**COURSE STRUCTURE FOR MBA**

**SECOND SEMESTER**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Course Name** | **No. of Credits** | **Contact Hours** | **Marks** |
| **MB 201** | **Business Economics II** | 4 | 40 | 100 |
| **MB 202** | **Organizational Behaviour** | 4 | 40 | 100 |
|  | **II** |  |  |  |
| **MB 203** | **Quantitative Methods II** | 4 | 40 | 100 |
| **MB 204** | **Production & Operations** | 4 | 40 | 100 |
|  | **Management** |  |  |  |
| **MB 205** | **Management Information** | 4 | 40 | 100 |
|  | **Systems II** |  |  |  |
| **MB 206** | **Human Resource** | 4 | 40 | 100 |
|  | **Management** |  |  |  |
| **MB 207** | **Financial Management** | 4 | 40 | 100 |
| **MB 208** | **Marketing Management** | 4 | 40 | 100 |
|  | **Total** | **32** | **320** | **800** |

**Course Description**

**Course Name : Business Economics-II**

**Code: MB 201**

**Course Credit : 4**

**L-T : 3-1**

**Course Objectives:**

In this course we will study about the pattern of business economics and its effect on our decisions. We will be familiarizing with the consequences of economics activities and measures to mitigate their harmful effects. We will learn about the different economy related problems and the methods to solve those problems.

**Course Outcomes:**

1. To introduce the economic environment and problems related to the topic.

2. To know the economic analysis process.

3. To familiarize with the different processes of economics.

4. To understand the principles behind various economic policies.

**Course Contents:**

**Unit I**

**Circular Flow of Income and Concepts of Macro Aggregates**: Core concepts of business cycle and phases; National Income Accounting, Three methods of measuring GDP/GNP, concepts in open and closed economy

**Theory of Income Determination**: **Simple Keynesian Model:** closed economy, concepts of consumption and investment as addition to capital stock, private autonomous expenditure multiplier, introducing the Government – fiscal policy – Government expenditure multiplier, Tax Rate Multiplier, Balanced Budget Multiplier, Extension: Paradox of Thrift ( Multiplier Analysis – both mathematical and graphical methods to be discussed.)

**Introduction of money and asset market: IS-LM**: Fiscal policy and monetary policy, comparison of crowding out effects. **Introduction to foreign trade :** export and import multipliers

**Unit II**

**Inflation and Unemployment:** Concepts of inflation – demand pull and cost push, Stabilization policies, introduction to Philips curve as relation between inflation and unemployment.

**International Linkages:** Concepts of Balance of Payments; alternative exchange rate systems – fixed, flexible and managed float; Comparative Advantage as basis for trade; tariff and non-tariff barriers.

**Unit III**

**Planning, Growth and Development :**A brief introduction to Indian Planning system, Planning and Marketisation, Imperative and Indicative Planning Concepts of Growth and Development, understanding of required rate of savings through incremental capital- output ratio, required money supply growth with income elasticity of money demand,

**Unit IV**

**Economic Crisis of India in Late ‘80s and Road to Liberalization –** Economic crisis, Economic Reforms commencing from 1991,understanding of Macroeconomic Stabilization and Structural Reforms,

Monetary and Fiscal Policy Reforms– Composition of Indian money market, Components and Instruments of Monetary policy, Concepts and Management of Deficits,

New Industrial Policy and Labour Reforms –Issues of privatization, Disinvestment and divestment, industrial sickness, labour market reforms-some conceptual issues, safety net for labour

**Unit V**

Banking and Capital Market Reforms- Banking structure in India, Banking sector reforms Composition of Indian capital market, SEBI and Capital Market Reforms

Trade Policy Reforms –major components of trade policy reforms, idea of FEMA, current and capital account convertibility.

**Books:**

1. Damodaran, Suma – Managerial Economics – Oxford University Press
2. Hirschey, Mark – Economics for Managers – Thomson South-Western
3. Lipsey & Chrystal - Economics(Eleventh Edition) – Oxford University Press

**Course Description**

**Course Name: ORGANIZATIONAL BEHAVIOUR–II**

**Code: MB202**

**Course Credit-4**

**L-T: 3-1**

**Course Objectives:**

In this course we will study about the pattern of organizational behavior and its effect on our decisions. We will be familiarizing with the consequences of organizational behavioral activities and measures to mitigate their harmful effects. We will learn about the different organization related problems and the methods to solve those problems.

