

## **CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –**

### **FIRST SEMESTER**

#### **SEM-I**

**Course Name:** organization behavior

**Course Code:**

**Course Objectives:**

After reading this lesson, you should be able to:

- Understand the Nature of Management
- Identify and Describe the Functions of Management
- Understand the Social Responsibilities of Business
- Appreciate the Interests of Various Stakeholders in The Business.

#### **Module 1:**

- Nature of Management - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills
- Planning - Steps in Planning Process - Scope and Limitations
- Short Range and Long-Range Planning - Flexibility in Planning
- Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

#### **Module 2:**

- Organizing - Organization Structure and Design
- Authority and Responsibility Relationships - Delegation of Authority and Decentralization
- Interdepartmental Coordination - Emerging Trends in Corporate Structure
- Strategy and Culture - Impact of Technology on Organizational design
- Mechanistic vs Adoptive Structures - Formal and Informal Organization.

#### **Module 3:**

- Perception and Learning - Personality and Individual Differences
- Motivation and Job Performance
- Values, Attitudes and Beliefs
- Stress Management
- Communication Types-Process – Barriers
- Making Communication Effective.

#### **Module 4:**

- Group Dynamics - Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

#### **Module 5:**

- Comparative Management Styles and approaches
- Japanese Management Practices
- Organizational Creativity and Innovation - Management of Innovation
- Entrepreneurial Management
- Benchmarking
- Best Management Practices across the world
- Select cases of Domestic & International Corporations
- Management of Diversity.

#### **Reference:**

- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

### **Course Name: marketing Management**

#### **Course Code:**

**Course Objectives:** To make student understand the meaning of marketing, its importance and implementation in hospitality industry. To aware them about segmentation of marketing and various pricing strategies and to give information regarding various sources of promotion and communication and inform them about marketing research, data collection etc.

#### **Module 1: HOSPITALITY MARKETING FUNCTION**

- Introduction, meaning marketing vs. selling,
- 7 ps of marketing
- The customer: wants, needs, perception, buying capacity
- understanding services as Product: characteristics of services, challenges involved in service marketing.
- The buying decision process.
- The Hospitality Marketing Function
- Characteristics of hospitality business.
- The concept of marketing Mix

- Products life cycle
- The Hospitality products/services mix.

### **Module 2: MANAGING THE MARKETING SYSTEM**

- Strategic Marketing The concept of strategy
- The concept of strategic planning
- The strategic Marketing system
- Strategy selection
- Problems with strategic plan
- The Marketing Plan
- Marketing Management vs. strategic Planning
- Requirements for a marketing plan
- Step or Development of a Marketing Plan
- The marketing budgets

### **Module 3: MARKET SEGMENTATION**

- What is market segmentation, why segment market?
- Segment identification Segment selection Segment development
- Pricing Factors to consider when setting price
- General pricing approaches
- Pricing strategies

### **Module 4: MARKETING COMMUNICATION AND PROMOTION**

- Advertisement: media, frequency and budget Measuring Advertisement effectiveness.
- Publicity, Public Relation
- Direct/Personal Selling, process of Personal Selling,
- E-commerce marketing.
- Sales Promotion, Merchandizing, Suggestive selling

### **Module 5: MARKETING RESEARCH**

- Meaning, Importance, Process of Research
- Data Collection – Types of Data, Sources of Data collection
- Sampling, Hypotheses – Meaning & Types
- Report Writing – Steps involved, Layout of report , precautions while writing research report

### **Reference:**

- Philip Kotler (1987) Marketing: An Introduction. ...
- Ramaswamy, V.S., 2002, Marketing Management, Macmillan India, New Delhi.
- Kotler P, Armstrong G, 2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi.
- Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi.

Course Name: Quantitative Methods

**Course Code:**

**Course Objectives:** On completion of this course, the students will be able to

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

**Module 1:**

- Permutation and Combination, Matrices and Determinants, Functions.

**Module 2: Meaning and Classification of Quantitative techniques, Statistics:**

- Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data
- Characteristics of Frequency Distributions
- Measures of Central Tendency, Partition Values, Measures of Dispersion.

**Module 3: Probability:**

- Concepts, Sample Space, Rules of Probability
- Independent Events, Bayes' Rule, Random Variable
- Simple-Correlation and Regression analysis.

**Module 4: Time Series:**

- Analysis and its Components
- Measurement of Secular Trend
- Measurement of Seasonal Variation
- Forecasting with Moving Average.

