

Maintenance

SCHEME OF TEACHING AND EXAMINATION

MASTER OF BUSINESS ADMINISTRATION

I SEMESTER

| Subject Code | Name of the Subject              | Teaching hours/week |                                     | Duration of Exam in Hours | Marks For  |            | Total Marks |
|--------------|----------------------------------|---------------------|-------------------------------------|---------------------------|------------|------------|-------------|
|              |                                  | Lecture             | Practical / Field Work / Assignment |                           | I.A.       | Exam.      |             |
| 10MBA11      | Management & Behavioural Process | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| 10MBA12      | Managerial Economics             | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| 10MBA13      | Statistics for Management        | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| 10MBA14      | Accounting for Managers          | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| 10MBA15      | Management Information Systems   | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| 10MBA16      | Marketing Management             | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| 10MBA17      | Business Communication           | 4                   | -                                   | 3                         | 50         | 100        | 150         |
| <b>Total</b> |                                  | <b>28</b>           | <b>-</b>                            | <b>21</b>                 | <b>350</b> | <b>700</b> | <b>1050</b> |

I SEMESTER

MANAGEMENT & BEHAVIOURAL PROCESSES

|                           |           |            |       |
|---------------------------|-----------|------------|-------|
| Sub Code                  | : 10MBA11 | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04      | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56      | Exam Marks | : 100 |

FOUNDATIONS OF MANAGEMENT

**MODULE 1 (8 Hours)**

**Management:** Introduction: Definition of management, nature, purpose and functions, level and types of managers, Manager/Non-Manager, Managerial Roles, Essential Managerial Skills, Key personal characteristics for Managerial success. Evolution and various schools to management thoughts, continuing management themes – quality and performance excellence, global awareness, learning organization, Characteristics of 21<sup>st</sup> century Executives. Social responsibility of managers.

**MODULE 2 (8 Hours)**

**Planning:** Meaning and nature of planning, types of plans, steps in planning process; Objectives: meaning, setting and managing objectives – MBO method: concept and process of managing by objectives; Strategies: definition, levels of strategies, its importance in an Organization; Policies: meaning, formulation of policies; Programs: meaning, nature; Planning premises: concept, developing effective planning premises; Decision making, steps in decision making, approaches to decision making, types of decisions and various techniques used for decision making.

**MODULE 3 (8 Hours)**

**Organizing:** Organizing as managerial function – organization structure, formal and informal organization. Traditional Organization Structures – Functional, Divisional and Matrix Structure

**Directions in organizational Structures** – Team structure, network structure, boundary less structure

**Organizing Trends and Practices** – Chain of command, unity of command, span of control, delegation and empowerment, decentralization and use of staff, organizational design and organizational configuration.

**MODULE 4****(8 Hours)**

**Leading as a function of management**, Leadership and vision, Leadership traits, classic Leadership styles, Leaders behaviour – Likert’s four systems, Managerial Grid. Overlapping role of leader and managers. The organizational context of communication, Directions of communications, channels of communication, Barriers to communication. Motivation and rewards, Rewards and performance. Hierarchy of need theory and two factory theory. Integrated model of motivation.

**MODULE 5****(6 Hours)**

**Controlling**: Control function in management, The basic control process. Types of control – feed forward, concurrent and feedback controls. Factors in control effectiveness.

**RECOMMENDED BOOKS:**

1. Management– J.R. Schermerhorn Jr. Wiley India, New Delhi 2004.
2. Management-Concepts and Cases-V.S.P.Rao, Excel Books
3. Management - A Global and Entrepreneurial Perspective - Harold Koontz, Heinz Wehrich - TMH 12<sup>th</sup> edition, 2008.
4. Management – Stephen P. Robbins, M. Cautler, Pearson, PHI, 9e, 2008.