**Course Outcomes:**

1. To know the different types of organizations.
2. To familiarize with the managerial perspective on OB.
3. To understand various leadership styles.
4. To introduce organizational change and development.

**Course Contents:**

**Unit–I**

1. **Organization:** Mission, Goals, Characteristics, Types, Structure & Design–Elements, Designs by Function, Product, Location, Matrix; Virtual Organisation, Learning Organisation, Mechanistic and Organic Models; Determinants of an Organization Structure–Strategy, Size, Technology & Environment

2. **Managerial Perspectives on Organizational Behaviour**: Management Functions, Managerial Roles, Skills, Challenges and Effectiveness

3. **Organizational Culture:** Culture and its Characteristics, Types of Cultures, Western and Oriental Organization Cultures, Indian Organization Culture, Culture Change

4. **Group Behaviour**: Characteristics of Group, Types of Groups, Stages of Development, Group Decision-making, Organizational Politics, Cases on Group Decision-making

**Unit–II**

5. **Communication in Organization :** Purpose, Process, Channels and Networks, Barriers, Making

Communication Effective, Transactional Analysis (TA),Cases on Communication

6. **Leadership Styles**: Leadership Theories ,Leadership Styles, Skills and Influence Processes, Leadership and Power, Examples of Effective Organizational Leadership in India, Cases on Leadership

7. **Conflict in Organization:** Sources of Conflict, Types of Conflict, Conflict Process, Johari Window, Conflict Resolution, Cases on Conflict Resolution.

8**. Organizational Change and Development:** Meaning, Process, Resistance to Change,

OD Meaning, Process, Interventions: Sensitivity Training, Survey Feedback, Process Consultation, Team Building, Inter-group Development

**Books:**

1. Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press. .
2. Kaul , Asha - Effective Business Communication, Prentice Hall.
3. Raman, M & Singh, P - Business Communication, OUP
4. Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill
5. Taylor, Shirley - Communication for Business, 4th Edn.-Pearson Education.

**Course Description**

**Course Name: QUANTITATIVE METHODS-II**

**Course Code: MB203**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

1. Key terms and notation used in financial applications of mathematics and statistics
2. The fundamentals of algebra and of calculus
3. Basic statistics - for example, the notations of random variable, expectation, estimation and testing
4. How to apply statistics, and mathematics, in the analysis of financial and accounting data.

**Course Outcomes:**

1. Use the basic mathematics required to undertake the fundamental types of calculation that will be required in the study of finance.
2. Demonstrate the principles of statistical analysis and their applications to financial data
3. Describe the different statistical methods which can be used to summarize and interpret financial data
4. Discuss the underlying assumptions in statistical modelling and the dangers of ignoring them.

**Course Contents:**

**1. Probability distributions :** Discrete distributions - Binomial, Poisson**,** Continuous distributions - Uniform, Exponential, Normal, LogNormal

**2.Sampling Methods and Sampling Distributions:** Statistics and Parameter **,**Types of sampling - random and non-random sampling**,** Sampling distributions - conceptual basis; standard error; sampling from normal populations; Central Limit Theorem; relationship between sample size and standard error; Finite Population Multiplier

**3. Estimation:** Point Estimation – properties of estimators; the method of moments and the method of maximum likelihood **,** Interval Estimation –basic concepts; interval estimates and confidence interval;calculation of interval estimates of mean and proportion from large samples; interval estimation using the tdistribution; determining the sample size in estimation

**4. Hypothesis Testing** : Basic Concepts– Null and Alternative Hypotheses; Type I and Type II errors; the p – value; the significance level; power of a test , One Sample Tests– hypothesis testing of means when the population standard deviation is known and when it is unknown; hypothesis testing of proportions for large samples, Two Sample Tests– tests for difference between means – large sample sizes and small

sample sizes; test for difference between proportions – large sample sizes; testing difference between means with dependent samples

**5. Chi–square and Analysis of Variance**: Chi-square as a test of (a) independence and (b) goodness of fit, ANOVA –basic concepts; the F distribution and the F statistic; inferences about a population variance; inferences about two population variances