**Module 5:**

- Linear Programming, formulation and Graphical Solution
- Transportation problems and Solutions by North-West Corner rule
- Least Cost method and Vogel's approximation method
- Optimum Solution by MODI method
- Assignment Problem and its solution.

**Reference:**

- Quantitative Methods: An Introduction for Business Management by Author(s): Paolo Brandimarte
- "Quantitative Methods for Decision Making Using Excel" by Branko Pecar and Glyn Davis
- "Quantitative and Decision Making Techniques" by A K Bewoor and D R Waghole

**Course Name:** human resource management

**Course Code:**

**Course Objectives:** The primary concern of this course is to develop an appreciation effective of effective management of human resources and to enable the students to meet HR challenges in present scenario.

**Module 1:**

- Strategic importance HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals;
- HR department operations;
- Human Resource Planning - objectives and process;
- Human resource information system.

**Module 2:**

- Talent acquisition; recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees;
- Training and development, investment in training, training need assessment, designing and administering training program; executive development program, evaluation of T & D program.

**Module 3:**

- Appraising performance; developing and instituting performance appraisal system, assessment and development centers, potential appraisal;
- Rewarding performance; linking rewards to organizational objectives,
- Determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services.

**Module 4:**

- HR in knowledge era; HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing,

**Reference:**

- Human Resource Management by Gary Dessler
- HR from the Outside In: Six Competencies for the Future of Human Resources by Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich



## **CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –**

### **SECOND SEMESTER**

**Course Name:** MANAGERIAL ECONOMICS

**Course Code:**

**Course Objectives:** The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyse the dynamics of managerial decision making through this course. Also wherever possible, students are expected to study, analyse and interpret empirical evidence and case studies available currently on various basic concepts.

#### **Unit 1. Introduction of Managerial Economics and Demand**

- Definition, Nature and Scope of Managerial Economics
- Managerial Economics and Microeconomics and macroeconomics
- Managerial Economics and decision-making
- Uses and Significance of Managerial Economics

#### **Unit 2. Introduction of Demand**

- Meaning and Determinants of Demand
  - Demand Function
  - Law of Demand Market Demand
  - Elasticity of Demand
  - Types and Measurement of Elasticity
- Demand Forecasting
  - Meaning, Significance
  - Methods of Demand Forecasting

#### **Unit 3. Production**

- Production Function
- Law of Variable Proportions
- Law of Supply
- Elasticity of Supply
- Measurement of Elasticity of Supply.
- Costs of Production.
  - Short run and long run costs
  - Economies of Scale
  - Cost estimation and cost forecasting
  - Breakeven analysis.



#### **Unit 4. Pricing Under Various Market Forms**

- Perfect competition
- Monopoly Monopolistic Competition
- Oligopoly
- Price Discrimination
- Pricing Strategies and Methods
  - Cost plus Pricing
  - Marginal cost Pricing
  - Price Leadership
  - Transfer Pricing
  - Seasonal
  - Cyclical Pricing

#### **Unit 5. Need For Government Intervention in Markets**

- Price Support
- Price Controls
- Prevention and Control of Monopolies
- System of Dual Prices

#### ➤ **Reference Books:**

- Managerial Economics – Analysis, Problems and Cases, P.L.Mehta, Sultan Chand and Sons, New Delhi.
- Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
- Managerial Economics – D. Salvatore, McGraw Hill, New Delhi.
- Managerial Economics – G.S. Gupta – T M H, New Delhi.
- Managerial Economics - Mote, Paul and Gupta T M H, New Delhi.
- Managerial Economics – H L Ahuja, S Chand & Co. New Delhi.

### Course Name **Business Communication**

#### Course Code:

#### Course Objectives:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. CO5. To draft effective business correspondence with brevity and clarity.

#### **Unit 1. Communication and Mass Communication**

- Meaning, definition and scope
- Introduction to Communication Theory
- significance and objectives of communication in organizations



- Principles of Communication

## **Unit 2. Introduction to Business Communication, Effective Communication Skills and Process**

- Definition and importance of Business Communication
- Introduction, Objective of Business Communication
- Effective Communications Skills
- Process of communication

## **Unit 3. Channels and Media of Communication**

- Channels of communication
  - Means or media of communication
  - written communication
  - Oral communication
  - face to face communication
  - Visual communication
  - Audio-visual communication
  - Silence – as communication media
- Interpersonal/intrapersonal Business Communication
- Business correspondence
  - Business letters/reports (annual committee etc.) précis/summarizing etc.

