

BBM-331: MARKETING MANAGEMENT

Objectives:

To familiarize students with the various concepts and practices of marketing.

MODULE –I

8 hours

Understanding markets & marketing process-what is marketing, scope of marketing, core marketing concepts ;marketing management philosophies, changes in business & marketing, company responses & marketers & marketers responses

MODULE –II

12 hours

Marketing mix: Developing marketing opportunities, value delivery process, market research and information system, consumer markets and consumer buyer behavior segmentation, targeting and positioning for competitive advantage, branding and packaging, rural marketing.

MODULE –III

10 hours

DEVELOPMENT OF NEW PRODUCT

New product development stages, categories of new product, reasons for launching new products and its failure. Product life cycle strategies and its extension.

MODULE –IV

10 hours

Distribution decisions-marketing channels, structure, types and criteria of selecting a channel, wholesaling, retailing, and physical distribution.

MODULE-V

8 hours

Pricing-types of pricing, consideration and approaches, competitive strategies, attracting, attacking, retailing and growing customer.

MODULE-VI

12 hours

Promotion decisions-an overview, advertising, sales promotion, personal selling and sales management, public relations, direct and online marketing, multilevel marketing-the new marketing model.

MODULE –VII

10 hours

Marketing and society: Social responsibility and ethical issues in marketing. Deciding on global marketing program.

BOOKS FOR REFERENCE:

1. Philip Kotler and Gary Armstrong “Principles of marketing, Pearson education 2002”.
2. Joel R. Evans and Barry Berman “Marketing in 21st century”, Biztantra 2003.
3. William Pride and O.C. Ferrel “Marketing concepts and strategies, Boston, Houghton Mifflin 1993”.
4. David W. Cravens, Gerald Hills, and Robert B. Woodruff “Marketing management, AITBS publishers 1996.
5. Zikmond “Marketing management”, Thompson publishers 2004.
6. CGS Krishnamacharayalu and Lalitha Ramakrishna, “Rural marketing” Text and cases, Pearson education 2002.
7. William Stanton, Fundamentals of Marketing, Tata Mcgrawhill.

BBM-332:HUMAN RESOURCE MANAGEMENT

MODUL I Introduction

8 hrs

Evolution, Concept, Role and Status of Human Resource Management, Personnel Management and HRM, Organisation and Functions of Personnel Management and HRM, HR Structure and Strategy

MODULE –II

6 hrs

Manpower Planning- Concept, Organisation and Practice, Process, Techniques. Short-Term and Long-Term Planning.

MODULE- III

6 hrs

Job Analysis – Concept, Importance, Process. Job Description, Job Specification.

MODULE –IV

6 hrs

Recruitment- Concept, Meaning, Sources of Recruitment, Recruitment Process.

MODULE –V

6 hrs

Selection- Definition, Importance, Selection Process- Descriptive and Comprehensive. Methods of Selection. Tests and Interviews.

MODULE –VI

3 hrs

Induction – Meaning, Importance and Methods.

MODULE –VII

7 hrs

Performance Appraisal- Purpose- Factors affecting Performance Appraisal, Methods and Systems of Performance Appraisal. Coaching and Mentoring

MODULE –VIII

8 hrs

Training and Development- Meaning and Importance, Assessment of Training Needs. Methods, Design and Evaluation of T & D Programmes.

MODULE –IX

6 hrs

Career Planning and Development- Career Counselling- Promotions and Transfers- Retirement and other Separating Process

MODULE –X

7 hrs

Grievance handling and Discipline- Developing Grievance handling Systems- Collective Bargaining- Managing Conflicts

REFERENCE BOOKS:

1. Pramod Verma: Personnel Management the Indian Organisations, Oxford: & IBM Publishing Co. Ltd
2. Arun Monappa & Saiyuddain : Personnel Management, Tata McGraw Hill.
3. Edwin B Flippo: Personnel Management, McGraw Hill.
4. Dr. Ashwataappa: Personnel Management, Himalaya Publications.
5. Venkata Ratnam C S & Srivatsava B K, Personnel Management and Human Resources, Tata McGraw Hill.
6. Sadri S: A case study approach to HRM. Himalaya Publications.
7. Human Resource Management (Text & cases)- S S Khana – S Chand & Co.

BBM-333: BUSINESS FINANCE

MODULE-I

6hrs

Business Finance - Meaning – conceptual foundations – finance function in Business – scope and objectives – Relation of finance with other business functions.

MODULE-II

6hrs

Capitalization: Meaning and concept of capitalization – Over and under capitalization – comparison of book value and real value of shares – overtrading and under trading.

