MBA MM IV SEM CBCS

MMC301 Decision support & management system

Total (60+40= 100]
Credit 3

Course Objective:-It provides an understanding about the concept of Management Information system analysis and design. It also assists in preparing MIS for various types of organization, adoption of information technology and its management in an organization (both business organization and development organization).

UNIT I
- Introduction to management information system,
- An overview Structure of MIS, HIW, SIW, and Communication technology of MIS control functions.

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UNIT II
- Conceptual Foundations- The decision making process.
- Concept of Information, System Approach, organizational structure and M.I.S.

UNIT III
- Information based support system – Support system for planning, control and decision making.
- Support system for Financial, Marketing, H.R., Production decision making.

UNIT IV
- M.I.S. Requirements – Developing Long Range Information System Plan.
- Strategies for the Determination of Information Requirements and Database requirement.

UNIT V
- Data base design, user Interface design,
- Development implementation plan,
- Quality assurance and Evaluation of Information System.

REFERENCE BOOKS

- Management Information System –   Davis and Olson.
- Management Information System –   Javadekar.
- Decision Support –   Devis Michel W.
- Management Information System –   W.S.Jawadekar
- Management Information System -   Gordon B.Danis and Margrethe H.Olson.
- Management Information System –   Kenneth C.Laudon and Jane P.Laudon.
- Information System for Modern Management-   Robert G.Murdick, Joel E.Ross and James R.Claggett
- Information System (Theory & Practice)-   John G.Burch & Gary Grudnitski .
- Management Information System OZ.   Brandy Monk
- Advanced cases inn MIS –   Muneesh Kumar. .
- Business Information system –   J.M. Jawadekar

MMC302 BUSINESS ETHICS

Course Objective: -Objectives of this paper is to develop the sense of Ethical standards & Ancient roots.

UNIT I
- Model of Mgt. in the Indian socio –Political Environment, Work Ethos ,Indian Heritage In production and consumption Indian Insight in to TQM

Unit-II
- Problems relating to stress in corporate Management- Indian Perspective.
- Teaching ethic Trans cultural Human Values in Management Education.

UNIT III
- Relevance of values in management, Need for values in Management, Need for values in global change- Indian perspectives.

UNIT IV
- Values for managers Holistic Approach for managers Holistic Approach for Managers in Decision Making
- secular v/s spiritual values in Management.

UNIT V
- Personal growth and lessons from ancient Indian educational System science and Human values.

<u>REFERENCE BOOK</u>

- **.Foundations of managerial work   Chakraborty S.K**

- **.Contribution from Indian thoughts**- Chakraborty S.K **Himalya publication**
- <u>**Business Ethics**</u>   **Andrew Crane andDirk Matten,Oxford Press**
- **Business Ethics: A Philosophical Reader (Paperback)by** <u>**Thomas I. White**</u>
- **Business Ethics : Concepts and Cases - Text Velasquez, Manuel G.**
**   Prentice Hall, Inc**

MMC303 - SALES & DISTRIBUTION MANAGEMENT

Course Objective - **The objective of this paper is to provide practicalities and problem of selling and sales management.**

UNIT I
- Concept of sales management.
- The nature and role of sales management.
- Objectives of sales management.
- Theories of selling, sales executive as a coordinator.
- Relations of sales management with other marketing activities.

UNIT II
- Sales and marketing planning.
- The place of selling in marketing plan.
- Relationship selling.
- Personal selling objective.
- Diversity of personal selling situations.
- Sales - Related marketing policies.
- Product policies , Distribution policies.
- Pricing policies, Process of personal selling.

UNIT III
- Personal management.
- Recruitment and selection of sales personnel.
- Training programmes:- Concept and Evaluation .
- Compensation.
- Sales meeting.
- Different type of sales organisation.
- The development of personal selling skills.

UNIT IV
- Sales control:- sales budget .
- Evaluation and supervision.
- Sales quotas, Management of territories.
- The sales analysis, Sales audit system.
- Sales resistance, Psychology of customer.
- UNIT - V
- Sales Forecasting.

- **Sales Environment:- Sales channel, Sales promotion, Selling and Reselling.**
- **Telephone selling and Internet Selling.**
- **Selling service and Sales responsibilities.**

REFERENCE BOOKS

- Sales Management decision & cases   Still, Cundift
- How to build dynamic sales organisation   Mury & Arnold
- Sales Manship & Publicity   RS Davar
- Elements of sales manship & publicity   pradhass

Sales distribution management   FL L

MMC304 - ADVERTISING AND BRAND MANAGEMENT

Total (60+40= 100]
Credit 3

Course Objective:-To present the role of advertising as a tool of marketing.