## **Unit 4. Type of Communication**

- Organizational structure and patterns
- Downward communication; upward communication; horizontal communication;
- Grapevine; consensus and group communication committee, conference, listening, public speech and seminar

## **Unit 5. Barriers to Effective Communication**

- Concept of barriers
- types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barrier
- Guidelines for effective communication
- Negotiation Skills: Introduction to Negotiation Skills

### ***Reference Books:***

- Business Communication by K. K. Sinha. Galgotia Publishing Company., New Delhi.
- Business Communication by C. C. Pattensheti. R. Chand and Company Publishers., New Delhi.
- Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
- Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
- Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.



**Course Name: FINANCIAL AND MANAGEMENT ACCOUNTING**

**Course Code:**

**Course Objectives:** The objective of this course is to:

- Develop a thorough understanding of Accounts and Finance functions of an organization.
- Develop financial leadership qualities.
- Collate and integrate systems of Accounts and Finance.
- Become proficient in using information technology and accounting tools in decision making

### **Unit 1. Introduction – Accounting:**

- Basic Concepts of accounting transactions
- Principles, types of accounts, journal, ledger, trial balance
- final accounts (Emphasis on Clarification of account P & L account, Balance sheet
- Introduction to requirement of Schedule VI

### **Unit 2. Using Financial Statements**

- Statement of Financial Information
- Statement of Changes in Financial Position
- Financial Statement Analysis

### **Unit 3. Cost Accumulation/Determination**

- Cost Concepts
- Costing and Control of Materials
- Costing and Control of Labour
- Costing and Control of Factory Overheads
- Job order, batch and contract costing
- Process Joint and by-product costing
- Unit/single/output and operating costing
- Variable costing and absorption costing
- Uniform costing and interfirm comparison
- Reconciliation and integration

### **Unit 4. Profit Planning:**

- Cost-Volume-Profit Analysis
- Budgeting; Capital Budgeting

### **Unit 5. Cost Control & Decision Making**

- Standards costs
- Variance Analysis
- Cost Variances
- Variance Analysis: Revenue Variances
- Responsibility Accounting



➤ **Reference Books:**

- Introduction to Management Accounting –Horn green and Sundlem.
- Principles of Management Accounting – Manmohan & Goyal.
- Management Accounting – S.M. Inamdar.
- Management Accounting – Dr. Mahesh Kulkarni.
- Double Entry Book Keeping – T.S. Grewal. 6. Cost Accounting – Khan & Jain.
- Management Accounting 3rd Ed.- Khan & Jain.
- Theory & Problems in Management & Cost Accounting – Khan & Jain.
- Cost Accounting – Jawaharlal.

**Course Name:** Information Technology Management

**Course Code:**

**Course Objectives:**

To familiarize Students with the basic concepts of Information Technology. Students should be able to operate MS-Office independently and effectively.

**Unit 1. Fundamentals of Computer**

- CPU, Basic logic gates, Computer Memory and Mass storage devices,
- Computer Hierarchy, Input Technologies, Output Technologies
- Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic

**Unit 2. Introduction to Computers Software**

- System Software
- Application Software and Packages
- Introduction to Embedded Software

**Unit 3. Commonly used Software Packages like**

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Microsoft Access
- Tally

**Unit 4. Introduction to World Wide Web**

- Internet operations
- Introduction to Electronic Commerce and Electronic Business

**Unit 5. Functional and Enterprise Systems**



- Data, Information and Knowledge Concepts
  - Decision Making
  - Process, Physical Components of Information Systems
  - Classification of Information Systems
  - Overview of Security Issues in Information Technology
  - Emerging Trends in Information Technology
- 
- ***Reference Books:***
  - Management Information Systems by Ken J. Sousa, Effy Oz
  - “Essentials Of Information Technology As Per Cce Guidelines Vol 2, Pb” by Sharma V

# **Post Graduate Degree in Marketing Management**

## **CURRICULUM & COURSE CONTENT FOR MARKETING**

### **MANAGEMENT – SECOND YEAR**

#### **SEM - III**

**Course Name: MARKETING RESEARCH**

**Course Code:**

**Course Objectives:** To introduce the basic concepts of research and methodology of conducting researches in marketing domain, and To provide a foundation to pursue a professional career in Marketing Research domain.

