



**Restructured & Revised Syllabus under Credit  
based Semester and Grading System  
For  
Master of Management Studies (MMS)  
2 Years full-time Masters Degree Course  
in  
Management**

**(Effective from the academic year 2014 – 2015)**

**MMS – SYLLABUS  
MARKETING SPECIALIZATION**

### MMS – Semester – I (Core Subjects All Specialisations)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Perspective Management	30	2	40 IA	60 IA	100	3	2.5	
2	Business Communication and Management Information Systems	30	2	40 IA	60 IA	100	3	2.5	
3	Organisational Behaviour	30	2	40 IA	60 IA	100	3	2.5	
4	Financial Accounting	30	2	40 IA	60 IA	100	3	2.5	
5	Operations Management	30	2	40 IA	60 IA	100	3	2.5	
6	Marketing Management	30	2	40 IA	60 IA	100	3	2.5	
7	Managerial Economics	30	2	40 IA	60 IA	100	3	2.5	
8	Business Statistics	30	2	40 IA	60 IA	100	3	2.5	
				<b>Total No of Credits</b>					<b>20</b>

**UA: - University Assessment; IA: - Internal Assessment**

**MMS –Semester II – (6 Core Subjects and 2 Specialisation Electives)**

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Cost & Management Accounting	30	2	40 IA	60 IA	100	3	2.5	
2	Financial Management	30	2	40 IA	60 IA	100	3	2.5	
3	Operations Research	30	2	40 IA	60 IA	100	3	2.5	
4	Human Resources Management	30	2	40 IA	60 IA	100	3	2.5	
5	Legal Aspects of Business & Taxation	30	2	40 IA	60 IA	100	3	2.5	
6	Business Research Methods	30	2	40 IA	60 IA	100	3	2.5	
7	Specialisation Elective I	30	2	40 IA	60 IA	100	3	2.5	
8	Specialisation Elective II	30	2	40 IA	60 IA	100	3	2.5	
				<b>Total No of Credits</b>					<b>20</b>

**UA: - University Assessment; IA: - Internal Assessment**

**Electives (Students are supposed to choose any two of the following specialization Electives as per their area of specialization)**

**Semester II Marketing Specialisation Electives (Any Two)**

Rural Marketing  
Event Management  
Retail Management  
Export Documentation & Procedures

**Semester II Finance Specialisation Electives (Any Two)**

Financial Markets, Products & Institutions  
Analysis of Financial Statements  
International Finance  
Banking & Insurance

**Semester II Human Resource Specialisation Electives (Any Two)**

Indian Ethos in Management  
Human Resource Planning  
Human Resource Information Systems  
Compensation & Benefits

**Semester II Operations Specialisation Electives (Any Two)**

Total Quality Management  
Supply Chain Risk and Performance Measurement  
Designing Operations Systems  
Technology Management & Manufacturing Strategy

**Semester II Information Technology Specialisation Electives (Any Two)**

E – Commerce  
Networking and Communications  
Enterprise Applications  
Software Quality Assurance & Marketing

**Semester II Corporate Law Specialisation Electives (Any Two)**

Legal environment of business  
Legal Theories and Documentation  
REALTY  
Regulatory Aspects of Marketing and Advertising

## **Semester II Education Management Specialisation Electives (Any Two)**

Education as a system  
Technologies for learning  
Historical Issues and Education Policy  
Curriculum Management and Planned Change

## **Semester II Consulting Specialisation Electives (Any Two)**

Consulting Tools  
International Consulting  
Consulting Solutions  
Consulting and Culture

## MMS –Semester 3 – Marketing Specialisation

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	<b>International Business</b>	30	2	40 IA	<b>60 UA</b>	100	3	2.5
2	Strategic Management	30	2	40 IA	60 IA	100	3	2.5
3	<b>Product &amp; Brand Management</b>	30	2	40 IA	<b>60 UA</b>	100	3	2.5
4	Sales Management & Sales Promotion	30	2	40 IA	60 IA	100	3	2.5
5	Consumer & Industrial Buyer Behaviour	30	2	40 IA	60 IA	100	3	2.5
6	Financial Aspects of Marketing	30	2	40 IA	60 IA	100	3	2.5
7	Marketing Elective – I	30	2	40 IA	60 IA	100	3	2.5
8	Marketing Elective – II	30	2	40 IA	60 IA	100	3	2.5
9	Summer Internship	100						2.5
			<b>Total No of Credits</b>					<b>22.5</b>