UNIT- I General understanding about advertising .
- Advertising - Nature, scope & classification.
- role of advertising in Indian economic and social development
- Ethics and truth in Indian advertising.

UNIT-II
- Marketing communication Programme.
- Advertising Planning:- Objectives and Budget .
- Advertising research as a supporting tool.
- Development of concept, selection of the concept.
- Selection of the advertising message.
- Building an advertising copy.
- Factors related with copy strategy.

UNIT III
- Campaign planning process .
- Media Planning:- Target and Media Research, Media objectives, Media mix selection and Scheduling and Budgeting.
- Media Buying:- Media Tactics, Monitoring.
- Evaluation of Media Planning.
- Media Strategy:- Delivering on Objectives, Target audience strategies and Media Vehicle selection, Allocation of media budget.
- Advertising effectiveness.
- Comparative study with different promotion mix.

UNIT – IV
- Advertising agency:- Management and Survival .
- Reorganizing agency.
- Global standards of agency functioning.

UNIT - V Branding – Core Issues.
- Brand building exercise:- Concept, Strategy and Culture.
- Brand personality and Positioning .
- Brand life cycle,
- Brand identity.

- **Branding for commodities**

<u>REFERENCE BOOKS</u>

- Advertising Management   AAKER
- Advertising Management   chunnawalla
- Brand Positioning   S. Sengupta
- Product Management   Majumdar
- Advertising Management   M. Mohan

MMC306 -MARKETING STRATEGIES

Course Objective- To provide an understanding of marketing strategy

Unit I

- Defining Corporate Mission
- Establishing SBU
- Assigning Resources to each unit
- Planning New Business, Downsizing older Business
- Business strategic planning process

Unit-II

- Analyzing Competitors
- Market Leader strategies Market challengers strategies
- Market follower strategies Market Niche Strategies

Unit III

- Introduction to product differentiation strategies
- Application of positioning strategies
- Strategies applied under PLC
- New Product Development Strategy
- Brand Strategy decisions

Unit IV

- Introduction to different pricing strategies
- Initiating and responding to price change
- Decision and Management of Marketing communication
- Introduction and application of Customer Relationship Management CRM

Unit V

- Channel design Decision Channel Management Decision
- Channel Dynamics (vertical, Horizontal marketing system)
- Multi channel marketing system

<u>Reference</u>

- ## Marketing Management: -   Philip Kotler

<u>New Marketing Strategies</u>
Evolving Flexible Processes To Fit Market Circumstance
<u>Ian Chaston</u>
Sage

<u>Marketing Strategy</u>
The Challenge of the External Environment
<u>David Mercer</u>
Sage

MMC307 - Event Marketing

Total (60+40= 100]
Credit 3

Course Objective- To provide an understanding of Event Marketing

Unit-I

- Introduction to Event Management. Introduction to Event Marketing 5C's of Event.
- Event Designing as principle. Process of information

Unit-II

- The role of event as a marketing tool. The analysis by event. Process of brand building through events.

Implementation of Marketing plan. Media selection strategy. Objective of event. Negotiation skill for event organizing. Event organizes.

Unit-III

- Concept of Marketing in event, segmentation & targeting of market for events.
- Positioning in event & the concept of event property. Concept of product in event.
- Concept of pricing in event. Concept of promotion in event.

Unit –IV

- Prevent activities. During event activities, post event activities
- Planning, organizing staffing. Leading & coordination. Event management information system.
- Staffing objective. Development of strategic market plan
- . Environment assessment, competitive assessment. Business potential assessment.

Unit-V

- Strategic approach. Strategic alternatives arising from environment analysis, strategic alternative arising from competitive analysis.
- Strategic alternatives from defined objectives. PREP Model. Basis Evaluation process Measuring Performance.

