Solomon, M., & Theodora Ruth, B. (2023). *Social Media Marketing* (10th ed.). Pearson Education.

Wood, M. (2020). *Essential Guide to Marketing Planning* (7th ed.). Pearson Education.

(II) Journals:

Journal of Digital & Social Marketing

Journal of Interactive Marketing

International Journal of Research in Marketing

Marketing Science

Journal of Marketing

(III) Websites:

Social Media Today. <https://www.socialmediatoday.com/>

Search Engine Land. <https://searchengineland.com/>

Content Marketing Institute. <https://contentmarketinginstitute.com/>

Harvard Business Review. <https://hbr.org/>

(IV) MOOCs:

University of Illinois at Urbana-Champaign. Digital Marketing Specialization [Online course]. Coursera. <https://www.coursera.org/specializations/digital-marketing>

Swayam. Digital Marketing. https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester III		
PG 3.2	Services Marketing Major (Core) Theory		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ understand the relevance of services sector in Indian economy ▪ differentiate between Services and Physical goods ▪ analyse the marketing challenges posed by services in comparison to physical goods ▪ evaluate the strategies adopted by service organisations in marketing services ▪ design strategies for marketing services. 		
Module 1	Introduction		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define services and explain their importance in the economy. ▪ Explain why studying services is important. ▪ Discuss the role of the service sector in the economy and its contribution to GDP. ▪ Distinguish between services and goods and understand the marketing implications of these differences. ▪ Explain the services marketing mix and its elements. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ What are Services? ; Why Study Services?; Role of service sector in the economy & its contribution to GDP; Distinctions between Services and Goods & its marketing implications; ▪ Services Marketing Mix ▪ Customer Behaviour in Service Encounter: ▪ Categories of services(People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing) and marketing strategies for each one of them; ▪ Customer Decision Making for services 	
Module 2	Services: Marketing Mix		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define core and supplementary elements of a service product. ▪ Discuss the role of non-monetary costs in service pricing. ▪ Analyze different pricing strategies for services. ▪ Explain the concept of revenue management in service industries. ▪ Describe various service distribution channels. ▪ Develop an integrated marketing communication strategy for a service. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Product: Core and Supplementary Elements, Branding Services; ▪ Pricing: Role of Non-monetary Costs, Pricing Strategy and Revenue Management; ▪ Place: Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies; ▪ Promotion: Integrated Services Marketing Communication 	
Module 3	Expanded Marketing Mix		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Explain the critical role employees play in service delivery. ▪ Develop a service blueprint to map a service process. ▪ Analyze and redesign service processes for improved efficiency and customer satisfaction. ▪ Design service environments that enhance customer perception and satisfaction. ▪ Explain the importance of CRM in service businesses. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ People: Employees' Role in Service Delivery; ▪ Process: Service Blueprinting, Service Process Redesign; ▪ Physical Evidence: Servicescape, Service Environments Customer Relationship Management (CRM) 	
Module 4	Service Quality, Managing Capacity and Demand		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Identify the gaps in service delivery using the Gaps Model. ▪ Apply service quality measurement tools like SERVQUAL and SERVPERF. ▪ Develop strategies to improve service quality. ▪ Analyze capacity and demand patterns in service businesses. ▪ Develop strategies to match capacity with demand fluctuations. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Gaps Model; Measuring Service Quality (SERQUAL & SERVPERF). Service Recovery ▪ Understanding Capacity & Demand Patterns in services, Strategies for Matching Capacity and Demands. Service Leadership ▪ Marketing of services in rural areas; ▪ Ethical issues involved in Services Marketing 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. Students can identify problems, apply relevant theories, and propose solutions with justifications. (Case studies can be adapted from business 		

	<p>journals, news articles, or textbooks.)</p> <ul style="list-style-type: none"> • Problem-solving exercises: Apply theoretical frameworks • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 	
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Bibliography:

(I) Books:

Douglas, H. (2023). *Services Marketing* (9th ed.). New Delhi: Cengage Learning.

Fitzsimmons, J. A., & Fitzsimmons, M. J. (2021). *Service Management: Operations, Strategy, Information Technology* (10th ed.). New Delhi: McGraw Hill.

Lovelock, C., Wirtz, J., & Chatterjee, J. (2020). *Services Marketing: People, Technology, Strategy* (9th ed.). New Delhi: Pearson Education.

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Rao, K. *Services Marketing: People, Technology, Strategy* (2nded.). New Delhi: Pearson Education. 2012.

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Zeithaml, V. A., Bitner, M.J., Gremler, D.D., & Pandit, A. *Services Marketing: Integrating Customer Focus across the Firm* (5thed.). New Delhi: McGraw Hill. 2011.

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Berry, L. L., Bendapudi, N., & Carnes, G. M. (2017). *Delivering Service Excellence: Transforming Customer Experience in the Age of Disruption* (2nd ed.). Routledge.