#### **Module 1: The Marketing Research System**

- Definition of MR
- Basic and Applied Research
- The Marketing Research Process
- Types of Research
- Steps in Marketing Research Process
- Research Design
- Data Sources
- Marketing Information System
- International Market Research

#### **Module 2: Sampling Process in Marketing Research**

- Sampling Design and Procedure
- Sampling Methods
- Non probabilistic sampling Techniques
- Probabilistic sampling Techniques
- Sample Size determination
- Sampling Errors.

#### **Module 3: Measurement & Scaling in Marketing Research**

- Measurement concept
- Sources of variation in Measurement
- Validity & reliability of Measurement - Attitude measurement
- Scaling Procedure Quality
- Capacity and Demand management tactics.

#### **Module 4: Data Instruments**

- Data Collection- Online data collection -
- Collection of Secondary Data – Collection of Primary Data Methods
- Field Operations - Errors and Difficulties in Data Processing,
- Coding and Editing.
- Data Analysis
- Hypothesis Testing
- Report Writing - Presentation of Data.

#### **Module 5: Application of Marketing Research**

- Product Research
- Motivation research
- Advertising Research
- Sales Control Research
- Rural Marketing research
- Export Marketing research

#### ➤ ***Reference Book:***

- Naresh K. Malhotra, MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia.
- Paul E. Green & Donald S. Tull, RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009
- Donald R. Cooper & Schindler, MARKETING RESEARCH CONCEPT & CASES, Tata McGraw-Hill Publishing Company Limited, new Delhi, 2006
- S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007

**Course Name: CONSUMER BUYER BEHAVIOR**

**Course Code:**

**Course Objectives:** After completion of course, student will be able to understand:

- The terms consumer', customer ', industrial buyer and motives
- Need of consumer behavioral study, differences between organizational buying behavior and consumer buying behavior
- The nature and model of consumer involvement
- Consumer and industrial decision-making process and decision rules
- Marketing implications of consumer behavior
- Study of consumer behavior modelling

## **Module I: Consumer Behavior and Marketing Actions**

- Consumer Behavior
- Customers versus Consumers
- Consumer Motives
- Motives which Influence Purchase Decision
- Need for Study of Consumer Behavior
- Organizational Buyer versus Individual Buyer
- Consumer Involvement
- Consumer Decision Making Process
- Steps in decision making
- Consumer decision rules
- Consumer Behavior and Marketing Implications
- Consumer Behavior Models

## **Module II: Cultural & Environmental Influences**

- Culture – Meaning, Characteristics, Types, Dimensions
- Cultural Influences
- Sub Cultures & Consumer Behavior
- Cross Culture & Consumer Behavior
- Non-verbal communications
- Groups, Social Class & Reference Groups
- Family Influences and Decision Making
- Opinion Leadership & Diffusion Of Innovations

## **Module III: Consumer perception**

- Concept
- Process of Perception
- Elements of Perception
- Dynamics of Perception
- Marketing Application of Perception
- Consumer Learning
- Consumer Attitudes
- Motivation
- Personality
- Psychographics, Values and Lifestyles

## **Module IV: Consumer Behavior Applications & Consumerism**

- Strategic Marketing Planning
- Segmentation, Targeting and Positioning of products
- Perceptual mapping
- Marketing Communication
- Store Choice & shopping Behavior
- In-Store stimuli, store image and loyalty
- Consumerism

## **Module V: The Border less Consumer Market and Buying Behavior**

- The Border less Consumer Market
- Buyer – An enigma
- How the Internet is influencing Consumer Behavior
- Consumer Buying Habits and Perceptions of Emerging Non – Store Choices
- Research and Applications of Responses to Direct Marketing Approaches
- Future of Direct Marketing in India And the Consumer Behavior
- Ethics in Business And Its Relevance To Consumer Behavior
- Deviant Consumer Behavior
  
- **References:**
- Consumer Behavior: Building Marketing Strategy, 12th Edition by Delbert Hawkins and David Mothersbaugh
- Consumer Behavior by Wayne D. Hoyer, Deborah J. MacInnis and Rik Pieters
- Consumer Behavior (10th Edition) by Leon Schiffman and Leslie Kanuk
- Consumer Behavior (11th Edition) by Leon G. Schiffman and Joseph Wisenblit
- Consumer Behavior- Concepts , applications and Cases, M.S.Raju, Dominique Xardel
- Consumer Behavior ( Fourth edition )- David L.Loudon and Albert J.Della
- Bitta.