**UA: - University Assessment; IA: - Internal Assessment**

**Electives (Students are supposed to choose any two of the following specialization Electives)**

**Semester III Marketing Specialisation Electives (Any Two)**

Services Marketing  
 Distribution and Supply Chain Management  
 Marketing Research & Analytics  
 Customer Relationship Management

## MMS –Semester 4 – Marketing Specialisation

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	<b>Management Control Systems</b>	30	2	40 IA	<b>60 UA</b>	100	3	2.5
2	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3	Strategic Marketing Management	30	2	40 IA	60 IA	100	3	2.5
4	Integrated Marketing Communications & Digital Marketing	30	2	40 IA	60 IA	100	3	2.5
5	Marketing Elective – I	30	2	40 IA	60 IA	100	3	2.5
6	Marketing Elective – II	30	2	40 IA	60 IA	100	3	2.5
7	Industry Oriented Dissertation Project	100						2.5
		<b>Total No of Credits</b>						<b>17.5</b>

**UA: - University Assessment; IA: - Internal Assessment**

**Electives (Students are supposed to choose any two of the following specialization Electives)**

**Semester IV Marketing Specialisation Electives (Any Two)**

Quantitative Models in Marketing  
 Business to Business Marketing  
 Media Planning & Strategy  
 Emerging Trends in Marketing



<b>Semester</b>	<b>Total No of Credits</b>
Semester I	20
Semester II	20
Semester III	22.5
Semester IV	17.5
<b>Total</b>	<b>80</b>

**MMS SEMESTER – I**  
**(All Specialisations)**

## Perspective Management (15 Sessions of 3 Hours Each) Sem I

S. No.	Particulars	Sessions
1	<ul style="list-style-type: none"> <li>➤ Management : Science, Theory and Practice - The Evolution of Management</li> <li>➤ Thought and the Patterns of Management Analysis - Management and Society :</li> <li>➤ Social Responsibility and Ethics - Global and Comparative Management - The</li> <li>➤ Basis of Global Management – Functions of Management-The Nature and Purpose</li> <li>➤ of Planning - Objectives - Strategies, Policies and Planning Premises - Decision</li> <li>➤ Making - Global Planning.</li> </ul>	<b>3 Sessions of 3 Hours</b>
2	<ul style="list-style-type: none"> <li>➤ The Nature of Organizing - Organizational Structure : Departmentation - Line/Staff</li> <li>➤ Authority and Decentralization - Effective Organizing and Organizational Culture -</li> <li>➤ Global Organizing. Co-ordination functions in Organisation - Human Factors and</li> <li>➤ Motivation - Leadership - Committees and group Decision Making -</li> <li>➤ Communication - Global Leading.</li> </ul>	<b>2 Sessions of 3 Hours</b>
3	<ul style="list-style-type: none"> <li>➤ The System and Process of Controlling - Control Techniques and Information</li> <li>➤ Technology - Global Controlling and Global Challenges – Direction Function – Significance.</li> </ul>	<b>2 Sessions of 3 Hours</b>
4	<ul style="list-style-type: none"> <li>➤ <b>“Mental Conditioning”</b>-Cover areas such as Entrepreneur Versus Manager: Risk and Rewards; To be a Master and not a Servant; Social: contribution: creating jobs. Work when and where you want; Scope for innovation and creativity.</li> </ul>	<b>2 Sessions of 3 Hours</b>
5	<ul style="list-style-type: none"> <li>➤ <b>Strategic Management:</b> -Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India</li> </ul>	<b>2 Sessions of 3 Hours</b>

6	<b>Recent Trends in Management: -</b> Social Responsibility of Management – environment friendly management Management of Change Management of Crisis Total Quality Management Stress Management International Management	<b>2 Sessions of 3 Hours</b>
7	Case Studies and Presentations.	<b>2 Sessions of 3 Hours</b>

