

# Programme Specifications

## M.B.A. Programme



**Programme: Marketing Management**  
**Department: Management Studies**

**Faculty of Management & Commerce**  
**M. S. Ramaiah University of Applied Sciences**

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

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 Programme Specifications: M.B.A. In Marketing Management

Faculty	Faculty of Management and Commerce (FMC)
Department	Management Studies
Programme	M.B.A. In Marketing Management
Dean of Faculty	Dr. H S Srivatsa
HOD	Dr. H S Srivatsa

**1. Title of the Award**

M.B.A. In Marketing Management

**2. Modes of Study**

Full-Time  Part-Time

**3. Awarding Institution /Body**

M.S. Ramaiah University of Applied Sciences – Bangalore, India

**4. Joint Award**

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**5. Teaching Institution**

Faculty of Management and Commerce (FMC)  
M S Ramaiah University of Applied Sciences - Bangalore, India

**6. Date of Programme Specifications**

September 2019

**7. Date of Programme Approval by the Academic Council of MSRUAS**

September 2019

**8. Next Review Date**

September 2021

**9. Programme Approving Regulatory Body and Date of Approval**

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**10. Programme Accrediting Body and Date of Accreditation**

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**11. Grade Awarded by the Accreditation Body**

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**12. Programme Accreditation Validity**

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**13. Programme Benchmark**

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**14. Rationale for the Programme**

Marketing management is a business discipline focused on practical application of marketing techniques. It includes planning and execution of pricing, promotion, distribution of products and services to satisfy customer needs and wants. Globalisation has taken firms beyond the borders. The trend is to adapt marketing practices to achieve competitive advantages and increase profitability. Thus marketing management is important to provide superior customer value.

As reported by the Ministry of Statistics, the Gross Domestic Product in India is maintaining a healthy average growth of around 6 percent during the last ten years. Further, expanding market intense competition and new opportunities enabled by leapfrogging technology are leading to 'customer-centric marketing' in Indian scenario. It is anticipated that Indian companies need efficient marketing professionals to meet challenges in dynamic environment.

The turn of the millennium has witnessed the growth of Karnataka state on the industrial development front. Bengaluru, known as the silicon valley of India, is home to IT industry, Automobile industry, Health care, Hospitality, etc. engaged in marketing of goods and services. Thus there is a huge need for marketing professionals in both goods and service sectors.

The specialisation in marketing management provides opportunity for students to conduct market research and analyse on the contemporary issues, challenges and strategies. The development of marketing frame work, business model, service marketing and branding strategies are the topics of interest. This course will imbibe research culture to analyse marketing strategies.

This program combines the broad-based curriculum of M.B.A. programme with specialised study on marketing management, prepare students for managerial positions.

M.S. Ramaiah group is a well-known group for its brand in higher education, aims to offer M.B.A. programme with interdisciplinary approach on industry relevant education. M S Ramaiah University of Applied Sciences (MSRUAS) offers post graduate degree programme in M.B.A. with Marketing Management specialisation, enrolling students from all over the world. The University has benefited by growing its expertise, breadth and depth of knowledge in national and international marketing affairs. Further, the University has opportunity for collaborative research and industry relevant projects to resolve marketing challenges faced by various organisations. The main strengths of the University are well qualified, experienced faculty who are able to provide insights on a wide range of management issues. The in-house faculty members are well supported by the adjunct faculty members from overseas universities, industries and research establishments. In this regard, University has established good tie-ups with various industries to help students to identify and bridge the gap between academia and industry to resolve managerial problems. In addition, the faculty curriculum has

been designed considering inputs from various industries and foreign universities to make it more comprehensive.

### 15. Programme Aim

The aim of the programme is to create professional management graduates specialising in sales and marketing management, who can devise sales and marketing strategies, plan and execute sales and marketing activities, capture customer feedback for continuous product improvement to achieve the stated business goals of the organisation.

