

SEMESTER I

PRINCIPLES OF MANAGEMENT

(Code: 1-4)

MARKS – 50

(Total no. of classes available: 5 periods of 40 minutes per week *14 weeks= 70 lectures)

UNITS

1. **Fundamentals of Management:** concept, functions, principles; management as a profession; universality of management; management and business environment - interaction. [10 lectures]
2. **Different Schools of Management thoughts:** Classical school of management theories – Taylor, Fayol, Max Weber, Mary Parker Follett. Neo-classical theories – Human Relations School, Behavioral Science School. Modern theories – Systems Approach, Contingency Approach. [12 lectures]
3. **Planning :** concept, nature, steps, types; barriers to effective planning – how to overcome; strategic planning – the concept; forecasting: concept, premises, techniques; management by objective–concept, process. [12 lectures]
4. **Organizing:** concept , principles, steps; departmentation; authority relationship–line and staff , functional, project & matrix organizations; delegation of authority – elements, obstacles; Decentralisation- concept, extent, principles; span of management - concept, factors. [16 lectures]
5. **Staffing:** concept, functions. [4 lectures]
6. **Control:** concept, features, types , steps, techniques, limitations. [8 lectures]
7. **Co-ordination:** nature, significance, elements, techniques. [4 lectures]
8. **Case studies (Indian)** [4 lectures]

Suggested Readings:

1. Wehrich & Koontz – Essentials of Management, Tata McGraw Hill, New Delhi.
2. Stoner, Freeman & Gilbert - Management, Prentice Hall, New Delhi.
3. Drucker P.F. – Management: Tasks, Responsibilities & Practices, Allied Publishers.
4. Prasad L. M. - Principles and Practice of Management., Sultan Chand & Sons, New Delhi

SEMESTER III
ENTREPRENEURSHIP DEVELOPMENT & BUSINESS ETHICS
(Code: 3-1)

MARKS – 50

Group A : Entrepreneurship Development: [Total 32 lectures]

- 1. Concept of entrepreneurship and the entrepreneur:** [8 lectures]
 - (a) Definition by Schumpeter and its analysis
 - (b) Nature of entrepreneurship- including difference between manager and entrepreneur, invention and innovation
 - (c) Characteristics of entrepreneur
 - (d) Functions of entrepreneur, types
 - (e) Concept of entrepreneurs or Corporate entrepreneurs
 - (f) Role of Creativity and Innovation in entrepreneurship – the process in details
 - (g) Theories of entrepreneurship

- 2. Different forms of entrepreneurship:** [8 lectures]
 - (a) Small business- characteristics, problems and their solutions
 - (b) Role of small scale industries (SSIs) in Indian economy-challenges and prospects in globalized environment
 - (c) Family venture- role of family businesses in Indian economy, sole proprietorship, partnership and Joint Hindu family business
 - (d) Company form of organisation- a comparative analysis with other forms from an entrepreneur's point of view
 - (e) Entrepreneurship in service sector- features, recent growth in global India.

- 3. Promotion of a business venture:** [6 lectures]

From strategic management point of view –

 - (a) SWOT analysis, vision, mission, goals and objectives
 - (b) External environment- analysis of its components- social, economic and technological.

- 4. Financing of new ventures:** [4 lectures]
 - (a) Capitalization- overcapitalization and undercapitalization
 - (b) Different methods of raising capital to start a venture
 - (c) Equity financing and Debt financing
 - (d) Venture capital- contemporary issues in Indian context

- 5. Project planning and feasibility study:** [6 lectures]
 - (a) Legal protections of Innovations- Intellectual Property Rights (IPR); patents, trademarks etc.
With latest changes under WTO norms
 - (b) Legal formalities to establish a company form of business organisation.

Group B: Business Ethics: [Total 10 lectures]

- 1. Introduction:** Meaning and Nature of Ethics and Morality – inter-relationship; Ethics in business-arguments for and against. [6 lectures]

- 2. Corporate Social Responsibility:** concept and implications [6 lectures]

- 3. Corporate Governance:** concept and overview – its impact. [8 lectures]

- 4. Case Studies**

Suggested Readings:

1. Holt, David H., Entrepreneurship: New Venture Creation, Prentice Hall of India.
2. Velasquez, M.G., Business Ethics, Pearson Education.
3. Shaw, William H., Business Ethics, Thomson Wadsworth.
4. Chakraborty, S.K., Values And Ethics for Organisations, Theory and Practice, Oxford India Press.