**6. Non-parametric tests:** Basic concepts, The Sign Test, The Signed-Rank Test, Rank Sum Tests– The Mann-Whitney U Test; The Kruskal-Wallis Test, Tests based on runs, Rank Correlation, Kolmogorov-Smirnov Test

**7. Time series and Forecasting**: Variations in time series; trend analysis; cyclical, seasonal and irregular variations; consideration of all four components of a time series, Time Series analysis in frecasting8. Multivariate data analysis (demonstration of software package) ,Basic concepts, Types of multivariate techniques, Factor Analysis , Multiple Regression Analysis, Discriminant Analysis, Cluster Analysis

**Books:**

1. Anderson, Sweeny and Williams –Statistics for Business and Economics (9thedition);
2. Pearson Education Hanke and Wichern – Business Forecasting (8thedition);
3. TMH Newbold–Statistics for Business and Economics (6thedition); Pearson Education Ross, Sheldon – Introductory Statistics;
4. Elsevier Srivastava and Rego –Statistics for Management: TMH

**Course Description**

**Course Name: Production & Operations Management**

**Course Code: MB204**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

1. State the fundamental concepts of operations management
2. Exhibit the skills of forecast, design, develop strategic and control plan for operations of B2B and B2C products
3. Forecast, design, develop strategic and control plan for operations of B2B and B2C products.

**Course Outcomes:**

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| At the end of the course, the student will be able to |
| 1. Analyze contemporary theory and applications of manufacturing or service operations in a global business environment |
| 1. Evaluate the interaction between operations management and other business functions |
| 1. Describe the value chain and the use of current management theories and tools |
| 1. Explain the key performance measures of operations   **Course Contents:** |

**Unit I**

**Introduction to Production Management:** Production system; Types of production; Replanning and control functions; Relations with other departments; Efficiency of production planning and control.

**Plant Location and Layout:** Choice and selection of plant location; Plant design; Plant layout; Product layout and process layout; Criteria for a good layout.

**Unit II**

**Plant Maintenance and Materials Handling:** Types of maintenance – preventive, predictive and overhaul; Selection of good materials handling equipment; Methods of Materials handling.

**Materials Management:** Need, scope and advantages; Materials Requirement Planning (MRP – I, MRP – II) and Budgeting

**Unit III**

**Inventory Planning and Control:** EOQ Models – without shortage, with shortage, with price breaks; Effect of quantity discount; ABC, FSN and VED classification; Inventory control; Perpetual, Two-bin and Periodic Inventory System; Just In Time (JIT) system; Probabilistic Inventory Models (discrete and continuous cases)

**Scheduling** : Gantt Chart, Johnson's Rule

**Unit IV**

**Network Analysis:** PERT/CPM techniques, Shortest path algorithms and their applications (Dijkstra’s algorithm; Flloyd's algorithm, Kruskal's algorithm, Ford-Fulkerson method) **Inspection and Quality Control:** Types and criteria of inspection; Statistical Quality Control; Control Charts.

**Unit V**

**Total Quality Management (TQM):** Concept, features, need for TQM, Cost of quality, Kaizen, Kyodo, PDCA cycle, 7 QC tools, 5s concept, Quality circle. Total Quality in Service Sector

**Quality Management System:** Quality Audit, Concepts of six sigma **Purchase Management:** Purchase Policy, Systems, Procedures; Vendor Selection; Negotiation; Vendor Development and Evaluation; Make or Buy decision; Legal aspects of purchasing.

**Books:**

1. Bedi – Production and Operations Management (2nd edition); Oxford University Press Buffa, E. S. and Sarin, R. K. – Modern Production /Operations Management;
2. John Wiley Chary, S.N. – Production and Operations Management (3rd edition); TMH Chase, Jacobs, Aquilano and Agarwal – Operations Management for Competitive Advantage (11th edition); TMH Dutta – Materials Management; PHI
3. Evans and Lindsay – The Management and Control of Quality (6th edition); Cenage Learning
4. Gaither and Frazier – Operations Management (9th edition);
5. Thomson Learning Gopalakrishnan and Sundaresan – Materials Management: An Integrated Approach; TMH
6. Hansen and Ghare – Quality Control and Applications; PHI
7. Krajewski, Ritzman and Malhotra – Operations Management (8th edition); Pearson Education
8. Mahadevan – Operations Management; Pearson Education

**Course Description**

**Course Name: Management Information** **Systems II**

**Course Code: MB 205**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and organizations dominates the business world. There is a fundamental change going on in the way that organizations run businesses and interact with each other.