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(II) Journals:

Journal of Services Marketing. Bingley, United Kingdom: Emerald Group Publishing, Limited

Journal of Services Research. Gurgaon, India: Institute for International Management and Technology

Services Marketing Quarterly. Bingley, United Kingdom: Emerald Group Publishing, Limited

(III) Websites:

American Marketing Association (AMA) Services Marketing Section.
<https://www.ama.org/topics/service-marketing/>

Harvard Business Review. <https://hbr.org/>

(IV) MOOCs:

Swayam. *Services Marketing*. https://onlinecourses.swayam2.ac.in/imb21_mg51/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester III		
PG 3.3	Managing BOP Markets and Brands		4
	Major (Core) Theory Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ develop a comprehensive understanding of the multifaceted role of business in achieving positive social change through the BOP. ▪ identify and compare effective strategies for reaching and engaging BOP consumers ▪ understand various issues involved in developing and managing products and brands ▪ identify brand values for brand positioning, brand elements for building brand equity and elements for measuring brand performance ▪ evaluate strategies adopted by marketers for growing and sustaining brands over time 		
Module 1	The BOP Market		1
	LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Explain the unique needs and purchasing behaviors of BOP consumers. ▪ Analyze the market potential of the BOP segment and its economic significance. ▪ Identify barriers to market access for BOP consumers 	Module Contents: <ul style="list-style-type: none"> ▪ Understanding Poverty and the Base of the Pyramid; ▪ The Nature of the BOP Market; ▪ The Market Development Imperative; ▪ Philosophy for Developing Products and Services for the BOP 	
Module 2	Reaching the BOP Market		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Develop a comprehensive understanding of the multifaceted role of business in achieving positive social change through the BOP • Critically analyze case studies of successful global and Indian marketing campaigns targeting the BOP. 	Module Contents: <ul style="list-style-type: none"> ▪ Principles of Innovation for BOP Markets; Engaging the BOP; Local Growth Opportunities ▪ Local Innovations and Global Opportunity; BOP Solutions for Developed Markets; Development as Social Transformation ▪ Analysis of Innovative Global and Indian marketing practices at the bottom of the pyramid. 	
Module 3	Product & Brand Management		1
	LOs: <ul style="list-style-type: none"> ▪ develop a product strategy 	Module Contents: <ul style="list-style-type: none"> ▪ Product life cycle; New product development process, 	

	<ul style="list-style-type: none"> ▪ develop strategies for managing product growth ▪ define brand positioning and its importance in building a strong brand identity. ▪ develop creative marketing campaigns 	<p>commercialization, managing Growth, Managing the mature Product</p> <ul style="list-style-type: none"> ▪ Identifying and Establishing Brand Positioning and Values; ▪ Designing Marketing Programs to Build Brand Equity ▪ Choosing Brand Elements to Build Brand Equity 	
Module 4	Measuring, Growing and Sustaining Brand Equity		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • define brand equity and its key components • identify key metrics for measuring brand outcomes • develop comprehensive branding strategies • analyze the ethical implications of branding decisions 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Brand Equity Measurement ▪ Designing and Implementing Branding Strategies; Launching Brand Extensions Products, Managing brands overtime and Geographic boundaries ▪ Sustainable brand practices ▪ Strategies adopted by marketers for rural markets. ▪ Ethical issues involved in Product and Brand Management 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 		

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(I) Books:

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Rangaswami, A., Chaudhuri, A., & Sivakumar, R. (2017). Branding and Unbranding: Innovation for Differentiation (2nd ed.). SAGE Publications India.

Feldman, J. M. (2013). Strategic Brand Management: Building, Evaluating, and Sustaining Brand Equity (3rd ed.). Pearson Education Limited.

(II) Journals:

Journal of Brand Management. Basingstoke, United Kingdom: Palgrave Macmillan

The Journal of Product and Brand Management. Bingley, United Kingdom: Emerald Group Publishing, Limited

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India Brand Equity Foundation: www.ibef.org

Prahalad Foundation: The Next 4 Billion <https://www.wri.org/research/next-4-billion>

Acumen: Ending Poverty with Capitalism <https://acumen.org/>

Next Billion: Business for Impact Retrieved from <https://nextbillion.net/>

(IV) MOOC:

Swayam. Brand Management. https://onlinecourses.swayam2.ac.in/imb19_mg04/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester III		
PG 3.4	Business Ethics and Corporate Governance Major (Core) Theory		2
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ understand the value and significance of doing business ethically, ethical issues and dilemmas and their influence on decision making in business activities ▪ appreciate the significance of corporate governance from local and global perspective, doing business ethically, ethical issues and dilemmas and their influence on corporate decision making ▪ identify the need and importance for an organization to be a corporate citizen and the impact of CSR, and sustainability on corporate sector ▪ gain insight into the present day leadership imperatives and leadership challenges in the global scenario, and the role of women leaders 		
Module 1	Ethics and Business ethics		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Explain the concept of ethics and its role in business. ▪ Analyze the ethical implications of environmental issues in business practices. ▪ Evaluate ethical considerations within the workplace environment. ▪ Apply ethical principles to marketing practices and consumer protection. ▪ Define and manage professional ethics within a business context. ▪ Recognize and address conflicts of interest in business situations. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Ethics and Business ethics: What is ethics? Nature and objectives of ethics-, ethics and morality, ethics and religion, ethics and law, ethics and values. The 3 C's of business ethics: compliance, contribution and consequences. Factors causing unethical behaviour. ▪ Environmental issues in Business Ethics. Workplace Ethics. Ethics in Marketing and Consumer Protection. Ethics in Accounting and Finance. Ethics in HR practices. Ethics in the board room. Professional ethics. Ethics and conflict of interest. 	
Module 2	Corporate Governance		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explain the historical development of corporate governance principles and practices. • Analyze the role of regulations and governance frameworks in shaping corporate behavior. • Analyze the impact of governance ratings on corporate reputation and performance. • Analyze the significance of corporate social responsibility (CSR) within governance frameworks. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Evolution of corporate governance-Governance practices and regulation-Structure and development of boards-Role of capital market and government-Governance ratings-Future of governance- innovative practices- Transparency and disclosures; Some important Reports on Corporate Governance - Case studies with lessons learnt 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 		