### 16. Objectives

The specific programme objectives are:

1. To provide concepts of management in general and sales and marketing management principles in particular
2. To enable students to develop / improve sales and marketing strategies to achieve organisational goals
3. To equip students with concepts of marketing ethics and legal aspects
4. To train students to develop frameworks to achieve sales and marketing targets
5. To train students to plan and allocate resources for success in sales and marketing
6. To build and manage competent teams to execute sales and marketing strategies
7. To prepare students to interpret financial statements and develop methods for enhanced marketing performance
8. To use software tools for data analytics
9. To train students on marketing research, product management and brand building
10. To train students in teamwork, life-long learning and continuous improvement

### 17. Intended Learning Outcomes of the Programme

The intended learning outcomes are listed under four headings:

1. Knowledge and Understanding, 2. Cognitive Skills, 3. Practical Skills and 4. Capability/ Transferable Skills

#### 17.1 Knowledge and Understanding

After undergoing this programme, a student will be able to:

- KU1: Discuss the principles of Marketing Management
- KU2: Explain consumer buying behaviour
- KU3: Review financial practices for effective marketing decision making
- KU4: Categorise marketing ethics and legal requirements

#### 17.2 Cognitive Skills

After undergoing this programme, a student will be able to:

- CS1: Analyse the consumer buying behaviour in B2B and B2C markets
- CS2: Create marketing mix for a product/service

CS3: Develop strategies and frameworks / models to achieve sales and marketing objectives

CS4: Build, train and deploy competent teams for successful sales and marketing

### 17.3 Practical Skills

After undergoing this programme, a student will be able to:

PS1: Apply appropriate promotional tactics for traditional and digital marketing

PS2: Develop marketing, sales and distribution team to achieve organisational objectives

PS3: Conduct field survey/experimentation/observational studies to evaluate the customer requirements

PS4: Analyse and interpret data using appropriate software

### 17.4 Capability/Transferable Skills

After undergoing the programme, a student will be able to

TS1: Create marketing plans for products / services for national and international markets

TS2: Offer solutions for various services marketing-related issues for organisational success

TS3: Conduct and interpret marketing research surveys using research tools and data analytics

TS4: Work and lead a team effectively to achieve sales and marketing objectives

## 18. Programme Structure

The following are the courses a student is required to successfully complete for the award of the degree. The Programme is delivered as per the Time-Table for every batch.

### SEMESTER 1

	<b>Course Designation</b>	<b>Course Title</b>	<b>Theory (h/W/S)</b>	<b>Tutorials (h/W/S)</b>	<b>Practical (h/W/S)</b>	<b>Total Credits</b>	<b>Marks</b>
1	19MBA501A	Managerial skills	3			3	100
2	19MBA502A	Human Resource management	4			4	100
3	19MBA503A	Managerial economics	3			3	100
4	19MBA504A	Managerial Accounts	4			4	100
5	19MBA505A	Marketing Management	4			4	100
6	19MBA506A	Operations Management	4		--	4	100
7	19MBA507A	Business Communication	3	--	--	3	100
8	19MBA508A	Review of Mathematics	3	--	--	3	100
		<b>Total</b>	<b>28</b>			<b>28</b>	<b>700</b>
		<b>Total number of contact hours per week</b>	<b>28 hours</b>				
		<b>Number of credits can be registered</b>	<b>Minimum</b>	<b>24</b>	<b>Maximum</b>	<b>28</b>	

## SEMESTER 2

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19MBA509A	Strategic Management	4	-	-	4	100
2	19MBA510A	Business Statistics & Analytics	4	-	-	4	100
3	19MBA511A	Management Information System	4	-	-	4	100
4	19MBA512A	Business Law	3	-	-	3	100
5	19MBA513A	Corporate Finance	4	-	-	4	100
6	19MBA514A	Ethics, CSR and Sustainability	3	-	--	3	100
7	19MBA515A	Entrepreneurship development	4	--	--	4	100
<b>Total</b>			<b>26</b>	<b>-</b>	<b>-</b>	<b>26</b>	<b>700</b>
<b>Total number of contact hours per week</b>			<b>26 hours</b>				
<b>Number of credits can be registered</b>			<b>Minimum</b>	<b>23</b>	<b>Maximum</b>	<b>26</b>	