**Course Outcomes:**

At the end of the course, you will be able to:

1. Explain basic concepts for IT/IS management

2. Discuss organizational, business and strategic issues surrounding IT/IS, and

3. Analyze and evaluate uses of strategic IT/IS in practice.

**Course Contents:**

**Unit 1**: **Management Information System (MIS):** Definition, Characteristics, Subsystems of MIS (Activity and Functional subsystems), Structure of MIS; Reasons for failure of MIS. Understanding Major Functional Systems: Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems, Human Resource Systems, Inventory Systems; their sub systems, description and organizational levels.

**Unit 2: Decision Support Systems (DSS):** Definition, Relationship with MIS, Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS.

**Unit 3: ERP, CRM, SCM : ERP(Enterprise Resource Planning):**

[a] Concepts of ERP, architecture of ERP, Generic modules of ERP,

Applications of ERP, concept of XRP (extended ERP)

[b] Features of commercial software like SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft.

**CRM (Customer Relationship Management):**

[a] Concepts of CRM, Features of CRM (acquisition and retention)

[b] Features of commercial software like I2-Rhythm, SIEBEL

**SCM (supply Chain Management):**

[a] Concepts of SCM, drivers of SCM, inbound & outbound

[b] Definition, brief description and applicability of: eProcurement, eTailing, eLogistics, eCollaboration, eIntegration.

Case studies for ERP, CRM, SCM

**Unit 4: Database Management Systems (DBMS) [e.g. MS-Access/ Oracle/ MS SQL Server / MySQL etc.]**

[a] What is a DBMS. Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, 3-schema architecture, data independence.

[b] SQL: DDL & DML concepts, SQL commands [ANSI standard].

**Unit 5: Data Warehousing and Data Mining**

Concepts of Data warehousing, data mart, meta data, multidimensional modeling,

Online Analytical Processing (OLAP), Online Transaction Processing (OLTP), Knowledge Management System (KMS), Active Knowledge Management Server (AKMS) Features of commercial software like Informatica, Data mining concepts, knowledge discovery v. data mining, data mining applications.

Case studies on data warehousing / data mining

**Unit 6: Outsourcing**

Concepts of BPO, KPO

Business Process Outsourcing: Concept & Application, Advantages & Disadvantages, Types of outsourcing, Resource Requirements, Technical framework of automated outsourcing, Documentation: contracts, Service Level Agreements (SLA), Non-disclosure Agreements (NDA). Other Applications – Remote Transaction Processing.

**Books:**

1.Dan W. Paterson, Introduction to Artificial Intelligence & Expert System, PHI./Pearson Education

2. Davis & Olson, Management Information System, Tata McGraw Hill

3. ISRD, Introduction to Database Management Systems, Tata McGraw Hill

4. Ivan Bayross : SQL & PL/SQL , BPB

5. Leon : ERP, Leon Tech Press

6. Loney & Koch: The Oracle 9i Complete Reference, Oracle Press

7. Mahadeo Jaiswal & Monica Mittal : Management Information Systems, OUP

**Course Description**

**Course Name: Human Resource Management**

**Course Code: MB 206**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives**:

The objective of this course is to give students the knowledge, understanding and key skills that are required by today's HR professionals and to enable students to effectively contribute to dynamic organizations. Students will also gain an understanding of key terms, theories/concepts and practices within the field of human resource management. Students shall learn to Identify and analyze the problems in the field of HRM and be able to provide innovative solutions. They shall be able to identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.

**Course Outcomes**:

During the study of this course, student would come to know about the theory and application of human resource management, the broad range of influences acting on human resource management, about the human resources planning and policies through its information system, training and development of human capital of the organization. This course emphasis on the knowledge of performance assessment methods, improvements and resultant in terms of employee service condition reviews. Compensation and workers participation in management including the discipline matters and strategic human resources management.