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(I) Books

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(II) Journals

Business Ethics Quarterly

Business Strategy & the Environment

Ethical Corporation

The Journal of Corporate Citizenship

Journal of Management & Governance

Corporate Social-Responsibility and Environmental Management

CSRwire

(III) Websites

<https://www.globalreporting.org/Pages/default.aspx>

<http://database.globalreporting.org/search/>

<http://www.csrwire.com/>

<http://www.oecd.org/corporate/>

<https://aflcio.org/what-unions-do/social-economic-justice/corporate-accountability>

<http://www.theacsi.org/>

(IV) MOOC:

Swayam. Business Ethics. https://onlinecourses.swayam2.ac.in/cec19_mg24/preview

Swayam. Corporate Social Responsibility. https://onlinecourses.nptel.ac.in/noc21_mg54/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester III		
PG 3.5	Integrated Marketing Communication Major (Core) Theory		4
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ understand the role of Advertising Agencies and other marketing organizations in designing an IMC campaign ▪ appreciate the role of Integrated Marketing Communication (IMC) in the overall marketing program of a firm ▪ analyse the various communication process models ▪ develop a marketing communication mix ▪ measure the effectiveness of an IMC program. 		
Module 1	Introduction		1
	LOs: Learners will be able to <ul style="list-style-type: none"> ▪ explain the role of advertising within the marketing mix ▪ identify and explain the key tools used in IMC ▪ develop strategies for integrating various IMC tools 	Module Contents: <ul style="list-style-type: none"> ▪ Advertising and marketing mix; Purpose of advertising; Meaning and Role of IMC in Marketing process; one voice communication v/s IMC; Introduction to IMC tools; Role of Advertising Agencies and other marketing organizations providing marketing services. Enhancing brand equity through IMC 	
Module 2	Understanding communication process		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • identify the key elements of the communication process • differentiate between various communication response hierarchy models 	Module Contents: <ul style="list-style-type: none"> ▪ Source, Message, and Channel factors; ▪ Communication process model; Communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation Adoption model, Information Processing Model ▪ Consumer Involvement - The Elaboration Likelihood (ELM) Model; Foote, Cone and Belding (FCB) Model. 	
Module 3	Planning for Marketing Communication		1
	LOs: Learners will be able to <ul style="list-style-type: none"> ▪ define the importance of setting clear and 	Module Contents: <ul style="list-style-type: none"> ▪ Setting communication objectives; DAGMAR approach for setting ad objectives; 	

	<p>measurable communication objectives for advertising campaigns.</p> <ul style="list-style-type: none"> ▪ explain the concept of marginal analysis and its application in determining advertising budgets. ▪ develop strategies for selecting the most appropriate media channels 	<ul style="list-style-type: none"> ▪ Budgeting - Factors influencing budget; Theoretical approach to budgeting viz, Marginal analysis and Sales response curve; Methods to determine budget. ▪ Types of advertising appeals; Media planning and selection decisions – steps involved and information needed for media planning. 	
Module 4	Developing IMC and Measuring Effectiveness		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • explain the role of sales promotions in the marketing mix and identify different sales promotion tools • analyze the importance of creative strategies • Learners will be able to identify and apply various metrics to measure the effectiveness of IMC campaigns 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ IMC tools: Sales Promotion; Consumer & Trade Promotion tools; Push & Pull strategy; Public Relations & Publicity; Direct Marketing; Internet Marketing. Execution - Creative strategies in advertising, sales promotion, publicity, event sponsorships. ▪ Meaning and importance of measuring communication effectiveness, Measuring the effectiveness of IMC. Advertising by marketers in rural areas. ▪ Ethical aspects of advertising and promotion. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 		

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Journal of Advertising Research. New York, USA: Advertising Research Foundation

Journal of Advertising. Oxfordshire, United Kingdom: Taylor & Francis Ltd.

(III) Websites:

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(IV) MOOC:

Swayam. Integrated Marketing Communication.
https://onlinecourses.nptel.ac.in/noc22_mg38/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester I or II		
PG 3.5.2	Sustainability, Sustainable Marketing and Advanced Marketing Strategies		4
	<p>Major (Core) Theory</p> <p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ Understand sustainability and analyze the impact of business activities on the environment and society. ▪ Understand the relevance of UN Sustainable Development Goals (SDGs) ▪ Analyze the green marketing mix strategies and develop marketing strategies ▪ understand customer Relationships in the Digital Age ▪ Understand the role of Augmented Reality (AR) and Virtual Reality (VR) in Marketing 		
Module 1	Sustainability		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define sustainability and its core principles - environmental, social, and economic considerations. ▪ Analyze the impact of business activities on the environment and society. ▪ Understand the relevance of UN Sustainable Development Goals (SDGs) 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Defining Sustainability: Exploring the environmental, social, and economic dimensions of sustainability. ▪ Understanding Key Environmental Challenges: Climate change, resource depletion, pollution, and biodiversity loss. ▪ Social Sustainability and Business Practices ▪ UN Sustainable Development Goals (SDGs) 	
Module 2	Sustainable Marketing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Analyze the green marketing mix strategies: product design for sustainability, eco-labeling, green pricing, promotions, and green distribution. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Green marketing mix strategies: Product design for sustainability, eco-labeling, green pricing, promotions, and green distribution. 	