## SEMESTER 3

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19MMT501A	Product and Brand Management	3	-	-	3	100
2	19MMT502A	Sales and Distribution Management	3	-	-	3	100
3	19MMT503A	Consumer Behaviour	3	-	-	3	100
4	19MMT504A	International Marketing Management	3	-	-	3	100
5	19MMT505A	Retail Marketing	3	-	-	3	100
6	19MMT506A	Services Marketing	3	-	-	3	100
7	19MMT507A	Digital and Social Media Marketing	3	-	-	3	100
8	19MMT598A	Summer internship <sup>2,3</sup>	--	--	6	6	100
<b>Total</b>			<b>21</b>	<b>-</b>	<b>6</b>	<b>27</b>	<b>800</b>
<b>Total number of contact hours per week</b>			<b>27 hours</b>				
<b>Number of credits can be registered</b>			<b>Minimum</b>	<b>24</b>	<b>Maximum</b>	<b>27</b>	

## SEMESTER 4

	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Marks
1	19MBA516A	Research Methodology	2	--	--	2	100
2	19MMT599A	Group Project <sup>4</sup>	--	--	5	5	100
1	19MMT600A	MBA Thesis & Publication	-	-	14	14	200
<b>Total</b>			<b>2</b>		<b>19</b>	<b>21</b>	<b>400</b>
<b>Total number of contact hours per week</b>			<b>21 hours</b>				
<b>Number of credits can be registered</b>			<b>Minimum</b>	<b>16</b>	<b>Maximum</b>	<b>21</b>	

Note:

1. The Vacations and other activities shall be as per the Time-Table for the corresponding batch.
2. Students will undergo Summer Internship between 2<sup>nd</sup> and 3<sup>rd</sup> Semester
3. Summer Internship will be evaluated in the 3<sup>rd</sup> semester
4. Group Project will be initiated in Semester 3 and evaluated in Semester 4

### 19. Programme Delivery Structure- Full-Time

A Programme is delivered as per the Time-Table for every batch.

### 20. Teaching and Learning Methods

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Cases, Case study, Caselets
4. Demonstrations
5. Guest Lectures
6. Laboratory/Fieldwork
7. Industry Visit
8. Seminars/Conferences
9. Group Exercises
10. Project Exhibitions
11. Management Festivals

### 21. Group Work

#### 19MMT599A Group Project

Students will carry out a group project and each group shall have up to five students. The purpose of group project is to develop business plan for societal and environmental benefits of new product/services. The students are required to analyse and validate the benefits of proposed business plan through appropriate research methodology. In addition, students are expected to prepare a report for assessment and intellectual property rights of complete work lies with the University. The students are required to sign an agreement before the commencement of the project. The project should be approved by a committee of

examiners before starting the project. Students can choose from the projects database available with the concerned department. The details and evaluation procedure is provided in Operation Manual /Student Handbook.

## 22. MBA Thesis and Publication

19MMT600A Student can choose a topic for Thesis in consultation with the Supervisor.

Conference Publication /

A student is required to submit a paper for publication in a journal / conference which is approved by the Supervisor.

## 23. Assessment and Grading

A module assessment will have two components:

Component - 1

CE: 50% weightage

Course Leader can choose from the following at their discretion: Assignment/ Case Study discussion/ Surprise Quiz/ Field work/ Role play/ Poster presentation/ Group Discussion/ Video demonstration/ Write ups/ Debate / Term paper

Component – 2

SEE: 50% weightage

(Note: For more details on the break-ups, please refer to the Course Specifications)

A student is required to score minimum of 40% in SEE and overall 40% for successful completion of a course and earning the credits.

## 24. Failure and Re-registration

1. A student having met attendance requirement but happens to get less than 40% in SEE and less than 40% overall will be given make up opportunity during Supplementary Term or when offered during regular semester.
2. A student, who fails to meet attendance criteria, has to Re-register when offered in the next opportunity.
3. The maximum number of such opportunities are limited and as per the Academic Regulations governing this Programme.

## 25. Attendance

A student is required to have a minimum of 80% attendance to be eligible to write the examination and assignment submission. Less than 80% attendance is considered to be FAIL; such a student is required to follow the same procedure as that of a failed student.



Any condoning of shortfall of the attendance is as per the Academic Regulations for MBA Programme.

