MBA- Marketing Management

This course introduces basic concepts of the marketing process from the perspective of the marketing manager and provides a framework for the analysis of marketing management problems. A key focus is to develop the planning and analytical skills necessary to manage marketing plans and strategy. Specific topics include the role of marketing in the competitive environment, the impact of technology on marketing opportunities, selection of target markets, market segmentation, the development of problem solving skills and marketing strategies in the global marketplace.

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<th>Subject Code</th>
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<td>MBA-06</td>
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<td>MBA-08</td>
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<td>Distribution and Channel Management</td>
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<td>MBA-10</td>
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<td>MBA-11</td>
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<td>MM-08</td>
<td>Rural and Green Marketing</td>
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<td>MBA-12</td>
<td>Strategic Management and Corporate Governance</td>
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<td>MBA-16</td>
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**Grand Credits: 124**
This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

OBJECTIVES:
1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

STRUCUTRE OF THE COURSE CONTENT
BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES
Unit 1: Manager Role, Responsibilities and Tasks
Unit 2: Managerial Functions and Their Characteristics
Unit 3: Evolution of Management and Schools of Thought
Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

BLOCK 2 PLANNING AND ORGANIZING FUNCTION
Unit 1: Planning Nature, Types and Process
Unit 2: Decision Making and MBO
Unit 3: Organizing Principles and Structural Design
Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION
Unit 1: Directing, Motivating, And Leadership
Unit 2: Controlling Nature and Techniques
Unit 3: Co Ordination the Essence of Management
Unit 4: Contemporary Trends in Management

BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS
Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour
Unit 2: Personality and Behavioural Assessment
Unit 3: Emotions and Learning
Unit 4: Perceptions and Stress Management

BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS
Unit 1: Change Management
Unit 2: Organizational Climate
Unit 3: Management of Conflicts
Unit 4: Organizational Development Interventions

REFERENCE BOOKS:
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peelu Ahumed & Sagadevan Vikas Publishing
SUBJECT CODE: MBA-02
SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

OBJECTIVES
1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION
Unit 1: Meaning Importance Principles and Objectives Of Communication
Unit 2: Verbal and Non Verbal Communication
Unit 3: Speech & Technical and Non Technical Presentation
Unit 4: Group Discussion, Conference and Interview Techniques

BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS
Unit 1: Business Letters: Concept And Introduction
Unit 2: Inquiries, Circulars, Quotation, Order, and Acknowledgement
Unit 3: Complaints, Collection, Memos, Minutes and Resume Preparation
Unit 4: Banking, Insurance, and Sales Correspondences

BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS
Unit 1: Managerial Economics Role and Responsibilities
Unit 2: Law of Demand and Elasticity Of Demand
Unit 3: Utility Analysis and Indifference Curve
Unit 4: Demand Forecasting and Demand Distinctions

BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE
Unit 1: Production Functions and Laws of Returns
Unit 2: Cost Functions and Marginal Cost Theory
Unit 3: Market Structure and Price Determination
Unit 4: Pricing Strategies and Techniques

BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS
Unit 1: Corporate Environment and Assessment
Unit 2: Indian Economic Environment
Unit 3: International Trade and Trends
Unit 4: Money, Banking, Inflation and Business Cycles

REFERENCE BOOKS
1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi
7. Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.
SUBJECT CODE: MBA-03

SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

OBJECTIVES
1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION

Unit 1: The Contract Act 1872, And Their Special Contracts
Unit 2: Indian Partnership Act 1932
Unit 3: Sale of Goods Act 1930
Unit 4: Negotiable Instruments Act 1881

BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION

Unit 1: Information Technology Act 2000
Unit 2: The Consumer Protection Act 1986
Unit 3: The Environment Protection Act 1986
Unit 4: Competition Law 2002
Unit 5: Intellectual Property Tax Laws

BLOCK 3 BANKING AND INSURANCE LAWS

Unit 1: The Banking Regulation Act 1949
Unit 2: The Reserve Bank of India Act 1934
Unit 3: The Insurance Act and IRDA Regulations

BLOCK 4 LABOUR LEGISLATION

Unit 1: Factories Act 1948 & Workmen Compensation Act 1923
Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous Provisio`n Act 1952
Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926
Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936

BLOCK 5 CORPORATE LEGISLATION

Unit 1: The Indian Companies Act 1956
Unit 2: The Securities Contracts and Regulation Act 1956
Unit 3: sebi rules