	<ul style="list-style-type: none"> • Create green advertising campaigns. • Develop consumer education initiatives that raise awareness about environmental issues and promote sustainable choices. 	<ul style="list-style-type: none"> • Sustainable product development: Life cycle assessment, sustainable packaging, and product stewardship. • The communication of Green Marketing: Green advertising, consumer education. 	
Module 3	Customer Relationships in the Digital Age		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Identify and map key customer touchpoints across online and offline channels throughout the customer journey. ▪ Define customer experience (CX) and its importance in today's marketing landscape. ▪ Explain the key elements of successful CX management strategies. ▪ Analyze the benefits and challenges of omnichannel marketing strategies. ▪ Explain the role of CRM systems in managing customer data and interactions. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Understanding Customer Touch points: Mapping customer interactions across online and offline channels. ▪ The Rise of Customer Experience (CX) Management: Creating positive and memorable interactions throughout the customer journey. ▪ Omni channel Marketing: Creating a seamless customer experience across all touch points. ▪ Customer Relationship Management (CRM) Systems: Leveraging technology to manage customer data and personalize interactions. 	
Module 4	Augmented Reality (AR) and Virtual Reality (VR) in Marketing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand the concepts of augmented reality (AR) and virtual reality (VR) and their applications in marketing. ▪ Explore the benefits and challenges of integrating AR and VR technologies into marketing strategies. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Overview of Augmented Reality (AR) and Virtual Reality (VR) ▪ Evolution and Trends in AR and VR Technologies ▪ Applications of AR and VR in Marketing ▪ Advantages of Using AR and VR in Marketing Campaigns ▪ Challenges and Limitations of AR and VR Implementation ▪ Case Studies of Successful AR and VR Marketing Campaigns 	
Assignments/ Activities towards CCE			

	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. Students can identify problems, apply relevant theories, and propose solutions with justifications. (Case studies can be adapted from business journals, news articles, or textbooks.) • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing quantitative problems/caselets/application based questions. 	
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 Journal of Marketing
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Websites:

Green Marketing Institute: <https://greenmarketingacademy.com/>

Sustainable Business Council:

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MOOCs:

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University of Alberta. (2023). The Business of Sustainability [MOOC]. Coursera.

Wharton School of the University of Pennsylvania. (2023). Strategic Marketing for Business Growth [MOOC]. Coursera.

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester III		
PG 3.6	Research Project Entrepreneurship and Sectoral Research Project		4
Module 1	Entrepreneurship Research Project This project will help the students to understand the requirements to start a new small/medium enterprise and augment their entrepreneurial skills in the area of their interest.		2
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Develop a detailed business plan for a new venture ▪ Understand the legal and regulatory requirements for starting and operating a business, including business registration, intellectual property protection, contracts, and compliance with labor laws and industry regulations. ▪ Understand ethical and social responsibility considerations in entrepreneurship, including honesty, integrity, fairness, environmental sustainability, and social impact, to build trust and credibility with stakeholders 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Concept of Entrepreneurship and emergence of entrepreneurial class ▪ Theories of entrepreneurship ▪ Characteristics of entrepreneurial leadership, risk taking, decision taking and business planning. ▪ Analysis of business opportunities, environmental scanning, Sectoral studies, process of generating business ideas, screening and selection ▪ Techno-economic feasibility studies. ▪ Institutional framework for entrepreneurship development in our country. Government policy, agencies supporting entrepreneurship & development, industrial estates, financial incentives, backward area benefits, schemes for the educated unemployed, fiscal incentives, procurement of industrial equipment, marketing support, source of finance : institutional and others. ▪ Entrepreneurial behaviour, techno-economics innovation and entrepreneurship, socio-psychological factors influencing entrepreneurial development. ▪ Development of detailed project report for implementation. 	

Module 2	Sectoral Research Project		2																																										
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> ▪ Acquire and develop interdisciplinary/specialized knowledge of a specialised topic/field 	<p>Module Contents:</p> <ul style="list-style-type: none"> • A list of business research topics covering a wide range of business areas, such as marketing, finance, operations, human resources, and entrepreneurship are given below. • The student should select a topic that interests her and develop a detailed research report for it. <table border="1"> <tr><td>1.</td><td>Big Data in Marketing</td></tr> <tr><td>2.</td><td>Sustainable Marketing</td></tr> <tr><td>3.</td><td>Marketing Analytics</td></tr> <tr><td>4.</td><td>Data Analytics using Qlik/Tableau</td></tr> <tr><td>5.</td><td>Emerging role of AI in Marketing</td></tr> <tr><td>6.</td><td>Emerging role of AI in Fraud Detection</td></tr> <tr><td>7.</td><td>HR Analytics</td></tr> <tr><td>8.</td><td>BPO and KPO</td></tr> <tr><td>9.</td><td>Marketing of Financial Services</td></tr> <tr><td>10.</td><td>Education Management</td></tr> <tr><td>11.</td><td>Food Processing</td></tr> <tr><td>12.</td><td>Health and Wellness Management</td></tr> <tr><td>13.</td><td>Horticulture</td></tr> <tr><td>14.</td><td>Hospitality Management</td></tr> <tr><td>15.</td><td>Insurance</td></tr> <tr><td>16.</td><td>Investment Banking</td></tr> <tr><td>17.</td><td>Logistics and Supply Chain Management</td></tr> <tr><td>18.</td><td>Management of Family Business</td></tr> <tr><td>19.</td><td>Mutual Funds</td></tr> <tr><td>20.</td><td>Pharma Management</td></tr> <tr><td>21.</td><td>Technology Management</td></tr> </table>	1.	Big Data in Marketing	2.	Sustainable Marketing	3.	Marketing Analytics	4.	Data Analytics using Qlik/Tableau	5.	Emerging role of AI in Marketing	6.	Emerging role of AI in Fraud Detection	7.	HR Analytics	8.	BPO and KPO	9.	Marketing of Financial Services	10.	Education Management	11.	Food Processing	12.	Health and Wellness Management	13.	Horticulture	14.	Hospitality Management	15.	Insurance	16.	Investment Banking	17.	Logistics and Supply Chain Management	18.	Management of Family Business	19.	Mutual Funds	20.	Pharma Management	21.	Technology Management	
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The student is expected to mainly do the following as part of the sectoral research project:

- Identify a relevant and current business sector topic that aligns with her interests.
- Formulate a clear and concise research question within the chosen sector.
- Conduct a thorough literature review utilizing secondary data sources like academic journals, industry reports, government publications.
- Critically identify key trends, patterns, applications, challenges etc. within the chosen sector.
- Develop meaningful insights and conclusions.
- Formulate recommendations for businesses or policymakers based on the research findings.
- Communicate findings effectively through a well-structured research report highlighting the above points.
- The student can also audit/enroll a MOOC(s) related to her chosen sectoral research area and incorporate her learnings in the report.

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Doshi, P., & Nanda, R. (2018). *Entrepreneurship for Dummies India*. Wiley India.

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. John Wiley & Sons.

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Entrepreneurship Theory and Practice

Harvard Business Review

Journal of Business Venturing

Strategic Entrepreneurship Journal

Vikalpa - The Journal of Decision Making

(III) Websites:

Confederation of Indian Industry (CII): https://en.wikipedia.org/wiki/Confederation_of_Indian_Industry

Department of Industrial Policy and Promotion (DIPP): <https://www.mygov.in/group/department-industrial-policy-and-promotion-dipp/>

Entrepreneur Magazine: <https://www.entrepreneur.com/magazine>

Forbes: <https://www.forbes.com/>

Invest India: <https://www.investindia.gov.in/>

Kauffman Foundation: <https://www.kauffman.org/>

National Entrepreneurship Network (NEN): <https://nenonline.org/>

SCORE: <https://www.score.org/>

Startup India: <https://www.startupindia.gov.in/>

(IV) MOOCs:

How to Start a Startup. University of California, Berkeley via edX. <https://www.edx.org/learn/starting-business>

The Lean Startup: Launching New Ventures. University of California, Berkeley via edX. <https://www.edx.org/learn/entrepreneurship/davidson-college-building-a-lean-startup>

Innovation for Entrepreneurs. The University of Queensland via edX. <https://www.edx.org/masters/micromasters/tecdemonterreyx-innovation-entrepreneurship>

Creativity, Innovation, and Design for Business. The University of Queensland via edX. <https://www.edx.org/learn/design-thinking/the-university-of-queensland-design-thinking-and-creativity-for-innovation>

New Venture Creation: Ideas to Launch. Wharton School of the University of Pennsylvania via Coursera. <https://www.coursera.org/learn/wharton-launching-startup>

Launching a Scalable Startup (IIT Kanpur) via NPTEL: <https://swayam.gov.in/>

Entrepreneurial Finance (IIT Kharagpur) via NPTEL: <https://swayam.gov.in/>

Innovation Management and Entrepreneurship (IIM Indore) via IIMBx: <https://iimbx.iimb.ac.in/>

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester IV		
PG 4.1	Corporate Strategy Major (Core) Theory		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • understand basic concepts and theories in strategic management in corporate sector • analyse strategic management techniques, strategy formulation and compare the alternatives in the context of rapidly changing technology • apply appropriate strategic management tools to diagnose internal and external factors affecting organizations • Evaluate strategies adopted for various purpose 		
Module 1	Introduction to Strategic management		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Define the concept of strategy and its different levels (corporate, business, and functional). ▪ Explain the meaning and characteristics of strategic management. ▪ Distinguish between strategic management and operational management. ▪ Describe the strategic management process. ▪ Identify stakeholders in a business and their roles in strategic management. ▪ Explain strategic intent, vision, mission, objectives, and goals. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Concept of strategy, Corporate, Business and Functional Levels of Strategy ,Meaning and Characteristics of strategic management, strategic management Vs. operational management ,Strategic Management Process, Stakeholders in business and their roles in strategic management ▪ Strategic intent, vision, mission, objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA)Internal analysis 	
Module 2	Analyzing Company's Environment		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Conduct an environmental appraisal. • Apply Porter's Five Forces Model to analyze industry competition. • Define competitive advantage, core competence, and distinctive competitiveness. • Perform portfolio analysis using the BCG Matrix and GE McKinsey 9-Cell Model. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ External Environment: Environmental appraisal ,Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP) ▪ Analyzing Industry Environment: Industry Analysis - Porter’s Five Forces Model of competition, Entry & Exit Barriers, strategic Group analysis. ▪ Analyzing Company’s Internal Environment: Resource based view of a firm, meaning, types & sources of competitive advantage, analyzing Company’s Resources and Competitive Position, competitive advantage ,Core Competence, Distinctive competitiveness, Benchmarking as a method of comparative analysis, Value Chain Analysis Using Porter’s Model, Organizational Capability Profile: Strategic Advantage Profile, Portfolio Analysis: Business Portfolio Analysis - BCG Matrix – GE 9 Cell Model 	
Module 3	Strategy formulation and choice		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> ▪ Define and differentiate between grand strategies: stability, growth, and retrenchment. ▪ Explain the concept of generic competitive strategies. ▪ Explain how generic strategies can be implemented within a business model framework. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Corporate level Strategy Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies ▪ Business level strategy- Generic Competitive Strategies: Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy ▪ Competing through Business Models -Competitive Advantage and Firm Resources -Generic Strategies 	
Module 4	Strategy Implementation & Evaluation		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Identify and analyze issues and barriers to successful strategy implementation. • Explain how to match organizational structure to chosen strategy. • Differentiate between operations control and strategic control. • Identify symptoms that indicate a malfunctioning strategy. • Utilize the Balanced Scorecard as a tool for strategy evaluation. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Issues and barriers, Matching structure to strategy, Changing structures and processes, Building learning organization, implementing Functional strategies(HR, Marketing ,Finance, Operations) ▪ Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy –Use of Balanced Scorecard for strategy evaluation, Sustainability & Strategic Management: Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits. 		
Assignments/ Activities towards CCE				
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 			

