

MBA Program Subjects & Curriculum

<p>Semester-1</p> <ul style="list-style-type: none"> • Business Communication • Financial Accounting • Micro Economics & Macro Economics • Organizational Behavior • Marketing Management • Quantitative Methods - I 	<p>Semester-2</p> <ul style="list-style-type: none"> • Cost & Management Accounting • Human Resource Management • Strategic Management • Business Analytics • Legal Aspect of Business • Operations Management
<p>Semester-3</p> <ul style="list-style-type: none"> • Corporate Finance • Research Methodology • Project Part I • Elective 1 • Elective 2 • Elective 3 • Elective 4 	<p>Semester-4</p> <ul style="list-style-type: none"> • Indian Ethos & Ethics • Corporate Sustainability • International Business • Project Part II • Elective 5 • Elective 6 • Elective 7

- **Total Program Credit: 102**
- Program Level: **Master**
- Program Structure and curriculum are subject to change at per the discretion of the University

Electives | Specializations: (Select any one Elective)

- 1) Business Management
- 2) Marketing
- 3) Operations and Data Sciences
- 4) Human Resource Management
- 5) Finance

Program: Master of Business Administration (MBA) Course Details

Semester I

Subject: Business Communication Coverage:

- Overview of Business Communication
- Interpersonal Communication in a Diverse and Global work environment
- Non-verbal communication
- The Importance of Listening in the Workplace
- Developing your communication style – verbal and non-verbal
- English Proficiency Round up
- Written Business Communication
- Context of Communication
- Soft skills – an overview
- Guidelines for Meetings
- External Business Communication
- Reports - Gathering information
- Reports and Proposals
- Developing Business Presentations
- Team dynamics, Course round up and Project Presentations

Subject: Financial Accounting Coverage:

- Accounting cycle & Preparation of Financial Statements – I
- Accounting cycle & Preparation of Financial Statements – II
- Financial Reporting in Corporate Context
- Inventory
- Long-Lived Assets
- Analysis of Receivables
- Cash Flow Statement
- Financial Statement Analysis
- Financial & Operating Investments
- Earnings Analysis & Qualitative Information
- Global Accounting Standards and Regulatory Framework

Subject: Micro Economics & Macro Economics Coverage:

- The Scope and Method of Economics
- The Economic Problem: Scarcity and Choice
- The Nature and Scope of Managerial Economics
- Optimisation Techniques and New Management Tools
- Demand Theory
- Supply and Demand
- Demand Theory-Price Elasticity of Demand
- Market Structures Perfect Competition, Monopoly and Monopolistic Competition
- Demand Estimation

- Demand Forecasting
- Oligopoly and Firm Architecture
- Production Theory and Estimation
- Pricing Practices
- Cost Theory and Estimation
- Market Structures Perfect Competition, Monopoly and Monopolistic Competition
- Market Structures Perfect Competition, Monopoly and Monopolistic Competition
- Overview of Macroeconomics
- Circular flow Models of Economy:
- Measuring a Nation's Income.
- Measuring GDP/GVA
- GDP Vs. Standard of living and wellbeing
- Determination of NI through AD and AS
- Keynesian Theory of Income Determination
- The influence of Monetary and Fiscal Policy on Aggregate Demand
- Economic Growth and the four wheels of growth
- Unemployment
- Unemployment and Foundations of Aggregate Supply
- Efficiency vs. Equality
- Money and the Financial System
- Inflation
- Monetary Policy
- Fiscal Policy
- Analysis of union Budget
- The External Sector
- Exchange rates
- Economic Reforms- A Brief Review

Subject: Organizational Behavior Coverage

- Introduction to Organizational Behaviour
- Diversity in organizations
- Attitudes and Values
- Emotions and Moods
- Personality
- Personality
- Perception and Decision making
- Motivation: Theories and Applications
- Learning Theories
- Learning Theories and styles
- Individual Wellbeing and Managing Stress
- Groups and Teams Effectiveness
- Power and Politics-1
- Leadership
- Organizational Structure and Design-1
- Organizational Culture and climate
- Organizational Change'