**REFERENCE BOOKS:**

1. Management - Ricky W. Griffin Eighth Edition, 2005, Biztantra
2. Fundamentals of Management-Stephen P Robbins et all, Pearson Publications, Fifth edition
3. Management-Richard L. Daft, Cengage learning

**ORGANIZATIONAL BEHAVIOUR****MODULE 6****(4 Hours)**

**Organizational behavior**: Introduction, definition, goals, elements, historical development of Organizational Behaviour, fundamental concepts, contributing disciplines to OB, Models of OB, social systems and organizational culture, international dimensions of organizational behaviour, limitations of Organizational behaviour, the future of OB.

**MODULE 7****(8 Hours)**

**Individual behaviours**: Introduction, foundation of individual behavior:

**Personality**: definition, determinants, personality traits, types, from concepts to skills, theories, instruments to measure personality, personality attributes influencing OB

**Perception**: meaning, factors influencing perception, theories, perceptual errors

**Emotions**: meaning, types of emotions, determinants, emotional labour, emotional intelligence.

**Attitudes**: definition, sources of attitudes, types of attitudes, cognitive dissonance theory, from concepts to skills, changing attitudes, work related attitudes.

**Values**: definition, importance of values, sources of our value systems, types of values, loyalty and ethical behavior.

**Learning**: definition - theories of learning - some specific organizational applications.

**MODULE 8****(6 Hours)**

**Behaviour in the organization**: Introduction, Issues between organizations and individuals: conformity issue, rights of privacy, discipline, individuals’ responsibilities to the organization.

**Interpersonal behaviour**: Conflict in Organizations: nature of conflict, levels of conflict, conflict management styles.

**Group dynamics**: types of groups, meetings, teamwork, stages of group formation.

**Employee stress**: forms, causes, implications, approaches to stress management.

*(NOTE: Proportionate weightage - based on number of hours allotted - should be given to both the parts while setting question papers)*

**RECOMMENDED BOOKS:**

1. Organizational Behaviour - Stephen P Robbins, Timothy A. Judge, Seema Sanghi- Pearson Education,

- 12<sup>th</sup> Edition, PHI.
- Organization Behaviour-Sтивен L Mc Shane, Mary Ann Von Gilnow and Radha R Sharma, TMH, 3<sup>rd</sup> Edition, 2006
  - Organizational Behaviour, P.G. Aquinas, Excel Books.

#### REFERENCE BOOKS:

- Organizational Behaviour, Fred Luthans, 11<sup>th</sup> edition, Mc-Graw Hill International
- Understanding Organizational Behaviour – Uday Parek; Oxford Press
- Management and organizational Behaviour, Laurie J Mullins, Pearson education
- Fundamentals of organizational behaviour, Slocum/Hillriegel. Cengage Learning

### MANAGERIAL ECONOMICS

|                           |                  |            |       |
|---------------------------|------------------|------------|-------|
| Sub Code                  | : <b>10MBA12</b> | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04             | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56             | Exam Marks | : 100 |

#### MODULE 1 (7 Hours)

**Introduction to economics:** Managerial Economics- Nature, Scope, & significance. Role of Managerial Economist in Decision making -Decision Making Process in Managerial Economics

#### MODULE 2 (7 Hours)

**Fundamental principles of managerial economics:** Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi-Marginal principles.

#### MODULE 3 (7 Hours)

**Demand analysis:** Law Of Demand, Exceptions to the Law of Demand, Elasticity of demand – Price, Income & Cross elasticity, Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Advertising and promotional elasticity of demand.-Demand forecasting: Meaning & Significance.

#### MODULE 4 (7 Hours)

**Concepts,** Objectives of the firm, alternate objectives of firm, firm & Industry. Marginalism – Importance in decision making.

Theories of firm-Managerial theories: Baumol’s Model, Marris’s Theory, Williamson’s theory.

Behavioural theories: Satisfying Behaviour, Simple model of Behaviourism.