### Reference Text

1. Management – A competency building approach – Heil Reigel / Jackson/ Slocum
2. Principles of Management – Davar
3. Good to Great – Jim Collins
4. Stoner, Freeman & Gulbert: Management (Prentice Hall India)
5. V.S.P. Rao & V. Hari Krishna: Management Text & Cases (Excel Books)
6. Heinz Weirich: Management (Tata McGraw Hill)
7. Certo: Modern Management (Prentice Hall India)
8. Management – Principles, Processes and Practices – Anil Bhat and Arya Kumar – Oxford Publications
9. Management – Theory & Practice – Dr Vandana Jain – International Book House Ltd
10. Principles of Management – Esha Jain – International Book House Ltd
11. Management Today – Principles & Practice – Burton – McGraw Hill Publications

## **Business Communication & Management Information Systems (15 Sessions of 3 Hours Each) Sem I**

### **Business Communication**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	Introduction to Managerial Communication Understanding the Components of Communication Small Group and Team Communication Business and Professional Communication	<b>2 Sessions of 3 Hours Each</b>
2	Written Analysis and Communication Spoken Business Communication	<b>1 Session of 3 Hours</b>
3	Cultural Identities and Intercultural Communication Difficult Communication	<b>1 Session of 3 Hours</b>
4	Intercultural Communication Competence Organizational Communication	<b>1 Session of 3 Hours</b>
5	Persuasive Communication Barriers to Communication	<b>1 Session of 3 Hours</b>

### **Reference Text**

1. Cottrell, S. (2003) The study skills handbook – 2nd Ed Macmillan
2. Payne, E. & Whittaker L. (2000) Developing essential study skills, Financial Times – Prentice Hall
3. Turner, J. (2002) How to study: a short introduction – Sage
4. Northledge, A. (1990) The good study guide The Open University
5. Giles, K. & Hedge, N. (1995) The manager's good study guide The Open University
6. Drew, S. & Bingham, R. (2001) The student skills guide Gower
7. O'Hara, S. (1998) Studying @ university and college Kogan Page
8. Buzan, T. & Buzan, B. (2000) The Mind Map Book BBC Books
9. Svantesson, I. (1998) Learning maps and memory skills, Kogan Page
10. Theosarus – Merrilium – Oxford
11. Sen: Communication Skills (Prentice Hall India)
12. J . V. Vilanilam: More effective Communication(Sage)
13. Mohan: Developing Communication Skills(MacMillan)
14. Business Communication – Hory Sankar Mukherjee – Oxford Publications
15. Business Communication – Sangeeta Magan – International Book House Ltd
16. Corporate Communications – Argenti – McGraw Hill Publications

## Management Information Systems

SL.No	Particulars	Sessions
1	<ul style="list-style-type: none"> <li>❖ Basic Information Concepts and Definitions</li> <li>❖ Need for Information and Information Systems (IS) in an organization</li> <li>❖ Characteristics of Information and Organisation with respect to organization form, structure , philosophy, hierarchy etc</li> </ul>	<b>1 Session of 3 Hours</b>
2	<ul style="list-style-type: none"> <li>❖ Types of IS – Transaction</li> <li>❖ Operational Control</li> <li>❖ Management Control</li> <li>❖ Decision Support</li> <li>❖ Executive Information Systems</li> </ul>	<b>1 Session of 3 Hours</b>
3	<ul style="list-style-type: none"> <li>❖ Determining Information Needs for an Organisation/Individual Manager</li> <li>❖ Overview of use of data flow method, analysis of information for decision processes etc.</li> </ul>	<b>1 Session of 3 Hours</b>
4	<ul style="list-style-type: none"> <li>❖ Strategic use of Information and IS – Use of Information for Customer Bonding</li> <li>❖ For Knowledge Management</li> <li>❖ For innovation,</li> <li>❖ For Managing Business Risks</li> <li>❖ For Creating a new business models and new business reality.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
5	<ul style="list-style-type: none"> <li>❖ Information Security –</li> <li>❖ Sensitize students to the need for information security</li> <li>❖ Concepts such as confidentiality, Integrity and Availability. Types of threats and risk, overview of some of the manual, procedural and automated controls in real life IT environments.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
6	<ul style="list-style-type: none"> <li>❖ Case Studies and Presentations</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