- Project Presentation

Subject: Marketing Management Coverage:

- Introduction to Marketing Management
- Assessing Market Opportunities and Customer Value
- Analyzing Consumer Behaviour
- Analyzing Business Market
- Understanding Competition In Market
- Marketing Research
- Market Segmentation
- Target Market Selection
- Differentiated Positioning
- Building Brands
- Wrap-Up Of Concepts and Frameworks

Subject: Quantitative Methods – I Coverage

- Data Visualization (Descriptive Statistics)
- Discrete Probability Distribution
- Normal Distribution
- Sampling Theory
- Interval Estimates of the Mean from Large Samples
- Testing of Hypothesis (One sample tests for Arithmetic Mean (population standard deviation known and population standard deviation unknown))
- Testing of Hypotheses (two sample tests)
- F-Test for inferences about two variances
- Chi-Square Test
- Analysis of Variances (ANOVA)
- Simple Correlation between Related Variables
- Multiple Regression

Semester II

Subject: Cost & Management Accounting Coverage:

- Introduction to Cost and Management Accounting
- Cost Ascertainment
- Cost-Volume-Profit Analysis and Break-Even Analysis
- Job costing in a two-stage cost allocation process
- Process Costing
- Cost Allocations
- Decision Making and Relevant Information
- Master Budget, Operating and Financial Budgets
- Flexible Budget and Variances
- Cost Allocation, Customer Profitability and Sales-Variance Analysis
- Introduction to Transfer Pricing Mechanism

Subject: Human Resource Management Coverage

- Introduction to HRM
- Human Resource Planning
- Job Analysis
- Recruitment
- Selection
- Training and Development
- Training and Development
- Performance Management
- Career & Succession Planning
- Compensation Strategies and Elements
- Compensation Administration, Benefits and Services
- Employee Relations and Employment Law
- International HRM
- HR in small firms
- Project Presentation Subject:

Strategic Management Coverage:

- The Origins of Strategy, Strategic Management Framework/Process and Vision/Mission
- Mapping the Business Landscape
- Creating the Competitive Advantage, Mapping the Internal Environment
- Creating the Competitive Advantage
- Anticipating Competitive Dynamics
- Sustaining Superior performance
- Strategies in Action
- Strategy Analysis & Choice
- Choosing Corporate Scope
- Core Competence
- Value Innovation
- Blue Ocean Strategy
- Business Model
- Building an organization capable of good strategy execution with focus on people, capabilities and structure
- Implementing Strategies
- Dynamic Capabilities and Ambidexterity
- Balanced Scorecard for the Firm
- Implementing Strategies in each of the Functional areas

Subject: Business Analytics Coverage:

- Introduction To Analytics
- Stages of a typical Analytics Project
- Types of Data & Collection Process
- Data Visualization
- Probability Theory
- Chi-square Distribution
- Basics of Modeling

- Linear Regression
- Multiple Regression
- Logistic Regression
- Introduction to Forecasting
- Introduction to Time-Series
- Decision Theory
- Decision Trees
- Data Mining Introduction

Subject: Legal Aspect of Business Coverage:

- Overview of the objectives of LAB
- Overview of Legal & Constitutional Remedies & Common Legal terms
- Introduction to the law of contract
- Performance of contracts (S.37-67)
- Special Contracts
- Overview of Industrial Disputes Act, Contract Labor (Regulation and Abolition) Act, 1970 & Factories Act, 1948
- Sexual Harassment of Women at Workplace
- Alternate Dispute Resolution (ADR)
- Laws Relating to Intellectual Property Rights
- Law of Sale of Goods & the Law of Consumer Protection in India
- Companies Act 2013 & Negotiable Instruments Acts
- Competition Act 2002

Subject: Operations Management Coverage:

- Definition & Concept of Operation Management
- Types of Production
- Operation Management and Productivity
- Product oriented approach to Operation Management
- Process oriented approach to Operation Management
- Supply Chain Management oriented approach to Operation Management
- Operation Management and competitiveness
- Total Quality Management
- Plant Location
- Plant Layout
- Group technology
- Materials and Inventory Management
- Project Management
- Production Planning and Control
- Scheduling
- Work measurement
- Motion study
- Value Analysis