REFERENCE BOOKS
1. N D kapoor, elements of merchantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,
5. Business Law – S.S. Gulshan
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
   Indian Contract Act 1872
   Negotiable Instruments Act 1881
   Indian Partnership Act 1932
   Foreign Exchange Management Act 1999
   Sale Of Goods Act 1930
   Consumer Protection Act 1986
   Information Technology Act 2000
   Companies Act 1956
   Environmental Protection Act 1986
   Right To Information Act
SUBJECT CODE: MBA-04

SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

OBJECTIVES
1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1  BASIC ACCOUNTING CONCEPTS AND PRINCIPLES
Unit 1: Accounting Principles and Theory
Unit 2: Indian Accounting Standards
Unit 3: Users of Accounting Information and Accounting Equation

BLOCK 2  FINANCIAL STATEMENTS ANALYSIS
Unit 1: Financial Statements – Corporate and Non Corporate Bodies
Unit 2: Financial Statement Analysis and Ratio Analysis
Unit 3: Funds Flow and Cash Flow Analysis

BLOCK 3  COST ACCOUNTING
Unit 1: Elements of Cost and Cost Statement
Unit 2: Marginal Costing and Break Even Analysis
Unit 3: Budgeting and Budgetary Techniques
Unit 4: Standard Costing and Variance Analysis

BLOCK 4  MANAGEMENT ACCOUNTING
Unit 1: Long Term Investment Appraisal
Unit 2: Costing For Decision Making
Unit 3: Process and Service Costing
Unit 4: Responsibility Accounting and Transfer Pricing

BLOCK 5  TAXATION FOR MANAGEMENT
Unit 1: Taxation Principles and System
Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act
Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act

RECOMMENDEND TEXT BOOKS
1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
4. Vinod K Singania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal
SUBJECT CODE: MBA-05

SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

This course presents the various statistical and optimization models for managerial application

OBJECTIVES

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC STATISTICAL ANALYSIS

Unit 1: Meaning Of Statistics, Data Types and Collection
Unit 2: Tables, Graphs and Frequency Distribution
Unit 3: Measures of Central Tendency, Variation and Skewness
Unit 4: correlation and regression

BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING

Unit 1: Theory of Probability and Probability Distribution
Unit 2: test of hypothesis – t test, f test and chi square test.
Unit 3: Statistical Decision Making
Unit 4: Time Series and Index Numbers

BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I

Unit 1: Operation Research and Linear Programming – Meaning and Uses
Unit 2: Graphical Method
Unit 3: Simplex Method
Unit 4: dual programming

BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II

Unit 1: Assignment
Unit 2: Transportation
Unit 3: Inventory Models
Unit 4: Replacement and Sequence Analysis

BLOCK 5 RESOURCE OPTIMIZATION TECHNIQUES - III

Unit 1: game thoery
Unit 2: queuing theory
Unit 3: pert and cpm
Unit 4: simulation

REFERENCE BOOKS

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2nd Edition,
5. Statistics and Quantitative Techniques - M.G.Dhaygude
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
10. Introduction to Operations Research - Gillett
SEMESTER 1: SUBJECT CODE: MBA-06

SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

OBJECTIVES:

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical know how in a pragmatic business application.

STRUCTURE OF THE COURSE CONTENT

BLOCK I BUSINESS INNOVATION AND CREATIVITY

Unit 1: Skills and Styles of Innovation and Creativity
Unit 2: Creative Organization
Unit 3: Functional Innovation
Unit 4: Personal Innovation and Self Awareness Plan

BLOCK II ENTREPRENEURSHIP

Unit 1: Role and Functions of Entrepreneurs
Unit 2: Entrepreneurial Competencies and Culture
Unit 3: Entrepreneurial Motivation and Performance
Unit 4: Women and Social Entrepreneurship

BLOCK III BUSINESS IDEAS

Unit 1: Sources of Business Ideas
Unit 2: Business Planning and Measurement of Success
Unit 3: Commencement of Internet Business
Unit 4: Presentation of Feasibility Report

BLOCK IV ENTREPRENEURIAL TRANSITIONS

Unit 1: Entrepreneurial Growth and Management Structure
Unit 2: Legal and Intellectual Property Issues
Unit 3: Venture Capital and Entrepreneurial Finance
Unit 4: Crisis and Symptoms of Business Failures
BLOCK V INSTITUTIONAL FRAMEWORK OF ENTREPRENEUR

Unit 1: Role of Government for Promotion of Entrepreneur

Unit 2: Agencies for Entrepreneurship Development

Unit 3: Turnaround Strategies and Rehabilitation Measures

Unit 4: Global Entrepreneurship

REFERENCE BOOKS:

2. Peter F Drucker, “Innovation and Entrepreneurship”
SUBJECT CODE: MBA-07

SUBJECT: HUMAN ASSET MANAGEMENT

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

OBJECTIVES:

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION

Unit 1: Human resource management – concept, scope, objectives, philosophy and trends
Unit 2: Functions organization and environment of human resource management
Unit 3: HRM models, theories, approaches and fish bone diagram approach

BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN RESOURCES

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques
Unit 2: Job Analysis and Employment Security
Unit 3: Recruitment, Selection, Placement, Induction and Socialization

BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES

Unit 1: Employee Training
Unit 2: Executive Development and Managerial Growth
Unit 3: Career Planning and Management
Unit 4: Promotion, Transfer and Separation
Unit 5: Performance Appraisal and Merit Rating

BLOCK 4: WAGES AND SALARIES ADMINISTRATION

Unit 1: Theory of wages and job evaluation
Unit 2: Pay plans and executive compensation
Unit 3: Performance and financial incentives
Unit 4: Benefits and services and employee commitment
BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES

Unit 1: Discipline Administration, Grievances and Industrial Relations
Unit 2: Collective Bargaining and Trade Unionism
Unit 3: Employee Health, Safety and Security Welfare Measures
Unit 4: Human Resource Audit, Accounting, Report and Information System
Unit 5: Human Resource Empowerment

REFERENCE BOOKS

3. C B Mamaria and Mamaria, Personnel Management,
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
SUBJECT CODE: MBA-08

SUBJECT: CORPORATE FINANCE AND SERVICES

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

OBJECTIVES:

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS

Unit 1: Corporate finance functions, scope, goals, organization and activities
Unit 2: Concepts of valuation and return
Unit 3: Portfolio theory, CAPM and Risk Diversification
Unit 4: Corporate financial policy & strategy and shareholder value creation

BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Avenues of Short Term Fund Procurement
Unit 2: Avenues of Long Term Fund Procurement
Unit 3: Avenues of International Fund Procurement
Unit 4: Indian and International Financial Environment

BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Investment Analysis and Capital Budgeting Process
Unit 2: Cost of Capital and Leverage Analysis
Unit 3: Capital Structure Theories and Debit Analysis
Unit 4: Dividend Policy and Theories

BLOCK 4 CORPORATE FINANCIAL SYSTEMS

Unit 1: Banking System in India
Unit 2: Development banks
Unit 3: Money market and capital market operations and their recent trends
BLOCK 5 CORPORATE FINANCIAL SERVICES

Unit 1: Mutual funds and derivatives
Unit 2: Merchant banking and corporate counseling
Unit 3: Housing, leasing, consumer and export finance
Unit 4: Factoring, venture capital, credit rating and depositories

REFERENCE BOOKS:

3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)
SUBJECT CODE: MBA-09

SUBJECT: MARKETING PLANNING AND MANAGEMENT

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

OBJECTIVES:

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p’s in marketing system
4. To learn about the market and marketing analysis.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 MARKETING CONCEPTS AND TASKS

Unit 1: Customer value satisfaction and marketing tasks
Unit 2: Digitalization, customization and e marketing
Unit 3: Market and marketing research and information system
Unit 4: Concept, approaches and functions of marketing

BLOCK 2 MARKETING STRATEGIC PLANNING

Unit 1: Marketing Action Plans
Unit 2: Strategic Marketing Process
Unit 3: Marketing Audit and Evaluation System
Unit 4: Marketing Models and Competitor Analysis

BLOCK 3 MARKETING PROGRAMMES

Unit 1: Consumer Behavior
Unit 2: Marketing Segmentation
Unit 3: Services Marketing
Unit 4: Marketing Ethics and Legislation

BLOCK 4 PRODUCT MANAGEMENT

Unit 1: Meaning policy and development of product
Unit 2: Product line strategy
Unit 3: Product identification branding and packaging
Unit 4: Pricing of products
BLOCK 5  MARKETING COMMUNICATION MANAGEMENT

Unit 1: Sales Promotion Tools and Techniques
Unit 2: Advertising
Unit 3: Management of physical distribution
Unit 4: Sales force management

REFERENCE BOOKS

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
SUBJECT CODE: MBA-10

SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

OBJECTIVES:
1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES
   Unit 1: Meaning and implication of technology
   Unit 2: Technology forecasting
   Unit 3: Machine tools process technology
   Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

BLOCK 2: PRODUCTION PLANNING
   Unit 1: Integrated Production Planning System
   Unit 2: Procurement Planning and Inventory Policy
   Unit 3: Scheduling and Optimization
   Unit 4: Production Monitoring System