REFERENCE BOOKS

- Event Management   Dr Sanjay Singh Gaur

Events Management (Paperback)
by Glenn Bowdin (Author), Johnny Allen (Author), William O'Toole (Author), Rob Harris (Author), Ian McDonnell (Author)
Butterworth-Heinemann; 2 edition (11 Jan 2006)
Professional Event Coordination (The Wiley Event Management Series) by Julia Rutherford Silvers, Joe Goldblatt, Joe Goldblatt (Editor
Publisher: Wiley, John & Sons, Incorporated

MMC308 - SUPPLY CHAIN MANAGEMENT

Total (60+40= 100]
Credit 3

Course Objective-To provide an understanding of Supply Chain Management

Unit-I

- Introduction of supply chain strategy, supply chain orientation,
- Supply chain issues, concepts of supply chain, formulation of supply chain management policies,
- Total cost approach, internal supply chains, external supply chains, inter organisation supply chain collaboration,
- Reengineering supply chain, time compression in supply chain.

Unit-II

- Identification of services to be outsource,
- Cost implication, legal aspect of contracting services, integration of the service resources to the supply chain.
- New product and service design redesign the current products and services, early involvement of suppliers.

Unit-III

- Strategic supplier alliances, leveraging knowledge and value across supply chain, supplier rationalization.
- Synchronized production, product line segmentation , line balancing and flow balancing,
- JIT, lean manufacturing practices, cycle time, reduction mass customization, linking point of sale data to production planning,

Unit IV

- Integration of supply chain strategy in to corporate strategy.
- Operational improvement across the chain, elimination of complexities, continuous supply chain, capability development
- Quality management, driving down cost through supply chain, total cost vs. price, time based strategies.
- Streamlined logistics and distribution- customer service management of products and services.

Unit V

- Critical factors of packaging and design in the management of global supply chain.
- Recycling of materials (from mother earth to mother earth).
- Restructuring role of business, coordination and functional integration through teams.
- Role, benchmarking of successful business claims.
- Internal and external customer satisfaction.

MMC309 EVALUATION OF ONSITE TRAINING REPORT AND VIVA VOCE

Total (60+40= 100]
Credit 3

REFERENCEBOOKS

- Marketing Management-   Philip Kotler
- Supply chain Management   Chopra-PHI

MME301 - Strategic Brand Management

Semester	III	Specialisation	Marketing
Course code	309MKT	TYPE	Subject – Elective
Course Title	Strategic Brand Management		

Total (60+40= 100]
Credit 3

Course objective	
1.	To introduced different approaches to measuring brand equity
2.	To provide conceptual frame work for managing brand strategically
3.	To emphasize the role of brands, the concept of brand equity and advantages of creating strong brands.
4.	To provide insight into how to create profitable brand strategies by building measuring and managing brand equity

Unit No	Content	Number of session
1.	**1.1 Introduction to brand management :** what is brand? Why do brands matter? Branding challenges and opportunities, brand equity concept, strategic brand management process, identity and establishing brand positioning planning and implementing brand marketing programs, measuring and implementing brand performance, growing and sustain brad equity. **1.2 Brand Equity Models :** Brand asset Valuation Aaker Model BRANDZ Brand resonance	1
2.	**2.1 Identifying and Establishing brand Positioning and Values :** Customer based brand equity, Brand Knowledge, Sources of brand equity Brand Awareness Brand image. The Four steps of brand building creating customer value identifying and establishing brand positioning, Positioning guidelines	1
3.	**3.1 Planning and Implementing Brand Marketing Programs :** Choosing brand elements to build brand equity Potions and tactic for brand New perspectives on marketing integrating marketing communication to build brand equity conceptualizing the leveraging process Co-branding celebrity Endorsements	1
4.	**4.1 Measuring and Interpreting Brand Performance :** The brand value chain designing brand tracking studies capturing customer mind set through quantitative research techniques.	
5.1	**5.1 Growing and Sustaining brand Equity :** Brand architecture Brand herarchy designing brand strategy, New products brand extensions. Advantage and disadvantage, Reinforcing brands, Revitalizing brands Brand failures.	