Semester III

Subject: Corporate Finance Coverage:

- Introduction to Corporate Finance – Decision making in Finance
- Introduction to Valuation: Time Value of Money (TVM)
- NPV and other investment criteria
- Basics of Valuation of Fixed Income
- Basic of Valuation of Equity security
- Calculation of Cost of Capital (CoC)
- Introduction to relevant Cash Flows forecasting
- Risk Analysis in Capital Budgeting
- Alternative Sources of Capital
- Introduction to Financing decision
- Dividend or Buyback decision
- Working Capital Management

Subject: Research Methodology Coverage:

- Introduction and Role of Business Research
- Survey Design and Observation
- Questionnaire Design and Scale Measurement Concepts
- Multiple Regression Analysis and Logistic Regression
- Factor Analysis
- Cluster Analysis
- Multi-dimensional Scaling
- Report writing

Subject: Project Part 1:

- To be submitted Online by the Student

Semester IV

Subject: Indian Ethos & Ethics Coverage:

- History and Relevance of Indian Management
- Indian Ethos and Managing Relationships
- Cultural Diversity and Human Values
- Stress Management
- Contemporary Approaches to Leadership
- Indian System of Learning
- Karma and its importance in Indian Management
- Indian Management Lessons from Ramayana
- Indian Management Lessons from Mahabharata
- Indian Management lessons from Chanakya
- Success Stories of Indian Global Organizations.

- Successful Indian Global leaders and their attributes and values to be successful
- Introduction and objectives of the course, The theory of Values
- Socio- Economic Values
- Managing Ethics
- Decision Making at Workplace
- Organizational Ethics and its impact on work culture
- Corporate Code of Ethics

Subject: Corporate Sustainability Coverage:

- Introduction to Business Sustainability & Accountability reporting
- History of sustainability reporting
- Business Sustainability & Accountability initiatives, reporting & assurance
- Sustainability, Corporations, Capital Markets & Global Economy
- Economic Vitality for Sustainability
- Corporate Governance Dimension of Sustainability
- Social Dimensions of Corporate Sustainability
- Ethical Dimensions of Sustainability
- Environmental Dimensions of Sustainability
- Business Sustainability in Action: Initiatives & issues
- Future of Business Sustainability

Subject: International Business Coverage:

- Foundations
- The Environment of IB
- Strategy & Opportunity Assessment
- Entering & Working in International Markets
- Functional Area Excellence

Subject: Project Part 2:

- To be submitted Online by the Student

Specialisations and Subjects with topic

Elective: **Finance**

- Elective – I (Sem-3) | Capital Market and Portfolio Management
- Elective – II (Sem-3) | Business Valuation
- Elective – III (Sem-3) | Financial Derivatives
- Elective – IV (Sem-3) | Futures Options
- Elective – V (Sem-4) | Corporate Tax Planning
- Elective – VI (Sem-4) | Investment Banking
- Elective – VII (Sem-4) | International Finance

Elective: **Business Management**

- Elective – I (Sem-3) | Information Systems for Management
- Elective – II (Sem-3) | Consumer Behaviour
- Elective – III (Sem-3) | Organisational Theory, Structure and Design
- Elective – IV (Sem-3) | Supply Chain Management
- Elective – V (Sem-4) | Digital Marketing
- Elective – VI (Sem-4) | Entrepreneurship and Venture Capital Management
- Elective – VII (Sem-4) | Project Management

Elective: **Human Resource**

- Elective – I (Sem-3) | Compensation & Benefits
- Elective – II (Sem-3) | Industrial Relations & Labour Laws
- Elective – III (Sem-3) | Manpower Planning, Recruitment and Selection
- Elective – IV (Sem-3) | Organizational Development & Change
- Elective – V (Sem-4) | Performance Management System
- Elective – VI (Sem-4) | Learning & Development
- Elective – VII (Sem-4) | Emotional Intelligence