**Reference Text:**

1. MIS a Conceptual Framework by Davis and Olson
2. Analysis and Design of Information Systems by James Senn
3. Case Studies : Case on ABC Industrial Gases – Author : Prof Pradeep Pendse  
Mrs Fields Cookies – Harvard Case Study  
Select Business Cases identified by each Group of Students for work thru the entire subject
- 2-3 Cases on Requirements Management – Author : Prof Pradeep Pendse
4. O'brien: MIS (TMH)
5. Ashok Arora & Bhatia: Management Information Systems (Excel)
6. Jessup & Valacich: Information Systems Today (Prentice Hall India)
7. L. M. Prasad : Management Information Systems (Sultan Chand)
8. Management Information Systems – Girdhar Joshi – Oxford Publications
9. Management Information Systems – M.Jaiswal & M.Mittal – Oxford Publications
10. Management Information Systems – Hitesh Gupta – International Book House Ltd
11. Management Information Systems – Dr Sahil Raj – Pearson Publications
12. Introduction to Information Systems – Leon – McGraw Hill Publications
13. Management Information Systems – Davis – McGraw Hill Publications
14. Management Information System – O'Brien – McGraw Hill Publications

## Organizational behavior 100 Marks (15 Sessions of 3 Hours Each) Sem I

SL.No	Particulars	Sessions
1	Introduction to OB Origin, Nature and Scope of Organisational Behaviour Relevance to Organisational Effectiveness and Contemporary Issues.	<b>1 Session of 3 Hours</b>
2	Personality: Meaning and Determinants of Personality Process of Personality Formation Personality Types Assessment of Personality Traits for Increasing Self Awareness.	<b>1 Session of 3 Hours</b>
3	Perception, Attitude and Value Perceptual Processes, Effect of perception on Individual Decision-Making, Attitude and Behaviour. Sources of Value Effect of Values on Attitudes and Behaviour. Effects of Perception, Attitude and Values on Work Performance.	<b>2 Sessions of 3 Hours Each</b>
4	Motivation Concepts : Motives Theories of Motivation and their Applications for Behavioural Change.	<b>2 Sessions of 3 Hours Each</b>
5	Group Behaviour and Group Dynamics Work groups formal and informal groups and stages of group development. Concepts of Group Dynamics, group conflicts and group decision making. Team Effectiveness : High performing teams, Team Roles, cross functional and self directed teams	<b>2 Sessions of 3 Hours Each</b>
6	Organisational Design: Structure, size, technology Environment of organisation; Organizational Roles: -Concept of roles; role dynamics; role conflicts and stress. Organisational conflicts	<b>2 Sessions of 3 Hours Each</b>
7	Leadership: Concepts and skills of leadership Leadership and managerial roles Leadership styles and effectiveness Contemporary issues in leadership. Power and Politics: sources and Uses of power; politics at workplace Tactics and strategies.	<b>2 Sessions of 3 Hours Each</b>



8	Organisation Development Organisational Change and Culture Environment, Organisational culture and climate Contemporary issues relating to business situations Process of change and Organizational Development	<b>1 Session of 3 Hours</b>
9	Case Studies and Presentations	<b>2 Sessions of 3 Hours Each</b>

### Reference Text

1. Understanding Organizational Behavior – Udai Pareek
2. Organizational Behavior – Stephen Robbins
3. Organizational Behavior – Fred Luthans
4. Organizational Behavior – L. M. Prasad (Sultan Chand)
5. Organisational Behaviour – Dipak Kumar Bhattacharya – Oxford Publications
6. Organisational Behaviour – Dr Chandra sekhar Dash – International Book House Ltd
7. Organisational Behaviour – Meera Shankar – International Book House Ltd
8. Management & Organisational Behaviour – Laurie Mullins – Pearson Publications
9. Organisational Behaviour, Structure, Process – Gibson – McGraw Hill Publications
10. Organisational Behaviour – McShane – McGraw Hill Publications