SEMESTER – V

**PRINCIPLES OF MARKETING
(5-S1)**

Sl. No.	Chapter	Topics	Teaching Hours	References
1	Introduction: Scope and Importance of marketing Concepts – traditional And modern	Scope and definition of Marketing, Evolution of the Marketing concept, Core concepts of Marketing, Concept of customer value, Marketing concept applied to non-profit organization ,(Social responsibility and Marketing Ethics) Marketing Environment, Macro and Micro dimensions, [SWOT Analysis] Changes and Challenges in the market place , Marketing in the new millennium(LPG)	24 sessions @ 40 min. /session=960 min.(16hrs.) 15 lectures	1. Marketing Management-Rajan Saxena, Chapter 1,2 & 3. 2. Marketing- an introduction-Armstrong/Kotler Chapter 1,2 & 3. 3.Marketing, Concepts & Cases-Etzel,Walker & Stanton Chapter 1,2. 4.Marketing Management-Ramaswamy & Namakumari Chapter 1,2 & 4
2	Market segmentation	Levels and Patterns of Market Segmentation , Identifying market differences, Market Segmentation procedures, Bases for segmenting consumer and business markets , Discussion on examples from marketplace	9 sessions @ 40 min. /session=360 min.(6 hrs.) 12 lectures	1. Marketing Management-Rajan Saxena, Chapter 9 2. Marketing- an introduction-Armstrong/Kotler Chapter 6 3.Marketing, Concepts & Cases-Etzel,Walker & Stanton Chapter 6 4.Marketing Management-Ramaswamy & Namakumari Chapter 19

Sl. No.	Chapter	Topics	Teaching Hours	References
3	Product Planning and Development	<p>Concept: portfolio, anatomy, steps(NPD) (length, width, consistency, breadth)</p> <p>The product and the product mix, classifying consumer products, product line decisions, Brand Decisions, Packaging and labeling (Definition, significance) , Nature of services – Characteristics of services and their marketing implications(concepts), Product Life Cycle- Concept & phases, Fashion, Fad and style, PLC Strategies(NPD)</p>	<p>24 sessions @ 40 min. /session=960 min.(16 hrs.)</p> <p>16 lectures</p>	<p>1. Marketing Management-Rajan Saxena, Chapter 11</p> <p>2. Marketing- an introduction- Armstrong/Kotler Chapter 7</p> <p>3. Marketing, Concepts & Cases- Etzel, Walker & Stanton Chapter 8,9 & 10</p> <p>4. Marketing Management- Ramaswamy & Namakumari Chapter 21,25,& 46</p>
4	Pricing	<p>Price as a Marketing Mix variable, Price in the Economy , Pricing objectives, Selling the Price, Adapting the price, Initiating and responding to Price changes, Differential pricing , competitive pricing, Product – line pricing, Psychological pricing, Distribution – based pricing strategies, price adjustments, factors in determining pricing.</p>	<p>9 sessions @ 40 min. /session=360 min.(6 hrs.)</p> <p>15 lectures</p>	<p>1. Marketing Management-Rajan Saxena, Chapter 14</p> <p>2. Marketing- an introduction- Armstrong/Kotler,Kelly Chapter 9</p> <p>3. Marketing, Concepts & Cases- Etzel, Walker & Stanton Chapter 12 & 13</p> <p>4. Marketing Management- Ramaswamy & Namakumari Chapter 37</p>

Sl. No.	Chapter	Topics	Teaching Hours	References
5	Promotion	Promotion Mix, Managing Advertising , Sales Promotion and Public Relation, Developing and managing an advertising program, Deciding on media and measuring effectiveness purposes and major decisions in sales promotion and public relation. Sales force management – designing and managing sales force , Integrated Marketing. Communication process, Developing effective communications, Deciding on Marketing Communications Mix.	24 sessions @ 40 min. /session=960 min.(16 hrs.) 16 lectures	1. Marketing Management-Rajan Saxena, Chapter 15,16,17,18, & 19 2. Marketing- an introduction-Armstrong/Kotler Chapter 12, 13. 3.Marketing, Concepts & Cases- Etzel,Walker & Stanton Chapter 17,18, & 19. 4.Marketing Management- Ramaswamy & Namakumari Chapter 38,39,40 & 41.
6	Marketing Channels	Distribution in the Marketing Mix, Marketing functions performed by intermediaries, Typical channels of distribution , Channel- design decisions, Channel- management decisions, Channel- Dynamics, Retailing, Direct Marketing, and whole selling(different types, importance) Logistics management- Objectives & Decisions.	24 sessions @ 40 min./session=960 min.(16 hrs.) 16 lectures	1. Marketing Management-Rajan Saxena, Chapter 20,21 2. Marketing- an introduction-Armstrong/Kotler Chapter 10 &11 3.Marketing, Concepts & Cases- Etzel,Walker & Stanton Chapter 14,15 &16 4.Marketing Management- Ramaswamy & Namakumari Chapter 27 & 28

SEMESTER – V

MARKETING COMMUNICATION AND ADVERTISING

(5-02)