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Thompson, A. A., Gamble, J. E., & Jackman, H. A. (2021). *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* (23rd ed.). New Delhi: McGraw-Hill Education. 11

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Hitt, M. A., Hoskisson, R. E., Kepner, D. V., Smith, K. G., & Perkins, H. L. (2020). *Management of Strategy* (13th ed.). New Delhi: Cengage.

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Rao, A. C., Rao, P. B., & Sivaramakrishna, K. (2008). Strategic Management and Business Policy. New Delhi: Paperback.

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(II) Journals

Vikalpa: The Journal for Decision Makers

Journal of Education for Business

Harvard Business Review

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(III) Websites:

Harvard Business Review (HBR): Strategy <https://hbr.org/>

Bain & Company: Insights <https://www.bain.com/insights/>

Strategy + Business <https://www.strategy-business.com/> (Published by PwC)

(IV) MOOC:

Swayam. Corporate Strategy.

https://onlinecourses.swayam2.ac.in/imb20_mg25/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester IV		

PG 4.2	Consumer Behavior and Advanced Marketing Research Major (Core) Theory	4		
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> ▪ understand the consumer and the influence of cultural, social, personal and psychological factors on consumer's behavior ▪ analyse the consumer decision making process in context of the external and internal influences ▪ evaluate the various statistical techniques viz., discriminant analysis, factor analysis, cluster analysis and multidimensional scaling used in marketing research ▪ apply the various statistical techniques for analysing data of a market research study. 			
Module 1	Understanding the Consumer	1		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Explain the relationship between consumer behavior and the marketing concept ▪ Identify and analyze the factors motivating consumer behavior. ▪ Explain the influence of personality on consumer decisions. ▪ Describe how consumers perceive and interpret information. ▪ Explain the process of consumer learning ▪ Analyze how consumer attitudes are formed </td> <td style="width: 50%; vertical-align: top;"> Module Contents: <ul style="list-style-type: none"> ▪ Consumer Behaviour and the Marketing Concept, The Consumer Research. ▪ Consumer as an Individual: ▪ Consumer Motivation , ▪ Personality and Consumer Behavior, ▪ Consumer Perception; ▪ Consumer Learning, ▪ Consumer Attitude Formation and Change </td> </tr> </table>	LOs: Learners will be able to <ul style="list-style-type: none"> ▪ Explain the relationship between consumer behavior and the marketing concept ▪ Identify and analyze the factors motivating consumer behavior. ▪ Explain the influence of personality on consumer decisions. ▪ Describe how consumers perceive and interpret information. ▪ Explain the process of consumer learning ▪ Analyze how consumer attitudes are formed 	Module Contents: <ul style="list-style-type: none"> ▪ Consumer Behaviour and the Marketing Concept, The Consumer Research. ▪ Consumer as an Individual: ▪ Consumer Motivation , ▪ Personality and Consumer Behavior, ▪ Consumer Perception; ▪ Consumer Learning, ▪ Consumer Attitude Formation and Change 	
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Module 2	Socio-Cultural settings and Consumer Behaviour	1		

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explain the influence of family and social class on consumer behavior • Analyze the role of culture in shaping consumer behavior. • Describe the challenges and opportunities of cross-cultural consumer behavior. • Explain the steps involved in the consumer decision-making process. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • The Family and Social Class, Influence of Culture on Consumer Behaviour, Cross-cultural Consumer Behaviour; • Consumer Decision Making Process; • Consumer Behaviour of rural consumers 	
Module 3	Marketing Research Process		1
	<p>LOs:</p> <ul style="list-style-type: none"> ▪ Design effective questionnaires for marketing research ▪ Apply factor analysis in marketing research ▪ Apply discriminant analysis in marketing research contexts 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Questionnaire designing, scaling and coding. ▪ Factor Analysis – Basic Concept-Conducting factor analysis - Determining the number of factors and Interpreting Factors-Applications in Marketing. ▪ Discriminant analysis-Basic concept--Conducting Discriminant analysis – Interpretation Applications in Marketing 	
Module 4			1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explain the basic concept of cluster analysis • Apply cluster analysis in marketing contexts. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Cluster Analysis – Basic Concept-Conducting Cluster analysis – Deciding on the number of clusters - Profiling clusters - Applications in Marketing 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 		

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Loudon, D. L., & Della Bitta, A. J. (2017). Consumer behavior (15th ed.). Pearson Education Limited.

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Schiffman, L. G., Kanuk, L. G., & Kumar, N. (2014). Consumer behavior (11th ed.). Pearson Education Limited.

Solomon, M. R. (2015). Consumer behavior: Buying, having, and being (11th ed.). Pearson Education Limited.

Wayne, H. (2017). Consumer behavior: A marketer's tool (8th ed.). Cengage Learning.