## Financial Accounting 100 marks (15 Sessions of 3 Hours Each) Sem I

SL.No	Particulars	Sessions
1	<ul style="list-style-type: none"> <li>• Introduction to Accounting</li> <li>• Concept and necessity of Accounting</li> <li>• An Overview of Income Statement and Balance Sheet.</li> </ul>	<b>1 Session of 3 Hours</b>
2	<ul style="list-style-type: none"> <li>• Introduction and Meaning of GAAP</li> <li>• Concepts of Accounting</li> <li>• Impact of Accounting</li> <li>• Concepts on Income Statement and Balance Sheet.</li> </ul>	<b>1 Session of 3 Hours</b>
3	<ul style="list-style-type: none"> <li>• Accounting Mechanics</li>   <li>• Process leading to preparation of Trial Balance and Financial Statements</li>   <li>• Preparation of Financial Statements with Adjustment Entries.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
4	<ul style="list-style-type: none"> <li>• Revenue Recognition and Measurement</li> <li>• Capital and Revenue Items</li> <li>• Treatment of R &amp; D Expenses</li> <li>• Preproduction Cost</li> <li>• Deferred Revenue Expenditure etc.</li> </ul>	<b>1 Session of 3 Hours</b>
5	<ul style="list-style-type: none"> <li>• Fixed Assets and Depreciation Accounting</li> <li>• Evaluation and Accounting of Inventory.</li> </ul>	<b>1 Session of 3 Hours</b>
6	<ul style="list-style-type: none"> <li>• Preparation and Complete Understanding of Corporate Financial Statements</li> <li>• Horizontal Form and Vertical Form of Financial Statements.</li> </ul>	<b>2 Sessions of 3 Hours</b>
7	<ul style="list-style-type: none"> <li>• Important Accounting Standards.</li> </ul>	<b>1 Session of 3 Hours</b>
8	<ul style="list-style-type: none"> <li>• Corporate Financial Reporting – Analysis of Interpretation thereof with reference to Ratio Analysis. Fund Flow, Cash Flow.</li>   <li>• <b>Corporate Accounting</b></li> </ul> <p>Accounting of Joint Stock Companies: Overview of Share Capital and Debentures, Accounting for Issue and forfeiture of Shares, Issue of Bonus Share. Issue of Debentures, Financial Statements of Companies: Income Statement and Balance Sheet in Schedule VI. Provisions of the Companies Act: Affecting preparation of Financial Statements, Creative Accounting, Annual Report, Presentation and analysis of Audit reports and Directors report. (Students should be exposed to reading of Annual Reports of Companies both detailed and summarized version).</p>	<b>3 Sessions of 3 Hours Each</b>

9	<ul style="list-style-type: none"> <li>• Inflation Accounting &amp; Ethical Issue in Accounting.</li> </ul>	<b>1 Session of 3 Hours</b>
10	<ul style="list-style-type: none"> <li>• Case Studies and Presentations</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

**Reference text:**

1. Financial Accounting: Text & Case: Deardon & Bhattacharya
2. Financial Accounting for Managers – T.P.Ghosh
3. Financial Accounting – Reporting & Analysis – Stice & Diamond
4. Financial Accounting: R.Narayanaswamy
5. Full Text of Indian Accounting standard – Taxman Publication
6. Financial Accounting for Management – Paresh Shah – Oxford Publications
7. Financial Accounting – Bhushan Kumar Goyal & H.N Tiwari – International Book House Ltd
8. Accounting & Financial Analysis – Dr Santosh Singhal – International Book House Ltd
9. Financial Accounting – Libby – McGraw Hill Publications
10. Financial Accounting – Mukherjee & Hanif – Financial Accounting