MODULE-III

6hrs

Sources of Finance: Various sources of raising short term and long term funds – kinds of creditorship securities – internal financing – loan financing – specialized financial institutions – innovative sources of finance – focus on long term sources of finance.

MODULE-IV

6hrs

Capital structure: Distinguish between capitalization, capital structure and financial structure.- importance of capital structure, its effect on earnings per share(EPS) -- planning the capital structure – factors determining the capital structure – changes in capitalization.

MODULE-V

6hrs

Cost of Capital: Understand the meaning, concept and significance of cost of capital – problems in determining cost of capital – computation of cost of specific sources of finance – computation of weighted average cost of capital – cost of equity share.

MODULE-VI

6hrs

Leverages: Meaning and types of leverages in business – Financial leverage and its impact on EPS – Operating leverage – combined leverage – degree of leverages – working capital leverages – practical use of leverages.

MODULE-VII

6hrs

Capital Budgeting: Meaning, nature, importance and process of capital budgeting –kinds of capital budgeting decisions – Methods of evaluation of capital budgeting – Pay back period – ARR Method – Net Present Value – IRR method – Profitability Index – factors influencing capital expenditure decisions – capital rationing and control.

MODULE-VIII

6hrs

Dividend Policy and Decisions: Determinants of Dividend policy – types of Dividend policies -factors influencing dividend policy – forms of Dividends.

MODULE-I

6hrs

Working Capital Management-I – Meaning, concept, and kinds of Working capital – importance of adequate working capital – factors determining the working capital requirements – Management of working capital – Forecast/estimate of working capital requirements.

MODULE-I

6hrs

Working Capital Management II –Management of Three important components of Working Capital, Cash budget, receivables and inventory. Determining the optimum cash balance – Dimensions of receivable management – formulating and executing credit and collection policy – Tools and techniques of inventory management.

BOOKS FOR REFERENCE:

1. S.N Maheshwari Financial Management.
2. Khan and Jain, Financial Management.
3. Sharma and Sashi Gupta, Financial Management.
4. Prasanna Chandra. Financial Management.

BBM-334: SERVICES MANAGEMENT

Objectives: To familiarise the students with the different services and prepare them with the requisite skills to manage it.

MODULE-I

Introduction to Service Marketing

12 hours

Understanding Services Phenomenon; Growth of Service Sector; Role of services the Economy; The concept of Services: Characteristics of services; Classification of services:

MODULE-II

Marketing Mix in Service Industry

10 hours

Product in services, price, promotion, Place, process, people, physical evidence (concepts only). Knowledge of the Customer Involvement in Service Processes; Customer behaviour in Service Settings; Targeting Customers, Managing relationships and building Loyalty.

MODULE-III

Planning & Managing Service Delivery

8 hours

Creating delivery systems in place, GAP, Cyberspace and internet. Enhancing Value by Improving Quality and Productivity; Balancing Demand & Capacity; Managing customers reservations & waiting lists,

MODULE-IV

Tourism and Travel Services

12 hours

Introducing to Tourism Marketing- Concept & Nature of Tourism; Significance & Impact of Tourism, Evolution of Tourism, Tourism Market Segmentation; Tourism marketing Mix-Introduction to Travel services

(i) Role of Travel Agencies & Travel Organisation

(ii) Tour Operations

(m) Airline Service Marketing

(iv) Road & Rail service

(v) Travel by Sea

MODULE-V

Hotel and Hospitality services

12 hours

Introduction to Hotel Industry: Hotels; Evolution of Hotel Industry; Development of Hotels-Facilities- The guest Cycle- Grades of hotels:

Meaning of Hospitality-Marketing Mix of Hospitality Industry

MODULE-VI

Marketing of banking & insurance services

11 hours

Marketing of Insurance services (i) Life Insurance - Whole life. Term Insurance, Endowment insurance, survivorship Insurance (ii) General insurance - Marine insurance, Fire insurance, Building insurance, Motor insurances (iii) Miscellaneous Insurance - Personal accident, Burglary & theft. Workmen's compensation, Fidelity guarantee. Medi-claim, Policy for jewellery, Videsh yatra policy

Marketing of Banking Services: A brief insight into Indian Banking scenario; Issues in Banking; Types of Banking services-Marketing of services. Market research in Indian Banks,

MODULE-VII

Health care services:

10 hours

Hospital service Management - Introduction to Hospitals; classification of hospitals Development of Hospitals; Latest development in the hospital classification, Marketing the medical transcription services.