#### MODULE 5 (7 Hours)

**Production analysis:** Concepts, production function: Single Variable – Law of Variable Proportions & Two variable Function – ISO-Quants & ISO-Costs & Equilibrium (Least cost combination). Total, Average, & Marginal Product. Returns to scale. Technological progress & Production function.

#### MODULE 6 (7 Hours)

**Costs & revenue functions:** Short run and long run cost curves, combination, expansion path. Economies and diseconomies of scale. Law of supply, Elasticity of supply.

#### MODULE 7 (7 Hours)

**Market structure:** Perfect Competition, Features, Determination of price under perfect competition

Monopoly: Feature, Pricing under monopoly, Price discrimination.

**Oligopoly:** Features, Kinked demand Curve, Cartels, Price leadership.

Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation.

**Descriptive Pricing Approaches:** Full cost Pricing, Product Line Pricing,

Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing.

**MODULE 8****(7 Hours)**

**Profits:** Determinants of Short-term & Long-term profits. Classification – Measurement of Profit. Break Even Analysis – Meaning, Assumptions, determination of BEA, Limitations – Uses of BEA in Managerial decisions.

**RECOMMENDED BOOKS:**

1. Managerial Economics-Theory and Applications by Dr. D M Mithani : Himalaya Publication, 2/e, 2005
2. Managerial Economics by Craig H Petersen, W. Chris Lewis & Sudhir K Jain-Pearson Education, 4th Ed. PHI.
3. Managerial Economics, Atmanand, Excel Books.

**REFERENCE BOOKS:**

1. Micro Economics by Dominick Salvatore, Oxford publishers, 4/e, 2004
2. Managerial Economics by D N Dwivedi -6th ed, Vikas Publication, 2005
3. Managerial Economics by Christopher R Thomas, S Charless Maurice – Special Indian, 8th Ed, Mc-Graw Hill Education
4. Economics by Samuelson Nordhavs 18th Edition, Mc-Graw Hill Education

**STATISTICS FOR MANAGEMENT**

|                           |                  |            |       |
|---------------------------|------------------|------------|-------|
| Sub Code                  | : <b>10MBA13</b> | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04             | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56             | Exam Marks | : 100 |

**MODULE 1****(6 Hours)**

**Introduction to statistics:** Introduction to Statistics - Statistical Data: Primary and Secondary data – Sources of Data – Types of Classification of data - Frequency Distribution: Discrete or Ungrouped Frequency Distribution, Grouped Frequency Distribution, Continuous Frequency Distribution. – Diagrammatic and Graphic Representation: Line Diagram, Bar Diagram, Rectangle Diagram, and Pie Diagram -Choice of a suitable Diagram – Graphs: Histograms, Frequency Polygon, Cumulative Frequency Curves or Ogives – Advantages and Limitations of Diagrams and Graphs

Tabulation: Types of Tables- Construction of one way and two way tables.

**MODULE 2****(6 Hours)**

**Measures of central tendency:** Average: Concept, Types – Mathematical Averages: Arithmetic Mean, Geometric Mean, Harmonic Mean – Position or Locational Averages: Median, Mode ( No grouping table method). Partition Values: Quartiles, Deciles and Percentiles - Comparison of the Various Measures of Central Tendencies.

**MODULE 3****(8 Hours)**

**Measures of dispersion:** Range – Quartile Deviation – Mean Deviation - Standard Deviation – Variance – Coefficient of Variance - Comparison of various measures of Dispersion

Skewness: Relative measures of skewness- Karl- Pearson, Bowley, Kelly, Co-efficient of skewness.

**MODULE 4****(6 Hours)**

**Correlation and regression:** Scatter Diagram, Karl Pearson's coefficient of Correlation (One way table only), Rank Correlation, Concurrent Deviation - Regression: Method of Least Squares,

**MODULE 5****(7 Hours)**

**Time series analysis & index numbers:** Introduction, Objectives of Time Series, Identification of Trend - Variations in Time Series: Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation — Methods of Estimating Trend; Index Numbers: Definition; uses; types; Simple Aggregate Method and Weighted Aggregate Method – Laspeyre's, Paasche's, Fisher's and CPI.