## Operations Management 100 Marks (15 Sessions of 3 Hours Each) Sem I

SL.No	Particulars	Sessions
1	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Operations Strategy</li> <li>• Competitive Advantage</li> <li>• Time Based Competition</li> </ul>	<b>1 Session of 3 Hours</b>
2	<ul style="list-style-type: none"> <li>• Product Decision and Analysis</li> <li>• Product Development</li> </ul>	<b>1 Session of 3 Hours</b>
3	<ul style="list-style-type: none"> <li>• Process Selection</li> <li>• Process Design</li> <li>• Process Analysis</li> </ul>	<b>1 Session of 3 Hours</b>
4	<ul style="list-style-type: none"> <li>• Facility Location</li> <li>• Facility Layout</li> </ul>	<b>2 Sessions of 3 Hours</b>
5	<ul style="list-style-type: none"> <li>• Capacity Planning</li> <li>• Capacity Decisions</li> <li>• Waiting Lines</li> </ul>	<b>1 Session of 3 Hours</b>
6	<ul style="list-style-type: none"> <li>• Aggregate Planning</li> </ul>	<b>1 Session of 3 Hours</b>
7	<ul style="list-style-type: none"> <li>• Basics of MRP / ERP</li> </ul>	<b>1 Session of 3 Hours</b>
8	<ul style="list-style-type: none"> <li>• Basics of Scheduling</li> </ul>	<b>1 Session of 3 Hours</b>
9	<ul style="list-style-type: none"> <li>• Basics of Project Management</li> </ul>	<b>1 Session of 3 Hours</b>
10	<ul style="list-style-type: none"> <li>• Basics of Work Study, Job Design and Work Measurement</li> </ul>	<b>1 Session of 3 Hours</b>
11	<ul style="list-style-type: none"> <li>• Basics of Quality Control, Statistical Quality Control</li> <li>• And Total Quality Management</li> </ul>	<b>1 Session of 3 Hours</b>
12	<ul style="list-style-type: none"> <li>• Basics of Environmental Management</li> <li>• Basics of ISO 14000 / 9000</li> <li>• Basics of Value Engineering &amp; Analysis</li> </ul>	<b>1 Session of 3 Hours</b>
13	<ul style="list-style-type: none"> <li>• Case Studies and Presentations</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

### Reference text

1. Production & Operations Management -S. N. Chary
2. Production & Operations Management -James. B. Dilworth
3. Modern Production Management -By E. S. BUFFA
4. Production and Operations Management -By Norman Gaither
5. Theory and problem in Production and operations Management -By S. N. Chary
6. Production and operation Management - By Chunawalla Patel
7. Production & operation Management – Kanishka Bedi – Oxford
8. Production & operation Management – R.C. Manocha
9. Production & operation Management – Muhlemann
10. Production & Operations Management – Kanishka Bedi – Oxford Publications

## Marketing Management 100 Marks (15 Sessions of 3 Hours Each) Sem I

SL.No	Particulars	Sessions
1	<b>Understanding the Basics:</b> Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	<b>1 Session of 3 Hours</b>
2	<ul style="list-style-type: none"> <li>• Introduction to Marketing concept</li> <li>• Evolution of marketing &amp; Customer orientation</li> </ul>	<b>1 Session of 3 Hours</b>
3	<ul style="list-style-type: none"> <li>• Marketing Environment and Evaluation of Market opportunities</li> </ul>	<b>1 Session of 3 Hours</b>
4	<ul style="list-style-type: none"> <li>• Market research &amp; Marketing Information Systems and Demand forecasting and Market potential analysis</li> </ul>	<b>1 Session of 3 Hours</b>
5	<ul style="list-style-type: none"> <li>• Consumer buying process &amp; Organizational buying behavior</li> </ul>	<b>1 Session of 3 Hours</b>
6	<ul style="list-style-type: none"> <li>• Pillars of Marketing - Market segmentation, Target marketing Positioning &amp; Differentiation</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
7	<ul style="list-style-type: none"> <li>• Marketing Mix and Product decisions – Product Life cycle</li> </ul>	<b>1 Session of 3 Hours</b>
8	<ul style="list-style-type: none"> <li>• New Product development process</li> </ul>	<b>1 Session of 3 Hours</b>
9	<ul style="list-style-type: none"> <li>• Distribution decisions – Logistics &amp; Channel decisions</li> </ul>	<b>1 Session of 3 Hours</b>
10	<ul style="list-style-type: none"> <li>• Promotion decisions – Integrated Marketing communications concept, communication tools</li> </ul>	<b>1 Session of 3 Hours</b>
11	<ul style="list-style-type: none"> <li>• Personal selling &amp; Sales management</li> </ul>	<b>1 Session of 3 Hours</b>
12	<ul style="list-style-type: none"> <li>• Pricing decisions</li> </ul>	<b>1 Session of 3 Hours</b>
13	<ul style="list-style-type: none"> <li>• Case Studies and Presentations</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