(B) Advanced Marketing Research

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(IV) MOOC

Swayam. Consumer Behaviour.
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SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester IV		
PG 4.3	International Marketing Major (Core) Theory		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ understand the theoretical and conceptual principles of International marketing. ▪ develop and manage a strategic international marketing initiative 		
Module 1	Introduction to International Marketing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Distinguish between international marketing and domestic marketing ▪ Identify the types of MNCs & TNCs. ▪ Identify and explain the challenges faced in global marketing ▪ Analyze the various components of the international marketing environment. ▪ Describe the General Agreement on Tariffs and Trade (GATT), the World Trade Organization (WTO), and their implications for international marketing. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ International Marketing vs. Domestic Marketing, ▪ Competitive or differential advantage, Management Orientations, MNCs and TNCs, ▪ Benefits of international marketing. International Marketing Environment, Political Environment, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment, ▪ Challenges in Global Marketing .International Trade Environment trade barriers, quotas, ▪ Implications of Tariffs, Types of Agreements, General Agreement on Tariffs and Trade (GATT), Functions and Objectives of WTO, Implication of WTO on International Marketing 	
Module 2	International Market Entry Strategies		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Evaluate different entry modes and market entry strategies for international markets • Develop international product policy and planning strategies. • Implement effective international product marketing strategies. • Explain the unique aspects of marketing services in an international context. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Different Entry Modes and Market Entry Strategies, joint Ventures, Strategic Alliances, Direct Investment, Manufacturing and Franchising. • International Product Policy and Planning, Product Adoption and Standardization, • International Market Segmentation, Influences on Marketing Plan and Budget, International Product Marketing, Marketing of Services 	
Module 3	International Pricing Policy		1
	<p>LOs:</p> <ul style="list-style-type: none"> ▪ Explain the influence of price and non-price factors ▪ Define distribution and explain its importance in international marketing ▪ Identify the factors involved in selecting appropriate distribution systems for global markets. ▪ Describe different modes of transportation used in international logistics (e.g., ocean freight, airfreight). ▪ Discuss the role of international packaging 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade. ▪ International Distribution and Logistics Planning: Distribution – Definition and Importance, Direct and Indirect Channels, factors Involved in Distribution Systems, Modes of Transportation, International Packaging 	
Module 4	International Promotional Strategies		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explain the communication process and its key principles • Develop strategies for selecting appropriate media channels • Explain the significance of export documentation in international trade. • Recognize and analyze the key export documents involved in international transactions. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Communications Process, principles of communication, Status of Promotion, Promotion Appeals, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, advertising, e-marketing. ▪ Export Marketing Documentation: Significance of export documentation, the statutory control, declaration forms, disposal 	

	<ul style="list-style-type: none"> Identify and analyze the legal and ethical issues that arise in international marketing activities. 	<ul style="list-style-type: none"> of export documentation form, major documents Legal and Ethical issues involved in International Marketing. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> Case Studies: Analyze real-world business scenarios. 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 MCQ Quizzes using Moodle class/ Kahoot/ Google forms Assignment on analyzing caselets/application based questions. 		

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International Journal of Global Marketing

Global Business Review

Journal of World Business

(III) Websites:

International Trade Administration (ITA) U.S. Department of Commerce.
<https://www.trade.gov/>

World Trade Organization (WTO). <https://www.wto.org/>

International Monetary Fund (IMF). <https://www.imf.org/>

Economist Intelligence Unit (EIU). <https://www.eiu.com/> (Provides analysis of global business trends)

(IV) MOOC:

Swayam. International Marketing.

https://onlinecourses.nptel.ac.in/noc22_mg50/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester IV		
PG 4.4.1	B2B Marketing Major (Core) Theory		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ understand the dimensions of marketing and strategies adopted by industrial marketers and retailers ▪ analyse the organized and unorganized retail scenario in India ▪ design marketing strategies for industrial markets and the retail sector 		
Module 1	Nature and Scope of Business Marketing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Explain the nature and scope of business marketing management. ▪ Analyze the organizational customer and its buying behavior. ▪ Segment the business market and estimate segment demand. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ The Nature and Scope of Business Marketing Management; Understanding the Organisational Customer and Buying Behaviour; Segmenting the Business Market and Estimating Segment Demand. 	
Module 2	Market Opportunity Identification		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Identify and analyze potential business market opportunities. • Develop strategies for customer relationship management (CRM) in B2B markets. • Evaluate the impact of environmental changes on business market opportunities. • Analyze how environmental changes affect supply chain power dynamics. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Market Opportunity Identification – Analysis and Evaluation; Customer relationship Management Strategies for Business Markets; Assessing Market Opportunities; Environmental Changes impacting supply chain power 	

Module 3	Strategic Market Planning		1
	<p>LOs:</p> <ul style="list-style-type: none"> ▪ Develop strategic marketing plans specifically for B2B markets. ▪ Apply frameworks for analyzing the business marketing environment. ▪ Develop effective product strategies tailored to B2B customers. ▪ Evaluate different pricing strategies for B2B products. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Strategic Market Planning; Product Strategy for Business Markets; Pricing Strategies for Business Markets 	
Module 4	Managing Business Marketing Channels		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Develop strategies for managing and building relationships with channel partners. • Explain the importance of key account management in B2B marketing. • Develop effective communication strategies for B2B marketing • Evaluate the effectiveness of B2B marketing activities. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Managing Business Marketing Channels; Key Account Management; Business Marketing Communications – B2B Branding; Marketing Performance Measurement. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application based questions. 		

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Moriarty, S., & Lilien, G. L. (2017). Strategic marketing management (13th ed.). Pearson Education Limited.