Problems on calculation on trend and seasonal variation only.

**MODULE 6****(8 Hours)**

**Probability:** Concept and Definition - Relevance to Management Decisions - Sample Space and Events - Relevance of Permutations and Combinations to Probability - Rules of Probability, Random Variables and Concept of Probability Distribution. Theoretical Probability Distributions: Binomial, Poisson and Normal and problems on it. Baye's Theorem (No derivation).

**MODULE 7 (5 Hours)**

**Sampling and sampling distribution:** Concept and Definitions - Census and Sampling - Probability Samples and Non-Probability Samples. Relationship between Sample size and errors. Simple numericals only.

**MODULE 8 (10 Hours)**

**Testing of hypothesis and inferences:** Introduction to Hypothesis Testing, Procedure of testing hypothesis, Type I and Type II Errors. Z-Test, t-test, F-test, Chi-Square test; Analysis of Variance – One-Way and Two-way classification.

Problems on one way annova only.

*NOTE: THE QUESTION PAPER SHALL CONSIST OF THEORY & PROBLEMS IN THE RATIO OF 40:60.*

Use of scientific non programmable calculators permitted for use in exams

**RECOMMENDED BOOKS:**

1. Business Statistics, J.K.Sharma, Pearson Education, Second edition 2008.
2. Fundamentals of Statistics, S. C. Gupta, Himalaya Publishing House, 6/e, 2004

**REFERENCE BOOKS:**

1. Statistics , Levin and Rubin, Perason, 7e
2. Statistical Methods, S. P. Gupta, Sultan Chand & Sons, 2002
3. Complete Business Statistics 6/e, Aczel and Sounderpandian, Tata-McGraw Hill, 2006
4. Statistics for Business and Economics", Anderson, Sweeney, William, Thomson Publishing, 9/e, 2007

**ACCOUNTING FOR MANAGERS**

|                           |           |            |       |
|---------------------------|-----------|------------|-------|
| Sub Code                  | : 10MBA14 | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04      | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56      | Exam Marks | : 100 |

**MODULE 1 (7 Hours)**

**Principle of double entry book keeping:** Importance & scope of accounting, Accounting concepts, conventions, GAAPs & accounting standards. Accounting equations, Users of accounting statements.

**MODULE 2 (7 Hours)**

**Preparation of books of original records:** Journals, subsidiary book, problems on cash book and petty cash book, Ledgers & trial balance.

**MODULE 3 (12 Hours)**

**Preparation of final accounts/statement:** Sole traders with basic adjustments, Preparation of final accounts / statement of companies (Both horizontal & vertical form of financial statements). Brief introduction to partnership account.

**MODULE 4 (6 Hours)**

**Depreciation & inventory valuation:** Concepts & methods of depreciation, Problems on straight line & WDV methods, Inventory-concepts & methods, Problems on LIFO, FIFO & weighted average.

**MODULE 5 (4 Hours)**

**Nature and incidence of window dressing:** Determination of EBDIT, EBIT, EDT, EAT, EPS, DPS, Payout ratio- P/E ratio, Net cash accrual, ROCE, RONW, BV and Entity Value, (This concept to be introduced using a financial statement)

**MODULE 6 (4 Hours)**

**Provisions of the companies act 1956:** Provision affecting preparation, presentation & analysis of Audit reports & directors reports. (Students should be exposed to reading of annual reports of companies both detailed & summarized version)

**MODULE 7 (10 Hours)**

**Analysis of financial performance of a firm:** Different tools, Ratio analysis- Different types of ratio's, Interrelation between Ratio's, Due-point analysis, Common size statement of inter firm and intra firm.

**MODULE 8 (6 Hours)**

**Statement of changes in funds:** Funds Flow Statement, Cash Flow Statement, Problems with basic adjustment on FFS & CFS.