## **26. Award of Class**

As per the Academic Regulations for M.B.A. Programme.

## **27. Student Support for Learning**

Students are given the following support:

1. Reference Books in the Library
2. Pre-reads and handouts
3. Cases/ Case Study and Caselets
4. Magazines and Journals
5. Internet Facility
6. Computing Facility
7. Laboratory Facility
8. Workshop Facility
9. Staff Support
10. Lounges for Discussions
11. Any other support that enhances their learning

## **28. Quality Control Measures**

The following are the Quality Control Measures:

5. Review of Lesson Plan and Course Pack at the Department Peer Level
6. Review of Question Papers at the Department Peer Level
7. Student Feedback
8. Opportunities for the students to see their assessed work
9. Staff Student Consultative Committee Meetings
10. Student Exit Feedback

## 29. Curriculum Map

	Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation)				Practical Skills			
	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
19MBA501A	X	X						X	X			X
19MBA502A	X			X		X		X			X	X
19MBA503A	X							X				X
19MBA504A	X		X			X	X		X			
19MBA505A		X	X		X			X	X		X	
19MBA506A	X	X	X	X	X	X	X	X	X		X	X
19MBA507A	X				X					X	X	
19MBA508A	X				X				X			
19MBA509A	X					X	X					X
19MBA510A		X					X			X		X
19MBA511A	X					X			X		X	
19MBA512A			X			X			X			
19MBA513A	X					X					X	
19MBA514A			X					X			X	
19MBA515A			X					X			X	
19MBA516A			X			X	X			X	X	X
19MMT501A	X	X	X		X	X			X		X	
19MMT502A	X				X	X				X		X
19MMT503A	X				X		X		X			X
19MMT504A	X		X					X		X	X	
19MMT505A	X	X	X		X		X			X		
19MMT506A	X	X	X		X				X			X
19MMT507A	X					X	X		X			X
19MMT598A		X	X	X	X			X		X	X	
19MMT599A	X	X	X	X	X	X	X	X	X	X	X	X
19MMT600A	X	X	X	X	X	X	X	X	X	X	X	X

**30. Capability / Transferable Skills Map**

Module Code	Group work	Self-learning	Research Skills	Written Communication Skills	Verbal Communication Skills	Presentation Skills	Behavioural Skills	Information Management	Personal management/ Leadership Skills
19MBA501A	x	X		x	X	x	x	x	x
19MBA502A	x	X		x	X	x	x	x	x
19MBA503A		X		x		x		x	x
19MBA504A		X		x		x		x	x
19MBA505A	x	X	x	x	X	x	x	x	x
19MBA506A	x	X		x	X	x		x	x
19MBA507A	x	X		x	X	x	x	x	x
19MBA508A	x	X		x	X	x	x	x	x
19MBA509A		X	x	x		x	x	x	x
19MBA510A	x	X		x		x	x	x	x
19MBA511A	x	X		x	X	x	x	x	x
19MBA512A	x	X		x	X	x	x	x	x
19MBA513A	x	X		x	X	x	x	x	x
19MBA514A	x	X		x	X	x	x	x	x
19MBA515A	x	X	x	x	X	x		x	x
19MBA516A	x	X	x	x	X	x		x	x
19MMT501A	x	X	x	x	X	x		x	x
19MMT502A	x	X	x	x	X	x		x	x
19MMT503A	x	X	x	x	X	x		x	x
19MMT504A	x	X	x	x	X	x		x	x
19MMT505A	x	X	x	x	X	x		x	x
19MMT506A	x	X		x	X	x	x	x	x
19MMT507A	x	X	x	x	X	x	x	x	x
19MMT598A	X	X		X	X	X	X	X	X
19MMT599A	X	X	X	X	X	X	X	X	X
19MMT600A	X	X	X	X	X	X	X	X	X

**31. Co-curricular Activities**

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities for them to enhance their knowledge and network.

**32. Cultural and Literary Activities**

To remind and ignite the creative endeavors annual cultural festivals are held and the students are made to plan and organise the activities.

**33. Sports and Athletics**

Students are encouraged to develop a habit of taking part in outdoor and indoor games on daily basis.