BLOCK 3: PRODUCTION DESIGN AND ECONOMICS
   Unit 1: Facilities Location and Layout
   Unit 2: Capacity and Work System Design
   Unit 3: Management Information System for Production Technology
   Unit 4: Maintenance and Waste Management

BLOCK 4: PRODUCTIVITY
   Unit 1: Measurement of productivity
   Unit 2: Work study and sampling
   Unit 3: Cost reduction and value analysis
   Unit 4: Cost and financial impact of operational activities

BLOCK 5: INDUSTRIAL ENGINEERING
   Unit 1: Quality assurance
   Unit 2: Methods of engineering and ergonomics
   Unit 3: Manufacturing Automation
   Unit 4: Materials Handling
   Unit 5: Stores and Purchase Management

REFERENCE BOOKS
1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi
SUBJECT CODE: MBA-11

SUBJECT: INFORMATION SCIENCE FOR MANAGERS

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e-mail, e-commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e-commerce and e-communication or complicated decision making in computerized environment.

OBJECTIVES:

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1: COMPUTER SYSTEM

Unit 1: Computer and data processing
Unit 2: Computer peripherals and hardware
Unit 3: Operating system an introduction
Unit 4: Selection and analysis of computer system

BLOCK 2: MANAGEMENT INFORMATION SYSTEM

Unit 1: Structure and Development of MIS
Unit 2: Prerequisites and Installation of MIS
Unit 3: MIS Reports
Unit 4: Computer Based MIS

BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS

Unit 1: electronic data processing system and flow charts
Unit 2: computer application in accounting
Unit 3: computer application in inventory control
Unit 4: computer application in payroll

BLOCK 4: SYSTEM ANALYSES AND DESIGN

Unit 1: System development phases
Unit 2: Master development plan
Unit 3: System documentation
Unit 4: System implementation
BLOCK 5 DATA PROCESSING

Unit 1: Data Representation

Unit 2: Data processing resources

Unit 3: Data processing standards and documentation

Unit 4: Data processing and EDP environment

REFERENCE BOOKS

5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke
SUBJECT CODE: MBA-12

SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

OBJECTIVES:

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

STRUCTURE OF THE COURSE CONTENT

BLOCK I  INTRODUCTION TO STRATEGY

Unit 1: What Is Strategy And Strategic Management?
Unit 2: Strategic Management Process and Models
Unit 3: Role of Top Management and Board Of Directors
Unit 4: Strategic Intent

BLOCK II  RESOURCES DYNAMICS

Unit 1: Scanning and Diagnosis of Environment
Unit 2: Strategic Advantage Profile
Unit 3: Corporate and Industry Analysis
Unit 4: Business Level Strategies

BLOCK III  STRATEGIC IMPLEMENTATION AND CONTROL

Unit 1: Strategic Choice and Analysis
Unit 2: Strategic Implementation
Unit 3: Strategic Control and Audit
Unit 4: International Strategic Issues

BLOCK IV  BUSINESS ETHICS

Unit 1: Concept of Business Ethics
Unit 2: Value Based Organizations
Unit 3: Discriminatory and Prejudicial Employee Practice
Unit 4: Ecological Consciousness
BLOCK V CORPORATE GOVERNANCE

Unit 1: Overview of Corporate Governance

Unit 2: Directorial Competence and Board Effectiveness

Unit 3: Disclosure and Investor Protection

Unit 4: Corporate Reputation, Legitimacy and Crime

REFERENCE BOOKS:

SUBJECT CODE: MBA-13
SUBJECT: RESEARCH METHODOLOGY

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

OBJECTIVES:

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

STRUCTURE OF THE COURSE CONTENT

BLOCK I  RESEARCH AN INTRODUCTION

Unit 1: Meaning and Types Of Research
Unit 2: Research Process
Unit 3: Problem Identification
Unit 4: Research Design

BLOCK II  SAMPLING DESIGN

Unit 1: Meaning and Steps in Sampling
Unit 2: Types of Sampling
Unit 3: Data Collection
Unit 4: Data Processing

BLOCK III  TESTING OF HYPOTHESIS

Unit 1: Meaning, Sources and Types of Hypothesis
Unit 2: Parametric Test of Hypothesis
Unit 3: Non Parametric Test of Hypothesis
Unit 4: Techniques of Measurement and Scaling

BLOCK IV  DATA INTERPRETATION AND REPORT PRESENTATION

Unit 1: Meaning of Interpretation
Unit 2: Report Meaning and Types
Unit 3: Presentation of Report
Unit 4: Mechanics of Writing of Research Report
BLOCK V SOFTWARE APPLICATION OF RESEARCH

Unit 1: SPSS Application for Research Methodology

Unit 2: MS-Excel Application for Research Methodology

REFERENCE BOOKS

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
SUBJECT CODE: MBA-14

SUBJECT: TOTAL QUALITY MANAGEMENT

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

OBJECTIVES:

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

STRUCTURE OF THE COURSE CONTENT

BLOCK I       CONCEPT OF QUALITY MANAGEMENT

Unit 1: Concept, Principles and Role of TQM Implementation.