**RECOMMENDED BOOKS:**

1. Financial Accounting - A Managerial Perspective - R. Narayanaswamy - Prentice Hall India, 3/e
2. Financial Accounting For Management-N. Ramachandran & Ram Kumar Kakani- TMH Publications, 1/e,
3. Introduction to Financial Statement Analysis – Ashish K Bhatta charya – Elsevier India (P) Ltd, Recommended books for modules 5&7.
4. Financial Accounting-P. C. Tulsian –Pearson Education India, 1/e,

**REFERENCE BOOKS:**

1. Financial Accounting for Management: An Analytical Perspective – Ambrish Gupta, Pearson Education, 1/e,
2. Financial Accounting: A Managerial Emphasis – Ashok Banerjee, Excel Books, 2003
3. Accounting For Managers – Maheswari & Maheswari – Vikas Publishing house (P) Ltd.
4. Financial Statement Analysis – Wild – Tomson Cengage Learning Ltd.
5. Advanced Accountancy- R.L. Gupta & M. Radhaswamy –Sultan Chand Publications, 2002
6. Accounting for Managers-Bhattacharya- Vikas Publications, 3/e, 2004
7. Financial Accounting for Business Managers, Ashish K Bhattacharya, PHI, 2/e, 2005
8. Accountancy – Vol I & Vol II, B.S. Raman –Universal Publishers, 2002
9. Accounting For Managers – Jawaralal –Himalaya Publishing House, 4/e, 2004
10. Accounting for Managers – Hendrikson.
11. Accounting for Managers – Anthony & Reece.

**MANAGEMENT INFORMATION SYSTEM (MIS)**

|                           |           |            |       |
|---------------------------|-----------|------------|-------|
| Sub Code                  | : 10MBA15 | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04      | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56      | Exam Marks | : 100 |

**MODULE 1 (6 Hours)**

**Organisation and information systems:** Changing Environment and its impact on Business - The IT/IS and its influence - The Organisation: Structure, Managers and activities - Data, information and its attributes - The level of people and their information needs - Types of Decisions and information - Information System, categorisation of information on the basis of nature and characteristics.

**MODULE 2 (7 Hours)**

**Kinds of information systems:** Transaction Processing System (TPS) - Office Automation System (OAS) - Management Information System (MIS) - Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS).

**MODULE 3 (8 Hours)**

**Computer fundamentals, telecommunication and networks :**Computer System – Introduction - Generation of Computers - Classification of Computers - Input and output devices - Software – System s/w and Application s/w - O/S – Functions and Features.  
Communication, Media, Modems & Channels - LAN, MAN & WAN - Network Topologies, Internet, Intranet and Extranet. Wireless technologies like Wi-Fi, Bluetooth and Wi-Max.

**MODULE 4****(8 Hours)**

**System analysis and development and models:** Need for System Analysis - Stages in System Analysis - Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram. System Development Models: Water Flow, Prototype, Spiral, RAD – Roles and responsibilities of System Analyst, Database Administrator and Database Designer.

**MODULE 5****(6 Hours)**

**Manufacturing and service systems:** Information systems for Accounting, Finance, Production and Manufacturing, Marketing and HRM functions - IS in hospital, hotel, bank industry.

**MODULE 6****(8 Hours)**

**Enterprise system:** Enterprise Resources Planning (ERP): Features, selection criteria, merits, issues and challenges in Implementation - Supply Chain Management (SCM): Features, Modules in SCM - Customer Relationship Management (CRM): Phases.

Knowledge Management and e-governance

**MODULE 7****(5 Hours)****Choice of it**

Nature of IT decision - Strategic decision - Configuration design and evaluation  
Information technology implementation plan.

**MODULE 8****(8 Hours)**

**Security and ethical challenges:** Ethical responsibilities of Business Professionals – Business, technology. Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Privacy – Issues and the Internet Privacy.

Challenges – working condition, individuals. Health and Social Issues, Ergonomics and cyber terrorism.