**Course Contents:**

**Unit-I**

**Human Resource Management :** Scope and Coverage, Structure and functions of HR Department, Role of HR Manager.

**Human Resource Planning :** Supply and Demand Forecasting methods, Manpower Inventory, Career Planning, Succession Planning, Personnel Policy, Human Resource Information System (HRIS)

**Unit-II**

**Recruitment and Selection :** Process, Sources, Methods of selection, Interviewing Method, Skills and Errors

**Performance Appraisal Systems** : Purpose, Methods, Appraisal instruments, 3600 Appraisal HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview.

**Unit-III**

**Human Resource Development** : Policy and Programmes, Assessment of HRD Needs, HRD, Methods : Training and Non-Training.

**Compensation Management** : Wages - Concepts, Components; System of Wage Payment, Fringe Benefits, Retirement Benefit.

**Industrial Relations in India :** Parties; Management and Trade Unions, Industrial Disputes : Trends, Collective Bargaining, Settlement Machineries, Role of Government , Labour Policy in India.

**Unit-IV**

**Workers’ Participation in Management** : Concept, Practices and Prospects in India, Quality Circles and other Small Group Activities.

**Discipline Management** : Misconduct, Disciplinary action, Domestic Enquiry, Grievance Handling

**Unit-V**

**Strategic HRM :** Meaning, Strategic HRM vs Traditional HRM, SHRM Process, Nature of e-HRM, e- Recruitment & Selection, e-Performance Management, e-Learning

**Books:**

1. HRM, VSP Rao,
2. Agarwala T. - Strategic Human Resource Management, OUP
3. Aswathappa, K. - Human Resource Management, Tata McGraw Hill
4. Jyothi P. & Venkatesh, D.N. - Human Resource ,Management, OUP
5. Pattanayek, B. - Human Resource Management, PHI
6. Ramaswamy, E.A. - Managing Human Resources, OUP
7. Saiyadain, M.S - Human Resource Management : Tata McGraw Hill
8. Mondal Sabari & Goswami Amal - Human Resource Management: Vrinda Publications

**Course Description**

**Course Name: Financial Management**

**Course Code: MB 207**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

To provides the basic concepts of financial management, time value of money, capital structure composition, cost of capital, long term investment decision, estimation of working capital requirements and dividend policy applied in practice.

**Course Outcomes:**

At the end of the course students are able to:

1. To understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

2. To understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

3. To know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

**Course Contents:**

**Unit I**

Introduction: Introduction to Financial Management - Goals of the firm - Financial Environments.. Time Value of Money : Simple and Compound Interest Rates, Amortization, Computing more that once a year, Annuity Factor. Valuation of Securities : Bond Valuation, Preferred Stock Valuation , Common Stock Valuation, Concept of Yield and YTM.

**Unit II**

Risk & Return: Defining Risk and Return, Using Probability Distributions to Measure Risk, Attitudes Toward Risk, Risk and Return in a Portfolio Context, Diversification, The Capital Asset Pricing Model (CAPM) Cost of Capital : Concept , Computation of Specific Cost of Capital for Equity - Preference – Debt, Weighted Average Cost of Capital – Factors affecting Cost of Capital

**Unit III**

Working Capital Management : Overview, Working Capital Issues, Financing Current Assets (Short Term and Long Term- Mix), Combining Liability Structures and Current Asset Decisions, Estimation of Working Capital.

Cash Management : Motives for Holding cash, Speeding Up Cash Receipts, Slowing Down Cash Payouts, Electronic Commerce, Outsourcing, Cash Balances to maintain, Factoring.

**Unit IV**

Accounts Receivable Management : Credit & Collection Policies, Analyzing the Credit Applicant, Credit References, Selecting optimum Credit period. Capital Budgeting : The Capital Budgeting Concept & Process - An Overview, Generating Investment Project Proposals, Estimating Project, After Tax Incremental Operating Cash Flows, Capital Budgeting Techniques, Project Evaluation and Selection - Alternative Methods, Operating & Financial Leverage : Operating Leverage, Financial Leverage, Total Leverage, Indifference Analysis in leverage study.