Unit 2: Quality Control Techniques

Unit 3: Cost of Quality

Unit 4: Kaizen and Continuous Improvement

BLOCK II       PRINCIPLES OF TQM

Unit 1: Customer Specification and Perception

Unit 2: Employee Involvement and Retention

Unit 3: Supplier Relationship Movement

Unit 4: Service Quality

BLOCK III       QUALITY ANALYSES

Unit 1: Introduction to Statistics

Unit 2: Statistical Control Charts

Unit 3: Probability Estimation

Unit 4: Measurement of Reliability and Sampling

Unit 5: Experimental Designs

BLOCK IV       QUALITY SYSTEMS

Unit 1: ISO 9000

Unit 2: Six Sigma

Unit 3: Certification Requirements

Unit 4: Standards for Quality
BLOCK V BENCHMARKING AND QUALITY CIRCLE

Unit 4: Introduction to Benchmarking

Unit 2: Quality function Deployment

Unit 3: Quality Circle

Unit 4: Quality Awards

REFERENCE BOOKS:

SUBJECT CODE: MBA15

SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

OBJECTIVES

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

STRUCTURE OF THE COURSE CONTENT

BLOCK I  INTERNATIONAL BUSINESS ENVIRONMENT

Unit 1: Nature and Scope of International Business Environment
Unit 2: Environmental Analysis
Unit 3: Theories of International Business
Unit 4: India’s International Trade: Trends, Directions and Compositions

BLOCK II  INTERNATIONAL INSTITUTIONS

Unit 1: WTO and GATT
Unit 2: World Bank and IMF
Unit 3: Regional Economic Integration

BLOCK III  MNC AND FOREIGN INVESTMENT

Unit 1: FDI Theories
Unit 2: Nature and Management of MNC
Unit 3: Strategic Analysis of International Merger
Unit 4: Business Process Outsourcing

BLOCK IV  INTERNATIONAL TRADE OPERATIONS

Unit 1: Export Documentation and Procedures
Unit 2: Export Financing Methods
Unit 3: Formalities of Claiming Export Incentives
Unit 4: Legal Framework of International Trade
BLOCK V  INTERNATIONAL BUSINESS MANAGEMENT

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

REFERENCE BOOKS:

2. Export Import Policy, Government of India,
SUBJECT CODE: MM-01
SUBJECT: CONSUMER BEHAVIOUR AND MARKETING PSYCHOLOGY

BLOCK I: CONSUMER BEHAVIOUR – INTRODUCTION:
   Unit 1: Consumer – Definition; Consumer Behaviour – Definition
   Unit 2: Consumer Behaviour and Marketing Strategy
   Unit 3: Consumer Involvement and Decision Making
   Unit 4: Marketing Psychology

BLOCK II: CONSUMER MOTIVATION:
   Unit 2: Consumer Motivation – Information Processing and Consumer Perception
   Unit 3: Consumer Attitudes and Attitude Change
   Unit 4: Impact of Consumer Behaviour in Business

BLOCK III: ENVIRONMENTAL INFLUENCES ON CONSUMERS
   Unit 1: Introduction: Environmental Influences On Consumers
   Unit 2 Culture, Social Class Influences
   Unit 3: Family: Personal Influences
   Unit 4: Opinion Leadership.

BLOCK IV: PERSONALITY:
   Unit 1: Influence of Personality on Buying Behaviour
   Unit 2: Influence of Self Concept on Buying Behaviour
   Unit 2: Psychographics and Life Style
   Unit 3: Reference Group Influence

BLOCK V: INDUSTRIAL BUYING BEHAVIOUR:
   Unit 1: Diffusion of Innovation and Opinion Leadership
   Unit 2: Family Decision making
   Unit 3: Industrial Buying Behaviour - Models of Consumer Behaviour
   Unit 4: Consumer Behaviour Audit - Consumer Behaviour Studies in India

REFERENCE BOOKS:
SUBJECT CODE: MM-02

SUBJECT: STRATEGIC MARKETING COMMUNICATION

BLOCK I: INTRODUCTION:

Unit 1: Concept and Process Of Strategic Marketing Communication
Unit 2: Elements of Strategic Marketing Communication
Unit 3: Corporate Communication
Unit 4: Evaluation of Marketing Communication Programmes