**RECOMMENDED BOOKS:**

1. “Management Information Systems”, Kenneth J Laudon, Jane P. Laudon, Pearson/PHI,10/e, 2007
2. “Management Information Systems”, W. S. Jawadekar, Tata McGraw Hill Edition, 3/e, 2004
3. MIS by Ralph Stair

**REFERENCE BOOKS:**

1. “Introduction to Information System”, James A. O’ Brien, Tata McGraw Hill, 12<sup>th</sup> Edition.
2. “Management Information Systems”, S.Sadagopan, PHI, 1/e, 2005
3. “Management Information Systems”, Effy Oz, Thomson Course Technology, 3/e, 2003
4. Corporate Information Strategy and Management”, Lynda M AppleGate, Robert D Austin et al, Tata McGraw Hill, 7<sup>th</sup> Edition.

**MARKETING MANAGEMENT**

|                           |                  |            |       |
|---------------------------|------------------|------------|-------|
| Sub Code                  | : <b>10MBA16</b> | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04             | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56             | Exam Marks | : 100 |

**MODULE 1****(3 Hours)**

**Introduction:** Nature and scope of Marketing, Evolution, Various Marketing orientations, Marketing Vs Selling concept, Consumer Need, Wants and Demand concepts.

**MODULE 2****(2 Hours)**

**Understanding the market environment:** Assess the impact of micro and macro environment.

**Services:** Importance, distinctive characteristics of services, service mix

**(2 Hours)****MODULE 3****(6 Hours)**

**Buyer behaviour:** Buying motives- Meaning, Factors influencing buying behaviour/ Buying motives, Buying habits, Diffusion of innovations, Stages in buying decision process, Organisational buying Vs House hold buying.

Consumerism, Consumer Protection Act, 1986-An introduction

**Market segmentation, Targeting & Positioning**

**Segmentation:** Meaning, Need, Factors influencing segmentation, Market Aggregation, Basis for segmentation, Segmentation of Consumer/ Industrial markets.

**(2 Hours)**

**Targeting:** Basis for identifying target customers, Target Market Strategies,

**(2 Hours)**

**Positioning:** Meaning, Product differentiation strategies, Errors in positioning.

**(2 Hours)**

**Marketing Mix Decisions**

**MODULE 4**

**(7 Hours)**

**Product decisions:** Concept, product hierarchy, diffusion process, New product development, Product Life cycle, Product mix strategies. Concept of Branding, Brand perception, Brand equity,

**Packaging / Labeling:** Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging

**(2 Hours)**

**MODULE 5**

**(4 Hours)**

**Pricing decisions:** Pricing concepts for establishing value, Impact of Five “C”s on pricing, Pricing strategies- Value based, Cost based, Market based, Competitor based, New product pricing,

**MODULE 6**

**(6 Hours)**

**Distribution decisions:** Meaning, Purpose, Channel alternatives available to the marketing manager, Factors affecting channel choice, Channel design and Channel Management decision, Channel conflict, Distribution system, Multilevel Marketing (Network Marketing)

**MODULE 7**

**(8 Hours)**

**Marketing communication:** Concept of communication mix, communication objectives, steps in developing effective communication, stages in designing message,

**Advertising:** Message content, Structure, Source, Advertising Budget, Measuring effectiveness of Ad. Hierarchy of effects in advertising

**Promotion:** Promotion mix, kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion.

**Personal selling:** Concept, Features, Functions, Steps involved in Personal Selling

**Publicity / public relation:** Meaning, Objective, Merits/Demerits.

**Direct Marketing:** Meaning, Features, Functions, Merits/Demerits, Role of media in DM

Basic concepts of e-commerce, e-business, e-marketing, m-Commerce, m-marketing.