LEARNING RESOURCES :	
Text Books	Strategic brand management by Kevin tane keller, person 3 edition strategic brand management by JN Kapferer, 4th edition
Reference Books	Building Brand Equity by Aaker Ingredient Branding Making the invisible visible by Kotler Philip Brand vision To Brand Evaluation by Leslie Chernatony Branding Concepts & Process by Debashish Pati Brand Positioning Strategies for Competitive Advantage by Subrato Sen Gupta Managing India Brands by S Ramesh Kumar Product & Brand Management U C Mathur, Excel Books
Supplementary Reading Material	The Economic Times – Weekly Brand Equity Supplement The Financial Express – Weekly Brand Wagon Supplement The Business Standard – Weekly Strategist Supplement
Websites	http/www.ibef.org/ http.www.brandequity.com/
Journals	How important Are Brands? A Cross- Category, Country study by Fischer, Marc, Voickner, Franziska, Sattier, Henrik, Journal of Marketing Research (JMR), Oct. 2010 Vol. 47 issue 5. Increasing shareholder value through building Customer and Brand Equity by Bick, Geoffrey N.C. Journal of Marketing Management Reb. 2009. Vol. 25 issue 1/2 Conceptualizing Measuring Managing Customer – Bases Brand Equity by Keller, Kevin Lane, Journal of Marketing Jan 1993, Vol. 57 issue 1. Assessing long-term brand potential by Keller Kevin Lane Lehmann, Donald R., Journal of Brand Management Sep. 2009 Vol. 17 issue 1. Measurement of Brand Equity of Brand India by Patel Pratik C Journal of Marketing & Communication Jan 2010, Vol. 5 issue 3 Exploring Customer Brand Engagement definition and Themes by Hollebeek Linda Journal of Strategic Marketing Now. 2011 Vol. 19 p555-573

MME302 - Customer Relationship Management

Semester	III	Specialization	Marketing
Course code	309MKT	TYPE	Subject – Elective
Course Title	Customer relationship management		

Total (60+40= 100]
Credit 3

Course objective	
1.	To introduce the core concepts of CRM paradigm.
2.	To emphasize CRM as business strategy
3.	To highlight he role appropriate business process and technology management capabilities managing customer relationship.
4.	To provide insight into how to create profitable brand strategies by building measuring and managing brand equity To help students understand the organizational context of CRM.

Unit No	Content	Number of session
1.	Fundamentals of CRM **1.1 Understanding Relationship:** What is a relationship? Relationship Quality, why companies want relationships with customers? Why customers do not want relationship with customers? Why customer want relationship with suppliers? Why customer do not want relationship with suppliers? Customer satisfaction-loyalty-business performance linkage. Satisfaction profit chain, Relationship management theories. **1.2 Introduction to CRM :** Introduction, Strategic CRM operational CRM , Analytical CRM Collaborative CRM Misunderstandings about CRM Defining CRM, CRM Constituencies, Commercial and not-for profit context of CRM models of CRM	1
2.	**Managing the Customer Life Cycle :** **2.1 Customer Acquisition :** What is a new customer ? Understanding Customer Value Sources of Customer Value Customer Value from products-services-processes-people- physical evidence-customer communication-Channels, Customer Value estimates prospecting KPI of a Customer acquisition Making the right offer, Operational KTR~CRM tools Support from CRM Analytics. **2.2 Customer Retention & Development** : What is Customer retention? Managing Customer Retention Value Retention? Economic of Customer Retention which Customers to retain ? Strategies of Customer Retention Programme, Strategies for Customer Development Strategies for termination Customer Relationship.	1

Unit No	Content	Number of session
3.	**CRM Mechanics** **3.1 CRM Enablers :** Customer related database Development a Customer related database, Database technology and hardware platform potions maintaining the database Desirable Database Attributes Data integration Data Warehousing, Data Marts, Data Access and interrogation, Data Mining Privacy issue. **3.2 Customer Portfolio Management :** What is a portfolio? Who is the Customer? Basic disciplines for CPM Market segmentation, Sales Forecasting Activity Based Costing lifetime Value Estimation CPM in the B2B context strategically Significant Customers Seven Core Customer management strategies. **3.3 Customer Relationship Management and Customer Experience :** Management what is meant by Customer Experience and the role of CRM	1
4	**Managing Network of CRM :** what is a network ? Business Network Position, Concept of Vocal firm Business Network and CRM SCPE of CRM Supplier Network, Distribution network management of Network supplier Relationship product Development supplier Accreditation programmes process Alignment E Procurement partners in value creation Alliance between competing firm Benchmarking partners Advocacy groups Sponsors Partners in value Delivery.	
5	**Organizational Issues and CRM :** Organizational Roles and CRM Strategic goals of CRM Conventional Customer Management structures. Network and Virtual organizations person-to-person contact Key Account Management Team Selling Employees and internal Marketing Empowerment Employee Relationship Management.	