**Unit V**

Capital Structure Determination : Concept of Capital Structure, Legal Requirements, Factor affecting Capital Structure, Theories of Capital Structure like N.I. Approach, NOI Approach, Traditional Approach, M-M Approach.

Dividend Policy : Passive Versus Active Dividend Policy ; Factors influencing Dividend Policy, Dividend Stability, Stock Dividends and Stock splits, Dividend Theories like Gordon’s Model, Walters Model, M-M Approach and Residual Approach, Legal Consideration of Paying Dividends.

**Books:**

1. Brigham - Financial Mgmt, 10th Ed, Thomson Learning
2. Chandra, Prasanna - Financial Management - Theory & Practice, Tata McGraw Hill. Srivastava, Misra: Financial Management, OUP
3. Van Horne and Wachowicz : Fundamentals of Financial Management, Prentice Hall/ Pearson Education.

**Course Description**

**Course Name: Marketing Management**

**Course Code: MB 208**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

This course is designed to improve the student's understanding of the basic concepts of marketing management. Students will understand the function of marketing in a competitive, dynamic business. Students will comprehend the key elements in developing a marketing strategy and planning a marketing program by covering topics such as customer segmentation, positioning, branding, consumer research, pricing, marketing communications, new product development, and channel strategy.

**Course Outcomes:**

At the end of the course student s are be able to:

1. Explain the role and functions of marketing in a range of organizations.

2. Exhibit the Skills of applying the introduced conceptual frameworks, theory and techniques to various marketing contexts.

3. Describe and analyze the marketing behavior of firms and consumers.

**Course Contents:**

**Unit I**

**Introduction**: Fundamentals of Marketing – need, want, demand, value, exchange, transaction, competition; Definitions of marketing; Evolution of marketing concepts(orientations); Marketing Mix – 4Ps and their sub- elements.

**Strategic Marketing Planning**: Corporate level strategies – SWOT Analysis; Product-Market Grid; Marketing Plan – its nature and content

**Unit II**

**Marketing Environment**: Major components of the microenvironment and macro-environment

**Marketing Research**: Role of marketing research in marketing decision making; Sources of market information, Overview of the methods of primary and secondary research

**Unit III**

**Market Segmentation, Targeting and Positioning**: Concepts of market segmentation and targeting; Various bases for segmentation (consumer and industrial); Differentiation and Positioning strategies

**Consumer Behaviour**: A framework of consumer decision making process, overview of major factors influencing consumer behavior

**Product**: Product Classification, Service – characteristics and expanded service mix elements; Product Line, Product Mix; Product Life Cycle and marketing strategies at different stages of PLC; New Product Development

**Unit IV**

**Branding and Packaging**: Purpose of branding; Characteristics of good brand name, brand naming strategies; Brand equity; Branding strategies; Purpose of Packaging; Types of Packaging – primary, secondary, shipping packages

**Pricing**: Procedure for price setting; Pricing objectives; Cost and demand consideration; Pricing methods; Modifying the price; Pricing Strategies and Tactics

**Unit V**

**Marketing Channels**: Importance of Marketing intermediaries; Types of intermediaries and their functions; Levels of marketing channels; Channel flows and functions; Channel design decisions; Network Marketing

**Promotion**: Elements of Promotion Mix (advertising, sales promotion, personal selling, direct marketing, PR and publicity) – characteristics and their relative strengths and weaknesses; Concept of Integrated Marketing Concept

**The Selling Process**: Steps of selling process:

**Demand Forecasting**: Basic concepts of market potential, Sales potential and Sales forecast; Purpose and methods of sales forecasting

**Books:**

1. Blois - Textbook of Marketing, OUP
2. Etzel, M.J., Walker, B.W. & W.J. Stanton - Marketing; TMH Grewal, D. & Levy, M. - Marketing ; TMH
3. Kotler, P., Keller, K., Koshy, A. & Jha, M. - Marketing Management; Pearson
4. Kurtz, David L, Boone , Louis E - Principles of Marketing; Thomson
5. Lamb - Marketing 7th ed; Thomson Learning
6. Palmer - Principles of Marketing; OUP
7. Ramaswamy & Namakumari - Marketing Management; McMillan
8. Saxena, R. - Marketing Management; TMH Zikmund & Amico - Marketing; John Wiley & Sons