BOOKS FOR REFERENCE:

1. Shanker Ravi- Services Marketing. The Indian Perspective; Excel Books, New Delhi First Edition; 2002

2. Lovelock, Christopher; Services Marketing. People, Technology, Strategy; Pearson Education Asia, Delhi; First Indian Reprint, 2001.
3. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition 200 I.
- 4.Vasanthi Venugopal & Raghu V.N; Services Marketing; Himalava Publishing house; Mumbai; First Edition 2001.
5. S. Cengiz Hakseveret.ai, Service Management and Operations, Pearson Education

BBM-335: INTERNATIONAL BUSINESS

Objective: Imparting systematic knowledge of International Business and enhancing managerial competence

Module 1

10 hrs

Introduction

International Business:

Evolution of international business, nature of international business, stages of internationalization, approaches and theories of international business, comparative cost advantages, political, economic, cultural technological environment of international business, tariff and non tariff and barriers, Trade Theories: Mercantilism , theories of Absolute advantage, comparative advantage , competitive advantages and Factor Advantage.

Module 2

9 hrs

Modes of entering international business

International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Foreign direct investment, Mergers and Acquisitions, Joint ventures- Comparison of different modes of entry

Module-3

8 hrs

Globalization

Meaning- Definition and Features- Production, Investment, Investment and Technology Globalization, -Advantages and Disadvantages, Essential conditions of Globalization, GATT and WTO, Globalization and India.

Module-4

5 hrs

MNC'S and International Business

Definition. Distinction among Domestic Companies, International company , MNC, Global Company and TNC, Merits and Demerits , MNC s and India.

Module-5

4 hrs

International Marketing Intelligence

Information required, Sources of information, International marketing information System, International marketing Research.

Module-6

8 hrs

Introduction to International Finance

Trade and Balance of payment, Current items, Capital Items, Disequilibrium of balance of payments and rectification, components of International financial systems, Forex market, Euro currency market, IMF and International Monetary system. Exchange Rate determination (Concept only), Capital account convertibility.

Module-7

6 hrs

Export finance and payments

Export credits, Method and sources of credit, Methods of payments in International Business, Financing techniques, ECGC, Exim bank and their role.

Module-8

3 hrs

Export Import Documentation

Export and import procedure, document required their relevance

Module-9

7 hrs

Export promotion

Assistance and Incentives to Indian Exporters, Market development assistance, Cash compensatory scheme, duty drawback scheme, Replenishment licensing scheme, Duty exemption scheme, Role and function of STCI,MMTC,TTICIL,IIFT and other export promotion institution. EPZ. EOU s.

BOOKS FOR REFERENCE:

1. International Business by Charles Hill –TataMcGrawhill Publication -10th Edition
2. International Business by P.Subba Rao –Himalaya Publishing House-1st Edition
- 3.International Business by Francis Cherunilam –Wheller Publishing –Millenium Edition
- 4.International Business by Daniel and Radebaugh –Pearson Education- 10th Edition

BBM-336: BUSINESS COMMUNICATION

Objectives: This course is to impart the skills needed for effective business communication and the changing trends in communication style.

MODULE - I

Fundamentals of communication

8 hrs

Meaning of communication, Nature, Importance, Is communication an art or a science, process of communication elements, models of communication David Berlo's model, Lasswell model, Composite model, Theories of comm. – Bull's eye theory, Ping Pong theory, spiral theory. Principles of effective comm., 7 C's of comm., Purpose, Noise – types of noise, perception in communication, self-confidence in comm., filtering and distortion of message, feedback in comm., barriers to comm., how to overcome barriers.

MODULE –II

Effective Speaking

8 hrs

Techniques of speech preparation, Interpersonal comm. – transaction analysis, Johar's window, interview – definition, types, qualities of an interviewer, errors, steps involved in the process of interview, merits and demerits of oral comm., problem solving in comm, interpersonal comm. – grapevine

MODULE -III

Listening

6 hrs

Art of listening, who is a good listener, difference between hearing and listening, types of listeners, process of listening, guidelines for effective listening, barriers to listening

MODULE -IV

Meeting

8 hrs

Types, how to conduct a meeting, seminars, conference, Group discussion, presentation – types, guidelines for delivery, informative and persuasive presentation

MODULE -V

Nonverbal Communication

8 hrs

Nature, types, functions – body language, facial expression, posture, effective use of face to face telephonic conversations, recent trends in comm. – MMS, video conferencing, use of charts and diagrams

MODULE –VI

Effective Writing

10 hrs

Meaning objectives, types of written communication, merits and d-merits, how to frame a resume, norms and types of business letters

RECOMMENDED BOOKS

- 1) C.S Rayudu “communication” HPH
- 2) Myer & Myer communication – McGraw Hill
- 3) Rai & Rai Business communication - HPH