## **Reference Text**

1. Marketing Management - Kotler, Keller, Koshy & Jha – 14th edition,
2. Basic Marketing, 13th edition, Perrault and McCarthy
3. Marketing management – Indian context Dr. Rajan Saxena
4. Marketing Management – Ramaswamy & Namkumari
5. R. L. Varshney & S.L. Gupta: Marketing Management An Indian Perspective (Sultan Chand)
6. Adrich Palmer: Introduction to Marketing (Oxford)
7. Marketing – Asian Edition – Paul Baines, Chris Fill, Kelly Page and Piyush K. Sinha – Oxford Publications
8. Marketing Management – Tejashree Patankar – International Book House Ltd
9. Marketing Management – Rajendra P Maheshwari & Lokesh Jindal – International Book House Ltd
10. Marketing Management – Peter – McGraw Hill Publications

## Managerial Economics 100 Marks (15 Sessions of 3 Hours Each) Sem I

SL.No	Particulars	Sessions
1	<ul style="list-style-type: none"> <li>• The Meaning, Scope &amp; Methods of Managerial Economics</li> </ul>	<b>1 Session of 3 Hours</b>
2	<ul style="list-style-type: none"> <li>• Economics Concepts relevant to Business</li> <li>• Demand &amp; Supply</li> <li>• Production, Distribution, Consumption &amp; Consumption Function</li> <li>• Cost, Price, Competition, Monopoly, Profit,</li> <li>• Optimisation, Margin &amp; Average, Elasticity, Macro &amp; Micro Analysis.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
3	<ul style="list-style-type: none"> <li>• Demand Analysis &amp; Business Forecasting</li> <li>• Market Structures, Factors Influencing Demand</li> <li>• Elasticities &amp; Demand Levels</li> <li>• Demand Analysis for various Products &amp; Situations</li> <li>• Determinants of Demands for Durable &amp; Non-durable Goods Long Run &amp; Short Run Demand</li> <li>• Autonomous Demand Industry and Firm Demand.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
4	<ul style="list-style-type: none"> <li>• Cost &amp; Production Analysis</li> <li>• Cost Concepts, Short Term and Long Term</li> <li>• Cost Output Relationship</li> <li>• Cost of Multiple Products Economies of Scale Production Functions</li> <li>• Cost &amp; Profit Forecasting</li> <li>• Breakeven Analysis.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
5	<ul style="list-style-type: none"> <li>• Market Analysis</li> <li>• Competition, Kinds of Competitive Situations, Oligopoly and Monopoly,</li> <li>• Measuring Concentration of Economic Power.</li> </ul>	<b>1 Session of 3 Hours</b>
6	<ul style="list-style-type: none"> <li>• Pricing Decisions Policies &amp; practices</li> <li>• Pricing &amp; Output Decisions under Perfect &amp; Imperfect Competition</li> <li>• Oligopoly &amp; Monopoly, Pricing Methods</li> <li>• Product-line Pricing</li> <li>• Specific Pricing Problem</li> <li>• Price Dissemination</li> <li>• Price Forecasting.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

7	<ul style="list-style-type: none"> <li>• Profit Management</li> <li>• Role of Profit in the Economy</li> <li>• Nature &amp; Measurement of Profit, Profit Policies</li> <li>• Policies on Profit Maximisation</li> <li>• Profits &amp; Control</li> <li>• Profit Planning &amp; Control.</li> </ul>	<b>1 Session of 3 Hours</b>
8	<ul style="list-style-type: none"> <li>• Capital Budgeting</li> <li>• Demand for Capital</li> <li>• Supply of Capital</li> <li>• Capital Rationing</li> <li>• Cost of Capital</li> <li>• Appraising of Profitability of a Project</li> <li>• Risk &amp; Uncertainty</li> <li>• Economics &amp; probability Analysis.</li> </ul>	<b>1 Session of 3 Hours</b>
9	<ul style="list-style-type: none"> <li>• Macro Economics and Business</li> <li>• Business Cycle &amp; Business Policies</li> <li>• Economic Indication</li> <li>• Forecasting for Business</li> <li>• Input-Output Analysis.</li> </ul>	<b>1 Session of 3 Hours</b>
10	<ul style="list-style-type: none"> <li>• Case Studies and Presentations</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