Sheth, J. N., & Sisodia, R. K. (2015). The mindful corporation: How to build right relationships for long-term value creation (1st ed.). SAGE Publications

Hutt, M. D., & Speh, T. W. (2019). B2B marketing (5th ed.). Routledge.

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Industrial Marketing Management

Journal of Business & Industrial Marketing

Journal of Marketing

Journal of Business-to-Business Marketing

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(IV) MOOC:

Swayam. B2B Marketing. https://onlinecourses.nptel.ac.in/noc23_mg120/preview

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester IV		
PG 4.4.2	Marketing in the Age of AI Major (Core) Theory		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ Explain the core concepts of AI and ML, their historical development, and different approaches (e.g., symbolic AI, connectionism) relevant to marketing applications. ▪ Analyze various customer data analysis techniques using AI to extract actionable insights for segmentation, profiling, and effective targeting in marketing campaigns. ▪ Understand the principles of conversational marketing, explore chatbot functionalities, and design chatbot applications to enhance customer engagement and brand communication. ▪ Critically analyze the benefits and challenges of AI integration in marketing strategies. Explore the basic principles of neuromarketing, its relevance to consumer behavior, and potential applications in marketing research. 		
Module 1	Introduction to AI in Marketing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand the basic concepts of artificial intelligence (AI) and machine learning (ML). ▪ Explore the applications of AI in marketing. ▪ Recognize the benefits and challenges of implementing AI in marketing strategies. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Defining AI: What is artificial intelligence? History and evolution of AI. Different approaches to AI (symbolic AI, connectionism, etc.) ▪ Machine Learning (ML) as a Subset of AI - Introduction to machine learning concepts: supervised learning, unsupervised learning, reinforcement learning. ▪ AI Applications in Marketing ▪ Benefits and Challenges of AI in Marketing 	
Module 2	Customer Insights & Targeting with AI		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explain the role of AI in customer data analysis and extracting actionable insights. • Analyze different customer segmentation techniques facilitated by AI tools. • Evaluate the effectiveness of AI-based customer journey mapping. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Applications of AI in customer analytics: sentiment analysis, churn prediction, RFM analysis. ▪ AI-powered customer segmentation and profiling techniques. ▪ Building customer journeys with AI insights and personalization strategies. ▪ Customer lifetime value (CLTV) prediction using AI models. ▪ Case studies of successful AI-driven customer segmentation and targeting campaigns. 	
<p>Module 3</p>	<p>Chatbots and Conversational Marketing</p>		<p>1</p>
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> ▪ Understand the principles of conversational marketing and its importance in customer engagement. ▪ Explore the functionality of chatbots and virtual assistants in marketing communication. ▪ Understand applications of chatbot solutions 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Introduction to Conversational Marketing - Definition and Scope of Conversational Marketing, Evolution and Trends in Conversational Marketing, Benefits of Conversational Marketing for Businesses and Consumers, Case Studies of Successful Conversational Marketing Campaigns ▪ Functionality of Chatbots and Virtual Assistants - Types of Chatbots: Rule-Based vs. AI-Powered, Overview of Virtual Assistants (e.g., Alexa, Google Assistant, Siri), Key Features and Capabilities of Chatbots and Virtual Assistants, Natural Language Processing (NLP) and Machine Learning in Chatbots ▪ Chatbots for Customer Support - Role of Chatbots in Enhancing Customer Support, Integrating Chatbots with Customer Support Systems (e.g., CRM, Helpdesk), Measuring and Improving Chatbot Performance in Customer Support 	

Module 4	Introduction to Neuromarketing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Understand the basic principles of neuromarketing and its relevance to marketing strategies. • Explore the neurological foundations of consumer behavior. • Recognize the applications of neuroscience techniques in marketing research. 	<p>Module Contents:</p> <ul style="list-style-type: none"> ▪ Overview of Neuromarketing ▪ Neuroscience Fundamentals ▪ Brain Imaging Techniques in Marketing Research ▪ Ethics and Limitations of Neuromarketing 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Case Studies: Analyze real-world business scenarios. 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 • MCQ Quizzes using Moodle class/ Kahoot/ Google forms • Assignment on analyzing caselets/application-based questions. 		

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(II) Journals:

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International Journal of Research in Marketing

Journal of Interactive Marketing

Journal of Advertising Research

Psychology & Marketing

(III) Websites:

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CMO Council: The Future of Marketing (<https://www.cmswire.com/digital-marketing/preparing-cmos-for-the-next-decade-of-marketing-leadership/>)

WordStream: AI Marketing
(<https://www.wordstream.com/blog/ws/category/artificial-intelligence>)

Chatbots Magazine (<https://chatbotsmagazine.com/>)

The Neuromarketing Blog (<https://www.neurosciencemarketing.com/blog/home>)

(IV) MOOCs:

Artificial Intelligence for Marketing by University of California, Irvine (offered on Coursera) (<https://www.coursera.org/learn/introduction-digital-marketing/reviews>)

Introduction to Conversational AI by deeplearning.ai (offered on Coursera) (<https://www.coursera.org/articles/chatgpt>)

Consumer Neuroscience and Marketing by University of California, San Diego (offered on edX) (<https://www.edx.org/learn/neuroscience/harvard-university-fundamentals-of-neuroscience-part-2-neurons-and-networks>)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester IV		
PG 4.5	Research Project (Year Long Project)		6
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> ▪ critically review literature related to the topic of research ▪ demonstrate the capability of conducting research ▪ apply relevant tools to analyze data and interpret the results ▪ document the research work following well accepted norms for presenting research 		