**MODULE 8**

**(6 Hours)**

**Marketing Planning:** Meaning, Concepts of Marketing plan, Steps involved in planning.

**Marketing Organisation:** Evolution of Modern Marketing department, Factors influencing the size of the marketing organisation, various types of marketing structures/organisation

**Marketing Audit:** Meaning, Features of marketing audit, various components of marketing audit.

**Case studies in Indian context only**

**(4 Hours)**

**RECOMMENDED BOOKS:**

1. Principles of Marketing- Philip Kotler, Kevin Lane Keller, Pearson, PHI,12<sup>th</sup> Edition,2006
2. Marketing Management, Tapan Panda, 2/e, Excel Publication
3. Marketing Management (Text & Cases in Indian Context), Dr. K. Karunakaran, HPH, 2007.



4. Fundamentals of Marketing Management, M J Etzel, B J Walker, William J Stanton, TMH, 13<sup>th</sup> Edition, 2005
5. Marketing Management-Rajan Saxena, TMH Publication, 3<sup>rd</sup> Edition.

#### REFERENCE BOOKS:

1. Marketing by Lamb, Hair, Mc Danniel – Thomson, 7/e, 2004
2. Marketing by Evans & Berman, 2/e, Biztantra, 2005
3. Marketing – Concepts, strategies by William M Pride, O C Fewell, Biztantra, 12/e,2005
4. Marketing Management, Ramaswamy & Namakumari, Macmillan, 2005
5. Marketing Management, Arun Kumar & Meenakshi, Vikas, 2007
6. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education, 12<sup>th</sup> Edition.

### BUSINESS COMMUNICATION

|                           |           |            |       |
|---------------------------|-----------|------------|-------|
| Sub Code                  | : 10MBA17 | IA Marks   | : 50  |
| No. of Lecture Hrs /week  | : 04      | Exam Hrs.  | : 03  |
| Total No. of Lecture Hrs. | : 56      | Exam Marks | : 100 |

#### MODULE 1 (6 Hours)

**Introduction:** Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis

#### MODULE 2 (6 Hours)

**Oral communication:** What is oral Communication – principles of successful oral communication – barriers to communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication

#### MODULE 3 (8 Hours)

**Written communication:** Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.

#### MODULE 4 (6 Hours)

**Business letters and reports:** Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports

#### MODULE 5 (8 Hours)

**Case method of learning:** Understanding the case method of learning – different types of cases – overcoming the difficulties of the case method – reading a case properly (previewing, skimming, reading, scanning) – case analysis approaches (systems, Behavioural, decision, strategy) – analyzing the case – dos and don'ts for case preparation

#### MODULE 6 (8 Hours)

**Presentation skills:** What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid

**Negotiations skills:** What is negotiations – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies

#### MODULE 7 (6 Hours)

**Employment communication:** Introduction – writing CVs – Group discussions – interview skills  
Impact of Technological Advancement on Business Communication

Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – videoconferencing

**MODULE 8**

**(8 Hours)**

**Group communication:** Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings.

Media management – the press release- press conference – media interviews

Seminars – workshop – conferences.

Business etiquettes.

**RECOMMENDED BOOKS:**

1. Business Communication : Concepts, Cases And Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education, 1/e, 2004 (Module 1, 2, 4, 5, & 7 )
2. Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning , 3/E, 2002 (Module 3)
3. Basic Business Communication – Lesikar, Flatley TMH 10/E, 2005 (Module 1, 2, 4, 5, & 7)
4. Advanced Business Communication – Penrose, Rasberry, Myers Thomson Learning, 4/e, 2002 (Module 6 & 8)
5. Business Communication, M.K. Sehgal & V. Khetrapal, Excel Books.

**REFERENCE BOOKS:**

1. Effective Technical Communication By M Ashraf Rizvi .- TMH, 2005
2. Business Communication Today by Bovee Thill Schatzman – Pearson & Education, 7th Ed, , 2003
3. Contemporary Business Communication - Scot Ober-Biztantra, 5/e
4. Business Communication – Krizan, Merrier, Jones- Thomson Learning, 6/e, 2005