### Reference Text

1. Managerial Economics – Joel Dean
2. Managerial Economics: Concepts & Cases – Mote, Paul & Gupta.
3. Fundamentals of Managerial Economics – James Pappas & Mark Hershey.
4. Managerial Economics – Milton Spencer & Louis Siegleman.
5. Economics - Samuelson
6. Managerial Economics – Suma Damodaran – Oxford Publications
7. Principles of Economics – D.D Chaturvedi & Anand Mittal – International Book House Ltd
8. Managerial Economics – D.D Chaturvedi & S.L Gupta – International Book House Ltd
9. Economics for Business – John Sloman, Mark Sutcliffe – Pearson Publications
10. Principles of Economics – Frank – McGraw Hill Publications
11. Managerial Economics & Organisational Structure – Brickley – McGraw Hill Publications



## Business Statistics 100 Marks (15 Sessions of 3 Hours Each) Sem I

SL.No	Particulars	Sessions
1	<ul style="list-style-type: none"><li>• Basic Statistical Concepts</li><li>• Summarisation of Data</li><li>• Frequency Distribution</li><li>• Measures of Central Tendency</li><li>• Measures of Dispersion</li><li>• Relative Dispersion, Skewness</li></ul>	<b>1 Session of 3 Hours</b>
2	<ul style="list-style-type: none"><li>• Elementary Probability Theory</li><li>• Relative Frequency Approach</li><li>• Axiomatic Approach</li><li>• Subjective Probability</li><li>• Marginal &amp; Conditional Probability</li><li>• Independence/Dependence of Events</li><li>• Bayes' Theorem</li><li>• Chebyseheff's Lemma</li></ul>	<b>2 Sessions of 3 Hours Each</b>
3	<ul style="list-style-type: none"><li>• Elementary Statistical Distributions</li><li>• Binomial, Poisson, Hypergeometric</li><li>• Negative Exponential, Normal, Uniform</li></ul>	<b>1 Session of 3 Hours</b>
4	<ul style="list-style-type: none"><li>• Sampling distributions</li><li>• For Mean, Proportion, Variance</li><li>• From Random Samples</li><li>• Standard Normal (Z); Student's; Chi-Square</li><li>• And Variance ratio (F) Distribution</li></ul>	<b>2 Sessions of 3 Hours Each</b>
5	<ul style="list-style-type: none"><li>• Statistical Estimation</li><li>• Point &amp; Interval estimation</li><li>• Confidence Interval for Mean, Proportion &amp; Variance</li></ul>	<b>1 Session of 3 Hours Each</b>

6	<ul style="list-style-type: none"> <li>• Test of Hypothesis</li> <li>• Tests for specified values of Mean,</li> <li>• Proportion &amp; Standard Deviation</li> <li>• Testing equality of two Means,</li> <li>• Proportion &amp; Standard Deviation</li> <li>• Test of goodness - of fit</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
7	<ul style="list-style-type: none"> <li>• Simple Correlation &amp; Regression/Multiple Correlation &amp; Regression</li> <li>• Spearman's rank Correlation</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
8	<ul style="list-style-type: none"> <li>• Analysis of Variance</li> <li>• One-way &amp; Two-way Classification (for Equal Class)</li> </ul>	<b>1 Session of 3 Hours</b>
9	Elements of Integration & Differentiation	<b>1 Session of 3 Hours</b>
10	Elements of Determinants	<b>1 Session of 3 Hours</b>
11	Elements of Matrix algebra	<b>1 Session of 3 Hours</b>

### Reference Text

1. Statistics for Management – Richard L Levin
2. Statistics a fresh approach – D.H.Sanders
3. Statistics concepts & applications – H.C.Schefler
4. Practical Business Statistics – Andrew F. Siegel
5. Statistics for Business with Computer applications – Edward Minieka & Z.D.Kurzeja
6. Basic Statistics for Business & Economics – Mason, Marehas
7. An Introduction to statistical methods – C. B. Gupta & Vyay Gupta (Vikas)
8. R.S. Bhardway: Business Statistics(Excel Books)
9. Sharma : Business Statistics (Pearson)
10. Beri: Statistics for Management (TMH)
11. Business Statistics – Dr S.K Khandelwal – International Book House Ltd
12. Business Statistics – An Applied Orientation – P.K Vishwanathan – Pearson Publications