BLOCK II: ADVERTISING:

Unit 1: Advertising – Introduction, Definition, Advantages and Disadvantages
Unit 2: Advertising Planning Process
Unit 3: Advertising Budget
Unit 4: Advertising Content

BLOCK III: ADVERTISING AGENCIES

Unit 1: Meaning and Service rendered by Advertising Agency
Unit 2: Various Departments & Their Functions
Unit 3: Evolution of Advertising Agency
Unit 4: Organization of Modern Advertising Agency

BLOCK IV: MEDIA PLANNING:

Unit 1: Creativity in Advertising Including Message Development
Unit 2: Copy righting and Layout.
Unit 3: Media Selection and Advertising Organization
Unit 4: Media - Comparative Analysis

BLOCK V: SALES PROMOTION:

Unit 1: Sales Promotion – Definition
Unit 2: Different types of sales promotion – Relationship between Sales Promotion and advertising.
Unit 3: Publicity – Types of publicity – Relationship between Advertising and Publicity.
Unit 4: Personal Selling – Meaning – Types

REFERENCE BOOKS:

2. Kazmi & batra, advertising & sales promotion – excel books.
5. Ogilvy d, ogilvy on advertising – vintage books, New York.
6. Marketing Management: Analysis, Planning & Control: - Phillip Kotlar
7. Business Policy & Strategic Management – Azar Kazmi
8. Strategic Marketing-David W.Cravens ,Nigel f.Piercy
9. For contemporary case studies students should refer to the periodicals and journals.
SUBJECT CODE: MM-03
SUBJECT: BRAND VALUATION AND MANAGEMENT

BLOCK I: BRAND – INTRODUCTION:
   Unit 1: Brand – Meaning, Definition, Evolution
   Unit 2: Brand – Perspectives, Anatomy, Types Of Brand Names, Brand Name Associations
   Unit 3: Brands vs. Products – Advantages of Brands for Consumers and Firms
   Unit 4: Brand Elements: Components and Choosing Brand Elements, Branding Challenges and Opportunities

BLOCK II: BRAND VALUATION
   Unit 1: Brand Valuation – Methods of Valuation
   Unit 2: Implications for Buying and Selling Brands
   Unit 3: Branding Industrial Products, Services and Retailers – Building Brands Online - Indianisation of Foreign Brands – Taking Indian Brands Global
   Unit 4: Issues and Challenges

BLOCK III: BRAND POSITIONING
   Unit 1: Brand Positioning – Basic Concepts-Alternatives-Risks - Brands and Consumers
   Unit 2: Strategies for Positioning the Brand for Competitive Advantages
   Unit 3: Points of Parity-Points of Difference Buying Decisions
   Unit 4: Perspectives on Consumer Behaviour, Building a Strong Brand-Method and Implications

BLOCK IV BRAND IMAGE:
   Unit 1: Brand Image – Dimensions-Brand Associations and Image,
   Unit 2: Brand Identity-Perspective Levels and Prism. Managing Brand Image-Stages-Functional, Symbolic and Experiential Brands
   Unit 3: Brand Equity – Sources of Equity-Brand Equity Models,
   Unit 4: Brand Audits, Brand Loyalty and Cult Brands

BLOCK V: LEVERAGING BRANDS:
   Unit 1: Leveraging brands – Brand Extensions, Extendibility, Merits and Demerits, Line Extensions
   Unit 2: Line Trap-Co Branding and Licensing Brands
   Unit 3: Reinforcing and Revitalization of Brands-Need, Methods, and Brand Architecture-Product, Line, Range, Umbrella and Source Endorsed Brands
   Unit 4: Brand Portfolio Management

REFERENCE BOOKS:
1. Kevin lane keller, strategic brand management, phi/pearson, new delhi
2. Kapferer, strategic brand management, kogan page, new delhi
3. Harsh varma, brand management, excel books, new delhi
4. Majumdar, product management in india, phi
5. Sengupta, brand positioning, tata mcgraw hill
6. Ramesh kumar, managing indian brands, vikas publications.
7. Chandrasekar, product management, himalaya publications.
8. Product management - Donal R. Lehmann, Russel S. Winer
SUBJECT CODE: MM-04

SUBJECT: GLOBAL MARKETING MANAGEMENT

BLOCK I: GLOBAL MARKETING – INTRODUCTION:

Unit 1: The Concept of Global Marketing
Unit 2: Promotion Decisions: Complexities And Issues
Unit 3: Global Advertising
Unit 4: Personal Selling, Sales Promotion and Public Relations

BLOCK II: DISTRIBUTION CHANNELS:

Unit 1: Distribution Channels and Logistics
Unit 2: Functions and Types of Channels
Unit 3: Channels Selection Decision;
Unit 4: Selection of Foreign Distribution/Agents and Managing Relations With Them

BLOCK III: GLOBAL LOGISTICS DECISIONS:

Unit 1: Concept of Global Logistics
Unit 2: Global Logistics Decisions
Unit 3: Impact of Globalization
Unit 4: WTO in Global Marketing

BLOCK IV: GLOBAL MARKETING PLANNING:

Unit 1: Global Marketing Planning, Organizing and Control
Unit 2: Issues in Global Marketing – Planning
Unit 3: Global Marketing Information System
Unit 4: Organizing and Controlling the Global Marketing Operations

BLOCK V: ISSUES AND DEVELOPMENT IN GLOBAL MARKETING:

Unit 1: Emerging Issues and Development in Global Marketing
Unit 2: Ethical and Social Issues In Global Marketing
Unit 3: Global Marketing of Services
Unit 4: Information Technology and Global Marketing

REFERENCE BOOKS:

1. Czinkota, m.r: international marketing, dryden press, boston.
2. Fayerweather, john: international marketing, prentice hall, new delhi.jain, s.c.: international marketing, cbs publications, new delhi.
4. Onkvisit, sak and john j. Shaw; international marketing, analysis and strategy, prentice hall, New Delhi.
SUBJECT CODE: MM-05
SUBJECT: MARKETING MODELS AND COMPETITIVE ANALYSIS

BLOCK I: THEORETICAL MODELS IN MARKETING:
   Unit 1: Introduction to Theoretical Models in Marketing
   Unit 2: Marketing Model Formulation and Rationale
   Unit 3: Relationships between Marketing Variables: Graphs and Functions
   Unit 4: Theory of Brand Positioning and Attitudes

BLOCK II: LINEAR ALGEBRA AND SYSTEMS OF EQUATIONS IN MARKETING
   Unit 1: Linear Algebra and Systems of Equations in Marketing
   Unit 2: Matrix Algebra: Brand Switching and Model Identification
   Unit 3: Market Dynamics and Differential Equations
   Unit 4: Product Diffusion Models and Fluctuations

BLOCK III: UNCONSTRAINED OPTIMIZATION:
   Unit 1: Calculus of Unconstrained Optimization
   Unit 2: Comparative Static Response Analysis
   Unit 3: Defender Positioning Model: Reaction to a Market Entrant
   Unit 4: Constrained Optimization

BLOCK IV: GAME THEORY:
   Unit 1: Introduction to Game Theory
   Unit 2: Retail Location Games
   Unit 3: Sales Promotions
   Unit 4: Mixed Strategies

BLOCK V: SIGNALLING MODELS:
   Unit 1: Signaling Models
   Unit 2: Push and Pull Promotions - Brand Competition in a Channel
   Unit 3: Blending Marketing Theory and Experiments
   Unit 4: Social Psychology in Marketing Models

REFERENCE BOOKS:
5. Batra Myers and Aker - Advertising Management (Pearson/ Prentice Hall, 5th Ed.)
SUBJECT CODE: MM-06

SUBJECT: DISTRIBUTION AND CHANNEL MANAGEMENT

BLOCK I: PERSONAL SELLING:

Unit 1: Types of Selling – Alternative Sales Structures: Network Marketing – Mail Order selling
Unit 2: Elements of Direct Marketing – Tele Shopping – Telemarketing – System Selling
Unit 3: The Selling Process – Strategies and Styles – Formulating Sales Objectives
Unit 4: Sales Forecasting – Estimating Market and Sales Potentials

BLOCK II: SALES FORCE:

Unit 1: Size of the Sales Force, Sales Organization Based on Customer, Geography, Product and Combinations
Unit 2: Current Trends in Sales Force
Unit 3: Sales Training Programs
Unit 4: Motivating the Sales Force

BLOCK III SALES COMPENSATION

Unit 1: Sales Force Compensation,
Unit 2: Sales Incentives and Sales Force Evaluation
Unit 3: Controlling the Sales Effort
Unit 4: Sales Quotas, Sales Territories & Sales Audit

BLOCK IV: PHYSICAL DISTRIBUTION:

Unit 1: Participants in the Physical Distribution Function, The Environment of Physical Distribution
Unit 2: Channel Design Strategies and Structures
Unit 3: Selecting Channel Members, Setting Distribution Objectives and Tasks
Unit 4: Target Markets and Channel Design Strategies