**Course Name: ADVERTISING & SALES PROMOTION**

**Course Code:**

**Course Objectives:** This course will help students learn the fundamentals of advertising & its strategies. The concept will be extensively discussed with individual promotional elements such as public relations, sponsorship, direct marketing and personal selling with special emphasis on Advertising and Sales Promotion.

### **Module I: Introduction**

- Origin and Development of Advertising
- Definition of Advertising
- Advertising Objectives
- Importance of Advertising
- Classifications & Types of Advertising
- Advertising Planning framework
- Advertising Agency
- Advertising Budget

### **Module II: Advertisement Layout**

- Definition
- Elements of Layout

- Principles of Layout
- Functions of Layout
- Creativity in Advertising
- Qualities of Advertisement Copy
- Classification of Copy
- Measuring Ad Effectiveness
- Pre-test/Post-test of Ad Copy
- Communication effects of Advertisement

### **Module III: Advertisement – An Introduction**

- Definition
- Brief History of Advertisement
- Modern & Contemporary Advertisement
- Strategic Advertising Decisions
- Types of Media
- Creating a Message

### **Module IV: International Advertising**

- Understand what is advertising effectiveness
- Appreciate measurement of advertising effectiveness
- Explain the evolution of global marketing
- Discuss the approaches to international advertising
- Summarize how international management affects international advertising
- List the special problems international advertisers face
- Describe an IMC campaign and explain why it is more complex than traditional advertising
- Outline the structure of an IMC campaign plan
- Explain the purpose of evaluating a campaign

### **Module V: Sales Promotion**

- Concept of Sales Promotion
- Sales Promotion Strategies and Practices
- Brand Equity

### **Reference Book:**

- Advertising Management – concepts and cases Mahendra Mohan.
- Marketing Management – Philip Kotler
- Branding – Geoffrey Randoll
- Strategic Brand Management – Kapferer
- Advertising and Sales Promotion Management – S.L.Gupta, V.V.Ratra
- Principles and Practice of Marketing – C.B. Memoria and R.L.Joshi
- Advertising and Salesmanship – P.Saravanel.

**Course Name: DISTRIBUTION MANAGEMENT**

**Course Code:**

**Course Objectives:** At the end of the course the student should be able to:

- Understand the main concepts and terminology distribution management
- Formulate strategies for the distribution management
- Identify the relationships of exchange and improved business practices and management among the members of channel.

**Module 1: Introduction**

- Definition of Channel Distribution
- Strategic importance of the distribution. The channel flows
- Organization for commercial distribution. Vertical and horizontal systems
- Ongoing changes: growth, competition, increase the weight of retail, ICT, relationships in the supply chain, the ECR

**Module 2: Trade And Distribution: Economic Analysis**

- The market: relevant figures and data elements
- Economic justification of the distribution and profitability criteria. Examples of control: the DPP
- Distribution functions (wholesale, retail)
- Forms and retail formats with and without establishment

**Module 3: Distribution Environments**

- Conflict and Power: what are the requirements
- Demand (consumers). Analysis of the buying process and consumer behavior in the changing environment
- Technologies and control procedures: Planning, Management, CRM
- Legal and institutional environment
- Distributive market structures: Designing the distributive system

**Module 4: Organization of Distribution Systems**

- Understanding the customer and services
- Assortment and merchandising. Category management.
- Price and profitability. Location
- Own distribution methods and ways to reach the market
- Channel loyalty
- Strategic use of the brand.

## **Module 5: Case Studies**

### ➤ **Reference Books:**

- “The Handbook of Logistics and Distribution Management: Understanding the Supply Chain Paperback – 3 January 2017 by Alan Rushton (Author), Phil Croucher (Author), Dr Peter Baker (Author)

## **Course Name: INNOVATION MANAGEMENT**

### Course Code:

Course Objectives: The **course aims** to provide students with basic concepts and awareness in technological **innovation** and an understanding of the challenges and opportunities that small and large firms face in relation to this.