Elective: **Marketing**

- Elective – I (Sem-3) | Brand Management
- Elective – II (Sem-3) | Consumer Behaviour
- Elective – III (Sem-3) | Integrated Marketing Communications
- Elective – IV (Sem-3) | Sales Management
- Elective – V (Sem-4) | International Marketing
- Elective – VI (Sem-4) | Services Marketing
- Elective – VII (Sem-4) | Digital Marketing

Elective: **Operations & Data Sciences**

- Elective – I (Sem-3) | Quantitative Methods – II
- Elective – II (Sem-3) | Supply Chain Management
- Elective – III (Sem-3) | Project Management
- Elective – IV (Sem-3) | Service Operations
- Elective – V (Sem-4) | Total Quality Management
- Elective – VI (Sem-4) | Six Sigma
- Elective – VII (Sem-4) | Strategic sourcing and E-procurement

Elective: **Finance**

Elective – I (Semester 3)

Subject: Capital Market and Portfolio Management Coverage:

- Principles and Concepts of Investments
- Return on Investment
- Risk and Return of Portfolio
- Diversification of Risk
- Modern Portfolio Theory
- Asset Pricing Principles – I
- Asset Pricing Principles – II
- Portfolio Analysis Techniques
- Efficient Market Theory
- Evaluation of Portfolio Performance

Elective – II (Semester 3)

Subject: Business Valuation Coverage:

- Valuation Overview and Concepts - TVM, DCF, RV
- Financial Statement Analysis
- Estimating Cost of Capital
- Measuring Earnings and identifying Cash flows
- Estimating Growth
- Terminal Value (TV)
- Dividend Discount Models (DDM)
- Free Cash Flow to Firm (FCFF) Model Estimate Equity Value per share from FCFF
- Free Cash Flow to Equity (FCFE) Model
- Valuation using Comparable companies, M&A Valuation
- Valuing Financial Services/Private firms/Start-up firms
- Valuing Firms with Negative or Abnormal Earnings
- Real Options Valuation
- Valuation of Intangibles

Elective – III (Semester 3)

Subject: Financial Derivatives Coverage:

- Introduction to Derivatives
- Mechanics of Futures Markets
- Hedging Strategies using Futures
- Determination of Forward & Futures Prices
- Interest Rates
- Interest Rate Futures
- Swaps
- Mechanics of Option Markets
- Properties of Stock Options:
- Trading Strategies involving Options
- Pricing & Valuing Options
- Real Options
- Greek Letters
- Options on Stock Indices
- Futures Options

Elective – IV (Semester 3)

Subject: Strategic Cost Management Coverage:

- Cost-Volume-Profit Analysis
- Strategic costing decisions
- Activity-Based Costing and Target Costing
- Budget and Budgetary Control System
- Responsibility Accounting and Transfer Pricing
- Pricing Decisions and Strategies
- Short term Decision Making
- Balanced Scorecard and Performance Evaluation
- Financial Statement Analysis

Elective – V (Semester 4)

Subject: Corporate Tax Planning Coverage:

- Basic Concepts that one Must Know
- Residential Status and its Tax Incidence
- Income Under the Head 'Salaries' and its Computation
- Income Under the Head 'Income from House Property' and its Computation
- Income Under the Head 'Profits and Gains of Business and Profession' and its Computation
- Income Under the Head 'Capital Gains' and its Computation
- Income Under the 'Income from other Sources' and its Computation
- Permissible Deductions from Gross Total Income
- Computation of Total Income of Individuals
- Computation of Total Income of Companies
- Advanced Payment of Tax
- Introduction to GST

Elective – VI (Semester 4)

Subject: Investment Banking Coverage:

- Introduction to Mergers and Acquisitions
- Mergers and Acquisitions Process
- M&A Valuation
- M&A valuation continued
- Methods of Valuation for M&A (other than DCF)
- Real option valuation for M&A
- Analysis & Valuation of Privately-held firms
- Types of payment methods for M&A
- Takeover defense strategies
- Alternative Business & Restructuring strategies
- Alternative Exit Strategies: Spin-Offs, Carve-Outs etc.
- Overview Investment Banking:
- Regulation of Securities Industry:
- Financing Alternatives:
- International Banking:
- Convertible Securities & Wall Street innovation:

Elective – VII (Semester 4)

Subject: International Finance Coverage:

- Introduction to International Finance:
- Balance of Payments
- Foreign Exchange Markets
- Parity Conditions
- Foreign Exchange Rate Determination
- Currency Derivatives
- Interest Rate Risk & Swaps
- Managing Exchange Rate Exposure:
- Financing for Multinational Enterprises
- International Trade Finance
- Evaluation of Foreign Direct Investment

Elective: **Business Management**

Elective – I (Semester 3)

Subject: Information Systems for Management Coverage:

- IS for Competitive Advantage
- Business Processes and Information Systems
- Enhancing Decision Making using Information Systems
- Building Information Systems
- Implementation of Information Systems
- Managing Systems
- Securing Information Systems
- ERP and Beyond ERP
- Project Discussion, Presentation and Learning

Elective – II (Semester 3)

Subject: Consumer Behaviour Coverage:

- Conceptual overview of Consumer Behavior & Consumer Research
- Discussion on Product categories
- Using Behavioural Data for Designing Customer Experience
- Mapping the consumption process for marketing insights , Discuss attribution, dissonance reduction and disconfirmation theories
- Adoption of Innovation, Discussion on how non , economic factors impact adoption of products and Services
- Discuss how understanding of individual self and lifestyles help marketing decisions, Discuss VALS for market Segmentation and targeting
- Analyzing consumer perceptions Perceptual mapping, Discuss impact of contextual stimuli on perception
- Discuss Attitude concepts and frameworks ,Measurement of Consumer Attitude
- Habitual consumption and drivers of loyalty, Sales promotion and change in behavior Loyalty Programs, ELM Model
- Discussion on the role of reference group in consumer decision making
- Discussion on Concepts and dimension of culture and cultural values
- Social class; Social comparison theory; Marketing to BoP; Luxury Marketing

Elective – III (Semester 3)

Subject: Organisational Theory, Structure and Design Coverage:

- An Introduction to Organisation and Organisation Theory
- Organisational Effectiveness and its Measurement
- Organisational Structure and Design
- External Environment and Analysis
- Internal Environment and
- Organisational Analysis
- Strategic Management in Organisations
- Organisational Diversity
- Power, Politics and Authority in an Organisation
- Managing Organisational Conflict

- Managing Organisational Culture
- Managing Organisational Change

Elective – IV (Semester 3)

Subject: Supply Chain Management Coverage:

- Introduction to the concept of Process Management.
- The '5Rs' of Supply Chain Management
- Logistics Management
- Supply Chain Management Cycle and its relevance
- Logic of Supply Chain Management
- Demand Forecasting
- Supply Chain Management within the organization
- MRP_II
- DRP and PDM
- Channel Management Strategy
- Network Design in Supply Chain
- Supply Chain Management Structure
- Agricultural Supply Chain Management
- Lean Supply Chain Management.
- CPFR and VMI
- SCM and Service Sector
- Supply Chain Management in Automobile Industry
- Virtual Supply Chain Management
- GSCM

Elective – V (Semester 4)

Subject: Digital Marketing Coverage:

- Overview of Digital Marketing and its importance
- Search Marketing
- Search Marketing Execution
- Display Marketing
- Mobile Advertising
- Mid Term – Google Adwords Fundamental Exam Email & Website Marketing
- Social Media Marketing
- Integrative Case Discussion
- Digital Marketing Strategy
- Project Presentations

Elective – VI (Semester 4)

Subject: Entrepreneurship and Venture Capital Management Coverage:

- Entrepreneurship and Art of Innovation
- Ideas into Business Models
- Writing and winning business models
- Setting up Company and Funding the Venture
- Managing Resources – Money, People
- Exiting the Venture
- Social Entrepreneurship and Technology Entrepreneurship
- Family Business, Few Case studies and conclusion

Elective – VII (Semester 4)

Subject: Project Management Coverage:

- The World of Project Management
- Planning the Project
- Budgeting the Project
- Project Scheduling
- Resource Allocations to the Project
- Monitoring & controlling the Project
- Evaluating & Terminating the Project
- Project Risk Management
- Project: Manager, Organization & Team
- Project Quality Management

Elective: Human Resource

Elective – I (Semester 3)

Subject: Compensation & Benefits Coverage:

- Introduction to Compensation and benefits, Total Returns concept
- Internal Alignment, Internal structures
- Job/Work analysis in developing compensation system
- Job Evaluation in developing compensation system
- Designing Pay levels, Mix, and Pay Structures
- Pay for performance, Variable pay, design & implementation
- Pay for performance, Variable pay, design & implementation
- Pay for performance, Variable pay, design & implementation
- Benefits administration – benefit planning, design issues, administration issues.
- Statutory benefits administration – , social security, medical care , Safety
- Profit sharing and ESOP, Equity, fairness - Implications, retention of employees
- Government and legal issues in compensation, statutory benefits
- Government and legal issues in compensation, statutory benefits
- International Pay systems
- Preparation of Pay Slip- salary structure - CTC components and their implications
- Computation of taxable income – TDS – responsibility of employer
- Executive /Managerial Computation – issues – implications
- Flexible compensation and benefits - the future of compensation

Elective – II (Semester 3)

Subject: Industrial Relations & Labour Laws Coverage:

- IR history in brief, System approach to IR and IR model,
- Importance of Workers Participation in Management , Key concepts of IR, Theories of IR, ILO
- Trade Unions & Labour welfare. Trade Unions Act 1926
- Concept of collective bargaining. Payment of wages Act, Minimum Wages Act
- Industrial Disputes Act Workmens compensation Act
- Factories Act

- Maternity Benefit Act Equal Remuneration Act

Elective – III (Semester 3)

Subject: Manpower Planning, Recruitment and Selection Coverage:

- Chapter 1: Introduction to Manpower Planning
- Chapter 2: Manpower Planning Techniques
- Chapter 3: Workflow Analysis & Job Analysis
- Chapter 4: Acquiring Manpower – Recruitment & Selection
- Chapter 5: Training & Development
- Chapter 6: Career & Succession Planning
- Chapter 7: Assessing Performance of Manpower
- Chapter 8: Measures to Improve Manpower Planning
- Chapter 9: Knowledge Management
- Chapter 10: International Human Resource Planning
- Chapter 11: Case Studies

Elective – IV (Semester 3)

Subject: Organizational Development & Change Coverage:

- Introduction and Organization Development and Change
- Values, Beliefs and Assumptions under OD, Octapace
- Foundations of OD, Models and theories of planned change, systems theory
- Participation and Empowerment under OD
- Managing OD Process- the action component and Effective change management
- The Action Research
- OD interventions – Team Interventions
- Third party peacemaking interventions
- Comprehensive OD Interventions
- Structural Interventions
- Issues in consultant – client Relationships
- Change Management – The changing Environment
- The Future of OD – Leadership – Mergers, Acquisitions, Alliances, – Rediscovering.
- Project Presentations

Elective – V (Semester 4)

Subject: Performance Management System Coverage:

- Performance Management – An Overview
- Linking Performance Management System (PMS) to Business Strategy
- Goal Writing and Goal Planning
- Performance Appraisal (Part A)
- Performance Appraisal (Part – B – concluding part)
- Performance Review
- Performance and Reward / Compensation
- Competency – Based Performance Assessment
- Performance Management through Benchmarking and Balanced Score Card
- Performance Management, Coaching and Mentoring
- Contemporary Issues in Performance Management

Elective – VI (Semester 4)

Subject: Learning & Development Coverage:

- Overview of Learning and Development:
- Tr: Opportunities & Challenges
- Principles and Assumptions of Adult learning:
- Assessment of Training needs: Assessing training needs, The TNA model,
- Designing the Training Programme
- Training Methods, Techniques and Implementation
- e-Training Techniques and Implementation
- Assessment Centre
- Development Centres
- Effectiveness of Learning & Development
- Management Development

Elective – VII (Semester 4)