Sl. No.	Chapter	Topics	Teaching Hours	References
1	Marketing Communication-developing effective communication; communication objectives, target audience, Integrated marketing communication.	Defining Advertising, Types of Advertising, Role of Advertising, Functions of Advertising, The Advertiser, Target Audience, consumer and advertising, positioning, Integrated marketing communication, Channel determination	12 periods	1.Aaker, Batra & Myers- Advertising Management PHI, New Delhi. 2. Kazmi & Batra- Advertising and sales promotion Excel Book.
2	Developing and managing advertising programmes , Types of Advertising, Advertising process: advertising objectives and Advertising budget.	Taste and Advertising, Basis for making a claim , Economic issues, Ethical issues , social factors, marketing plan, Types of markets, Perception, learning, motivation and needs, Attitudes, Personality, Demographics, Psychographics. Consumer Advertising, Advertising to business and professions. Non-product advertising. Advertising Agency- client- agency relationship, Response Hierarchy Models , Cognitive Response Model. Approaches to Budgeting, factors affecting allocation of Advertising budget.	18 periods	1.Aaker, Batra & Myers- Advertising Management PHI, New Delhi. 2. Kazmi & Batra- Advertising and sales promotion Excel Book. 3.Ogilvy D, Ogilvy on advertising, Vintage Books, New York.
3	Creativity in Advertising: Copy, Layout, Theme, Advertising Campaign. Scientific Advertising.	Creative concept, strategy and Creativity, strategy in message Design, words and pictures, art direction, copyrighting. Print Advertising- newspapers, magazines, out of home advertising, transit advertising, headlines, display copy , body copy, layout stages, principles of design, colour in print advertising. Broadcast advertising-message characteristics of radio and television. Direct mail, catalogues, the internet.	18 periods	1.Aaker, Batra & Myers- Advertising Management PHI, New Delhi. 2. Kazmi & Batra- Advertising and sales promotion Excel Book. 3.Ogilvy D, Ogilvy on advertising, Vintage Books, New York.

Sl. No.	Chapter	Topics	Teaching Hours	References
4	Advertising media: different types of media, media selection. Measuring media effectiveness.	Types of media, establishing media objectives, developing and implementing media strategies, scheduling, allocating media weight, timing and duration strategies, reach frequency and media planning, relative cost of media, media buying, monitoring media performance. Print and broadcast media- newspapers. Outdoor, internet, yellow pages.	18 periods	1.Aaker, Batra & Myers- Advertising Management PHI, New Delhi. 2. Kazmi & Batra- Advertising and sales promotion Excel Book. 3.Ogilvy D, Ogilvy on advertising, Vintage Books, New York.
5	Advertising effectiveness, concepts, different types of tests	Pre testing and Post testing of creative advertisements, qualitative and quantitative research.	8 periods	1.Aaker, Batra & Myers- Advertising Management PHI, New Delhi. 2. Kazmi & Batra- Advertising and sales promotion Excel Book. 3.Ogilvy D, Ogilvy on advertising, Vintage Books, New York.
6	Sales promotion and Public relations: Importance, Tools, Techniques, Campaign, evaluation	Reasons for the growth of sales promotion, promotion mix, advantages and disadvantages of sales promotion, consumer promotions and trade promotions, promotion for the sales force, how promotion affects sales, timing, duration and frequency of sales promotion activities. Tools and Techniques- price deals, coupons, contest and sweepstakes, premiums, sampling, trade discount, exchange, buy backs.	16 periods	1.Aaker, Batra & Myers- Advertising Management PHI, New Delhi. 2. Kazmi & Batra- Advertising and sales promotion Excel Book. 3.Ogilvy D, Ogilvy on advertising, Vintage Books, New York.

SEMESTER – V

**SALES ORGANISATION AND MANAGEMENT
(5-03)**

Sl. No.	Chapter	Topics	Teaching Hours	References
1	Sales Management	Concept, objectives. Sales Organisation- purpose, structure: different forms of organizations, factors, steps in setting up the Sales Organisation.	20 periods	1 and 2
2	Sales Forecasting	Need and significance, Methods of Sales forecasting.	15 periods	1,2 and 3
3	Designing the Sales Force	Objectives, Estimating man-power requirements	15 periods	1 and 2
4	Managing the Sales Force	Recruitment- sources, methods (Direct, Indirect, Third party) and selection- steps, Training- importance, benefits and methods. Compensation- methods, package(elements) , Relevance of good compensation package. Motivation- techniques (financial and non financial). Evaluation of Sales force performance- importance, criteria	25 periods	4
5	Sales Control	Steps involved in sales control system, Tools and Techniques of sales control (budget, marketing analysis etc.). Sales budget and sales audit.	15 periods	1 and 2
6	Personal selling and Salesmanship	Steps, qualities of salesmanship, Buyer- seller Dyads, Theories of selling , Types of personal selling objectives.	15 periods	1,2 ,3 and 4

References:

1. Cundiff, Still & Govoni, Sales Management, PHI, New Delhi.
2. Smith R., Sales Management, PHI, New Delhi.
3. Stanton & Spiro, Management of Sales Force, McGraw Hill.
4. Jobber, Selling and Sales, Management, Tata McGraw Hill.