## **Module 1: Definition & Process of Innovation**

- Innovation and economic cycles
- Different levels of innovational change
- Factors influencing the structure and character of innovation
- R+D – Technological development
- Push and pull effects – The technological and demand sides
- Controlling innovation processes

## **Module 2: Spread of Innovation**

- Diffusion of innovation
- Basics of developing an innovation strategy

## **Module 3: Supporting Methods of Designing and Analyzing an Innovation Strategy**

- Primary Analysis
- Analyzing life-cycle curves
- The S-curves
- Product and technology portfolios

## **Module 4: Defining Innovation Strategy**

- Basic Strategies
- Diversification and segmentation
- Specialties of innovation strategies in different industries
- Introducing innovations
- Factors influencing strategy forming

## **Module 5: Technology Transfer**

- Transfer Models
- Transfer Mechanism
- International technology transfer
- National Framework of Innovation
- Venture Capital

➤ **References:**

- ETZKOWITZ, H. – LEYDESDORFF, L. (2000): The dynamics of innovation: from national systems and „MODE 2” to a triple helix of university-industry-government relations. *Research Policy*, Vol. 29., No. 2., pp. 109-123.
- ETZKOWITZ, H. (2002): Networks of Innovation: Science, Technology and Development in the Triple Helix Era. *International Journal of Technology Management and Sustainable Development*, 1, 1, pp. 7-20

## SEM- IV

**Course Name: MASTERING THE INTERVIEW & NETWORKING SKILLS**

**Course Code:**

**Course Objectives:** After going through this chapter, you will be able to understand: – Essentials of **interview** preparation. – How to avoid **interviewing** mistakes and develop networking skills.

### **Module I: Basics and Planning of Interview**

- The Interview Basics
  - Objectives, An overview of interviewing
  - Behavioral Interviewing Essentials
  - Technical and professional knowledge in Interviews
  - Common questions, Interview Checklist
- Planning for the interview
  - Essentials of Interview preparation
  - Avoiding Interviewing mistakes
  - Essential steps in planning for an interview
- Skills related to preparing the appropriate resume for the job
  - Five steps for building a good resume
  - Content: What To Include, What Not To Include
  - Composition and Editing
  - Resume Format Specifications
  - On-Line, Electronic, and Scannable Resumes
  - Most popular formats
  - Essentials of cover letter
  - Resume writing tips

### **Module II: Preparing for Interview**

- Essentials of creating the right impression in the interview
  - Mirroring Personalities
  - Essential Interview Tips
  - Essential Interview Do's
  - Essential Interview Don'ts
  - Most likely asked questions
  - Questions you may want to ask the Interviewer
  - Job Interview Etiquette and Manners
- Preparing for the interview from the employer's perspective
  - Pre-interview Preparation
  - Preparation during the interview
  - Post interview process
  - Essential tips for interview preparation
  - Broad types of interview questions
  - Essential preparation for The Phone Interview
- Essentials of preparing for Selection tests
  - Characteristics of properly designed selection tests
  - Types of employment tests
  - Elements of the employment interview –

- ✓ The employment interviews
- ✓ Types of interviews
- ✓ Methods of interviewing
- ✓ Interviewer Biases
- Selection Tests
- Techniques to succeed at Selection Tests

### **Module III: Strategies and Negotiation Skills**

- Strategizing for Successful Interviews
  - Knowing the dislikes of the Interviewers
  - The 1+ Strategy for handling questions
  - Extensive List of Sample Interview Questions
  - Identifying and Addressing Fears in Interviewing
  - Techniques for exceling in Behavioral Interviews
  - Techniques for exceling in Telephonic Interviews
  - Reasons for candidate rejections
  - Desired Employee Behaviors
  - Effective Preparation Strategies
    - ✓ The Pygmalion Technique
    - ✓ The Visualization Technique

### **Module IV: Essentials of Networking Skills**

- Basics of Networking Skills
  - Benefits Of Business Networking
  - Opportunities for Networking
  - Networking essentials
  - Three important types of Business Networks
- Developing Avenues for Effective Business Networking
  - Definitions of Essential Networking terms
  - Important principles for effective business networking
  - Essential networking checklist
  - Categories of networking situations, events and methods
  - Essential Avenues for Networking
  - Attributes of a Skillful networking professional
  - Avoiding Networking Pitfalls

### **Module V: Social Networking Skills**

- Social Networking Activities
  - Quality of Social Networking Relationships
  - Benefits and Concerns of Social Networking
  - Social Exchange Theory
  - Object Relations Theory
  - Social Networking on Facebook
  - Social Networking on Twitter
  - Social Networking on MySpace
  - Business Networking on LinkedIn
- Essential networking skills for the job
  - How to Connect With Your Contacts
  - Overcoming Nervousness in Networking

- The Three Ps of Networking
- Professional Email Etiquette
- Using Social Media in Your Career

➤ **References:**

- Cracking the Code to a Successful Interview: 15 Insider Secrets from a Top-Level Recruiter by Evan Pellett
- Interview: The Art of the Interview: The Perfect Answers to Every Interview Question by James Storey, Interview (Introduction)

**Course Name: PRODUCT / BRAND MANAGEMENT**

**Course Code:**

**Course Objectives:** The focus of this course is on decisions about how a company can build and manage its products so that they are profitable to the company and at the same time adequately meet target customers' needs and wants. The course aims to synchronize product and brand management processes.