BLOCK V: MANAGING THE MARKETING CHANNEL

Unit 1: Product, Pricing and Promotion issues in Channel Management and Physical Distribution
Unit 2: Motivating Channel Members – Evaluating Channel Member Performance
Unit 3: Vertical Marketing Systems – Retail Co-operatives, Franchise Systems and Corporate Marketing Systems
Unit 4: E-enabled Selling and Distribution

REFERENCE BOOKS:
1. Futrell: sales management (pearson education)
2. Kapoor and kansal: basics of distribution management – a logistical approach (prentice-hall india)
3. Johnson, Kurtz and Scheuing : sales management (mc graw-hill)
4. Rosenbloom: marketing channels – a management view (dryden press)
5. Donaldson B - Sales Management : Theory and Practice (Palgrave)
6. Jobber David and Lancaster Geoff - Selling and Sales Management (Pearson Education)
8. Jobber David and Lancaster Geoff - Selling and Sales Management (Pearson Education)
OBJECITIVE:

The course aims to make the students to understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

BLOCK I: Strategic Service Marketing System
   Unit 1: Introduction to Service Marketing System
   Unit 2: Customer Expectations and Zone of tolerance;
   Unit 3: Service Segmentation
   Unit 4: Targeting and positioning of Service

BLOCK II: Strategic Services Marketing Mix:
   Unit 1: Marketing Mix Development
   Unit 2: Product and Pricing Decisions
   Unit 3: Promotions and Distribution Methods
   Unit 4: Additional Dimensions in Services Marketing

Unit III: Strategic Services Delivery System:
   Unit 1: Service Communication Role
   Unit 2: People and Internal communication;
   Unit 3: Operations and Delivery services;
   Unit 4: Role of Technology in Services

Unit IV: Strategic Application of Service Marketing - I
   Unit 1: Strategic Hospital Business Services
   Unit 2: Strategic Financial Services
   Unit 3: Strategic Educational Services
   Unit 4: Strategic Insurance and Banking Services

Unit V: Strategic Application of Service Marketing – II
   Unit 1: Strategic Online Marketing Services
   Unit 2: Strategic Health and Hospital Business Service
   Unit 3: Strategic Public Utilities Services
   Unit 4: Strategic Professional Services

REFERENCE BOOKS

2. Rampal and gupta -services marketing –sultan chand
3. Bhattacharjee -services marketing –excel publishers
5. Rama mohana raok - services marketing (pearson education)
SUBJECT CODE: MM-08
SUBJECT: RURAL AND GREEN MARKETING

BLOCK I: RURAL ECONOMY AND RURAL MARKETING:
Unit 1: Rural Economy - Rural - Urban Disparities Policy Interventions Required.
Unit 2: Rural Face to Reforms - The Development Exercises in the last few decades
Unit 3: Rural Marketing - Concept and Scope - Nature of Rural Markets – Attractiveness of Rural Markets
Unit 4: Rural Vs Urban Marketing - Characteristics of Rural consumers

BLOCK II: PRODUCT AND PRICING STRATEGIES:
Unit 1: Buying Decision Process - Rural Marketing Information System - Potential and Size of the Rural Markets
Unit 2: Selection of Markets - Product Strategy
Unit 3: Product mix Decisions - Competitive Product Strategies for Rural Markets
Unit 4: Pricing strategy -Pricing Policies - Innovative Pricing Methods for Rural Markets

BLOCK III: PROMOTION STRATEGIES:
Unit 1: Promotion Strategy
Unit 2: Selection of Appropriate Media
Unit 3: Designing Right Promotion Mix
Unit 4: Promotional Campaigns

BLOCK IV: DISTRIBUTION STRATEGIES:
Unit 1: Distribution Logistics Management
Unit 2 Problems Encountered
Unit 3: Selection of Appropriate Channels
Unit 4: New Approaches to Reach Out Rural Markets.

BLOCK V: GREEN MARKETING:
Unit 1: Green Marketing – Definition - Green Marketing: Emergence of new Environmental market
Unit 2: Green marketing - Environmental strategy and Competitive advantage
Unit 3: The Concept of Green Supply Chain Management
Unit 4: Eco Designing - Eco-Labeling

REFERENCE BOOKS:
1. Philip kotler - marketing management, prentice - hall india ltd.
2. Agarwal a.n -indian economy-vikas publication
4. Csg krishnamacharylu & laitha ramakrishna - rural marketing, pearson education asia.
5. Batra Myers and Aker - Advertising Management (Pearson/ Prentice Hall, 5th Ed.)
7. Schiffman Leon G. and Kanuk Leslie Lazar - Consumer Behaviour (Pearson/ Prentice Hall, 9th Ed.)