Subject: Emotional Intelligence Coverage:

- Part A: Emotional Intelligence – Introduction & Framework
- Theories of EI
- Erikson's social emotional development
- Part B: Self-Awareness and Self-Assessment
- Accurate self-Assessment and Self confidence
- Part C: Self Regulation
- Instant Gratification – The Marshmallow Experiment
- Mindfulness based stress reduction (MBSR)
- Part D: Motivation – Achievement Orientation
- Part E – Empathy
- Part F – Social Skills
- Non-verbal communication skills –

Elective: Marketing

Elective – I (Semester 3)

Subject: Brand Management Coverage:

- Overview of Course & Facets of Branding
- Understand Roots of Brand Management and Concepts around Brand
- Positioning
- Managing Brands over Time
- Culture & Iconic Brands
- Myth making & Composing a Culture brief
- Brand Planning Process
- Branding Strategies
- Project Presentations and closing discussions

Elective – II (Semester 3)

Subject: Consumer Behaviour Coverage:

- Conceptual overview of Consumer Behavior & Consumer Research
- Discussion on Product categories
- Using Behavioural Data for Designing Customer Experience
- Mapping the consumption process for marketing insights , Discuss attribution, dissonance reduction and disconfirmation theories
- Adoption of Innovation, Discussion on how non , economic factors impact adoption of products and Services
- Discuss how understanding of individual self and lifestyles help marketing decisions, Discuss VALS for market Segmentation and targeting
- Analyzing consumer perceptions Perceptual mapping, Discuss impact of contextual stimuli on perception
- Discuss Attitude concepts and frameworks ,Measurement of Consumer Attitude
- Habitual consumption and drivers of loyalty, Sales promotion and change in behavior Loyalty Programs, ELM Model
- Discussion on the role of reference group in consumer decision making
- Discussion on Concepts and dimension of culture and cultural values
- Social class; Social comparison theory; Marketing to BoP; Luxury Marketing

Elective – III (Semester 3)

Subject: Integrated Marketing Communications Coverage:

- Situation Analysis
- Positioning, Branding, IMC
- Agency Functions & State of Advertising in India & Globally
- Objective setting based on AIDA model, Hierarchy of Effects framework and DAGMAR
- Budgeting
- Media Strategy
- Communication Strategy
- Media Mix Functions
- Emerging medias
- Control and Measurement, Ethics, Internal Marketing
- Online Marketing

Elective – IV (Semester 3)

Subject: Sales Management Coverage:

- Personal Selling and marketing Strategy
- Sales Management, Personal Selling, and Salesmanship
- Setting Personal-Selling Objectives
- Determining Sales-Related Marketing Policies
- The Effective Sales Executive
- Sales Personnel Management
- Recruitment and Selection
- Motivations, Compensation and Sales Budget

Elective – V (Semester 4)

Subject: International Marketing Coverage:

- Global Economic Environment
- Global Trade Environment
- Social & Cultural Environment
- Political, Legal and Regulatory Environment
- Global Information Systems and Marketing Insights
- Global Marketing Entry Strategies
- Brand and Product Decisions
- Pricing Decisions
- Channel and Physical Distribution
- Global Marketing Communications – Decision 1 and 2

Elective – VI (Semester 4)

Subject: Services Marketing Coverage:

- Introduction to Services Consumer Behavior in Services; Marketing
- Identifying drivers of CS & Loyalty; Measuring Customer Satisfaction in services; Net Promoter score; customer lifetime value;
- Service quality; Measuring Service Quality; SERVQUAL & DMAIC
- Measuring Service Perceptions; Branding of service products and experiences ;Service brand positioning; Service Marketing Mix
- Service Design and Service Innovation
- Service Process; Service blueprinting
- Pricing; Revenue Management
- Distribution in a services context
- People in Service; Customer complaints;types of Customer based on complaint Effective service recovery systems; How customers respond to service failures; Customer recovery expectations;
- Service Recovery & Guarantee, Service Performance

Elective – VII (Semester 4)

Subject: Digital Marketing Coverage:

- Overview of Digital Marketing and its importance
- Search Marketing
- Search Marketing Execution
- Display Marketing
- Mobile Advertising
- Mid Term – Google Adwords Fundamental Exam
- Email & Website Marketing
- Social Media Marketing
- Integrative Case Discussion
- Digital Marketing Strategy

Elective: **Operations & Data Sciences**

Elective – I (Semester 3)

Subject: Quantitative Methods – II Coverage:

- Introduction to Operations Research
- Linear Programming
- Special cases of LP-I

Elective – II (Semester 3)

Subject: Supply Chain Management Coverage:

- Introduction to the concept of Process Management.
- The '5Rs' of Supply Chain Management
- Logistics Management
- Supply Chain Management Cycle and its relevance
- Logic of Supply Chain Management
- Demand Forecasting
- Supply Chain Management within the organization
- MRP_II
- DRP and PDM
- Channel Management Strategy
- Network Design in Supply Chain
- Supply Chain Management Structure
- Agricultural Supply Chain Management
- Lean Supply Chain Management.
- CPFR and VMI
- SCM and Service Sector
- Supply Chain Management in Automobile Industry
- Virtual Supply Chain Management
- GSCM

Elective – III (Semester 3)

Subject: Project Management Coverage:

- The World of Project Management
- Planning the Project
- Budgeting the Project
- Project Scheduling
- Resource Allocations to the Project
- Monitoring & controlling the Project
- Evaluating & Terminating the Project
- Project Risk Management
- Project: Manager, Organization & Team
- Project Quality Management

Elective – IV (Semester 3)

Subject: Service Operations Coverage:

- Role of Services in an Economy & Nature of Services
- Service Strategy
- New Service Development
- The Service Encounter
- Service Quality
- Continuous Improvement
- The Supporting Facility
- Service Facility Location
- Forecasting Demand for Services
- Managing Capacity & Demand
- Managing Waiting Lines
- Service Supply Relationships
- Technology in Services
- Growth & Globalization of Services

Elective – V (Semester 4)

Subject: Total Quality Management Coverage:

- Process Approach of Quality
- Concept of 'Horizontal Quality Thinking'
- Elaboration on 'Total Quality Management'
- Eight Characteristics of a world class organization
- The Theory of Holistic Management For World Class Performance Excellence
- TQM Methodology
- PDCA
- Pillars of TQM
- QMS
- Total Quality management implementation-
- Quality Gurus
- Deming's Triangle
- Quality Awards and certification
- Quality practices in Indian manufacturing firms
- Quality Circles
- Kaizen Gemba
- Juran's Triology
- Six Sigma and Quality
- Benchmarking
- Business Process Re-engineering

Elective – VI (Semester 4)

Subject: Six Sigma Coverage:

- Variation, Defects & Quality
- Introduction to 6 Sigma
- Lean 6 Sigma & Kaizen
- Introducing DMAIC
- Define
- Case / Activity: Case discussions
- Case / Activity: Role Play
- Measure
- Case / Activity : 5 Whys & Videos on Cp & Cpk etc
- Case / Activity : Ishikawa diagram activity
- Analyze:
- Case / Activity: Analysis using ANOVA
- Case / Activity: ChiSquare etc.
- Improve:
- Case / Activity: FMEA
- Case / Activity: QFD activity
- Control: Videos on control charts
- Project Presentations & review

Elective – VII (Semester 4)

Subject: Strategic sourcing and E-procurement Coverage:

- Introduction to Sourcing & Procurement
 - Concept of Supply Chain Surplus (SCS) and modes of increasing SCS
 - Strategic Outsourcing-The Philips case in the LCD market
 - Seven steps of Strategic Sourcing
 - Risks in outsourcing – Framework for Make or Buy decisions ,Procurement strategy Matrices
 - Challenges of Global Supply Chain integrator
 - Supply Contracts
 - Structuring of supply contracts
 - Introduction to Digital E-procurement Process Theory
 - A typical Digitized E-Procurement Model as a Solution
 - SRM (Supplier Relationship Management) Software
 - Secure Network Approach to E-Procurement
 - E- procurement models
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