**Module 1: Introduction**

- Introduction to Product & Product Related Concepts: Product Management & Scope
- Marketing Organization & Types, Marketing Planning: Components of Marketing Plan
- Defining the Competitive Set: Levels of Market Competition, Methods for Determining Competitors
- Category Attractiveness Analysis: Aggregate Market Factors, Category Factors, Environmental Analysis
- Competitor Analysis: Sources of Information, Assessing Competitors' Current Objectives & Strategies, Differential Advantage Analysis
- Customer Analysis: Purpose, Segmentation Criteria

**Module 2: Market Potential and Product Strategies**

- Market Potential & Sales Forecasting, Methods of Estimating Market & Sales Potential
- Developing Product Strategies, PLC, Product Strategies Over the Life Cycle
- Managing New Product Development, Product Modification, Line Extension & Brand Extension

**Module 3: Brand Management**

- Brands & Brand Management, Branding Challenges & opportunities
- Concept of Brand Equity
- Strategic Brand Management Process: Introduction & Phases

## **Module 4: Brand Positioning & Marketing**

- Identifying & Establishing Brand Positioning: Building A Strong Brand, Positioning Guidelines
- Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building

## **Module 5: Brand Performance**

- Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity
- Growing & Sustaining Brand Equity: Designing & Implementing Branding Strategies Managing Brands Over Time

### ➤ **Reference Book:**

- U.C. Mathur, Product and Brand Management, Excel Books, New Delhi.
- Harsh V. Verma, Brand Management, Excel Books, New Delhi.
- Tapan K. Panda, Building Brands in the Indian Market, Excel Books, New Delhi.
- Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
- Kevin Lane Keller, Strategic Brand Management, Pearson, New Delhi.

**Course Name: INTERNET MARKETING**

**Course Code:**

### **Course Objectives:**

- To understand the basic principles of Internet Marketing within the context of the marketing mix.
- To understand the legal issues relating to Internet Marketing.
- To understand the current dynamics in the business environment and how it impacts the practice of Internet Marketing.
- To expose students to various companies, websites and their e-business models

## **Module I: Introduction**

- What is Marketing
- History and Evolution of Internet Marketing

## **Module II: Introduction to Internet Marketing**

- Meaning, Scope and Importance of Internet Marketing
- Applications of Internet Marketing
- Internet Marketing VS Traditional Marketing Communication
- The internet microenvironment
- B2C and B2B Internet Marketing
- E-Marketing Research
- Internet Marketing Strategy

### **Module III: Online Buyer Behavior and Models**

- The Marketing Mix in an Online Content
- Managing the online Customer Experience
- Planning website design
- Understanding site user requirement
- Site Design and Structure
- Developing and Testing Content
- e-Service Quality

### **Module IV: Characteristics of Interactive Marketing Communications**

- Integrated internet Marketing Communications (IIMC)
- Objective and Measurement of interactive Marketing Communication
- Online Promotion Technique
- Search Engine Marketing & SEO
- Online PR, Interactive Advertising
- Online Partnerships, Viral Marketing
- Opt-in-e-mail, Offline Communications
- e-CRM

### **Module V: Social Media Marketing**

- Meaning, Scope and Importance
- SMM Plan: Goals and Strategies
- Rule of Engagement & Ethical Issues
- Publishing Blogs and Webinars, Sharing Videos/Images, Social Networks
- Microblogging, Mobile Computing
- Location Marketing
- Social Media Monitoring
- Social Media Marketing Plan
  
- **References:**
  
- Internet Marketing Paperback – 18 June 2017 by Moutusy Maity (Author)
- ONLINE MARKETING BOOT CAMP: The Proven 10-Step Formula To Turn Your Passion Into A Profitable Business, Create An Irresistible Brand Customers Will ... And For All!

**Course Name: – SOCIAL MEDIA MARKETING**

**Course Code:**

**Course Objectives:** This **course** will teach learners how to create your brand on **social networking** sites and how to monitor and manage the online reputation of your brand.

## **Module 1: Social Business Fundamentals**

- Social Media and Customer Engagement
- The Social Feedback Cycle
- The Social Web and Engagement
- The Operations and Marketing Connection
- Review and Hands-On
- The New Role of the Customer
- Customer Relationships: CRM Gets Social
- Outreach and Influencer Relations

## **Module 2: Build a Social Business?**

- What Is Social Business?
- Social Business and Measurement
- Employees as Change Agents
- The Social Business Ecosystem
- Social Profiles
- Social Applications
- Using Brand Outposts and Communities

## **Module 3: Run a Social Business**

- Social Technology and Business Decisions
- Understand the Conversations That Matter
- Social CRM and Decision Support
- Social Analytics, Metrics, and Measurement
- Five Essential Tips : Three Things to Do (and Why); What Not to Do (and What to Do Instead) ; Best Practices in Social Business

## **Module 4: Social Business Building Blocks**

- Engagement on the Social Web
- Engagement as a Customer Activity
- Engagement as a Business Activity
- Extend Engagement
- Social CRM and Business Design
- Social Objects: Definition, Uses

## **Module 5: Social Graph and Application**

- What Is a Social Graph?
- Use the Social Graph in Business
- Measure the Social Graph
- What Is a Social Application?
- Get Started: Plan a Social Application

➤ **Reference Books:**

- The Art of Social Media: Power Tips for Power Users, by Guy Kawasaki
- Socialnomics: How social media transforms the way we live and do business, by Erik Qualman

**Course Name: MARKETING FINANCE**

**Course Code:**

**Course Objectives:**

- Understand how marketing theory underpins the marketing of financial services
- Appreciate how recent thinking in marketing and services marketing applies to financial services
- Be able to identify key issues for marketers of financial services

**Module 1: Service Marketing**

- Introduction to Service Industry
- Evolution of Service Marketing
- Financial Services – An Industry in Transition
- Service Marketing Mix, Models and Characteristics

**Module 2: Market Segmentation and Relationship Marketing**

- Introduction to Relationship Marketing (RM)
- Transactional Marketing VS Relationship Marketing
- Reasons, Aim and Characteristics of RM
- Market Segmentation and Targeting
- Market Segmentation Strategies
- Market Segmentation in Insurance Industry

**Module 3: Service Positioning and Quality**

- Positioning Services, Process
- Distribution of Services
- Service Quality Dimensions
- Customer Perception
- Measuring Service Quality
- Service Guarantee
- Methods to gain competitive advantages

**Module 4: Service Promotion and Customer Satisfaction**

- Reasons for using Promotion
- Steps in effective communication
- Factors influencing customer satisfaction

- Customer Perceptions
- Customer Handling

## **Module 5: Branding and Brand Valuation**

- What is Brand?
  - Brand Model
  - Process of Brand Creation
  - Brand Equity: Models and Measurement
  - Financial Value of Brand
- 
- Reference Books:
    - Anne Swartzlander (2003). *Serving Internal and External Customers*. Prentice Hall.
    - Barbara Lewis (2000). *Internal Marketing: Directions for Management*. Routledge; first edition.
    - Bob E. Hayes (2008). *Measuring Customer Satisfaction and Loyalty, Third Edition: Survey Design, Use, and Statistical Analysis Methods*. ASQ Quality Press; third edition.
    - Christopher Gopal (1993). *Integrated Distribution Management: Competing on Customer Service, Time and Cost*. McGraw-Hill Companies.
    - Christopher Lovelock (2008). *Essentials of Services Marketing - 1st Edition*. Pearson Education; 1st Edition.
    - Claudia Fisher (2008). *Connective Branding: Building Brand Equity in a Demanding World*. Wiley.
    - Edward Nash (2000). *Direct Marketing: Strategy, Planning, Execution*. McGraw-Hill; fourth edition.
    - Evert Gummesson (2008). *Total Relationship Marketing, Third Edition: Marketing management, relationship strategy, CRM, and a new dominant logic for the value-creating network economy*. Butterworth-Heinemann; third edition.
    - George Belch (2011). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill/Irwin; ninth edition.
    - Gerard J. Tellis (1997). *Advertising and Sales Promotion Strategy*. Prentice Hall; first edition.
    - Harvard Business Press (2005). *Market Customization: Segmentation, Targeting, and Positioning*. Harvard Business School.
    - Hazel J. Johnson (2000). *Global Positioning for Financial Services*. World Scientific Publishing Company; first edition).