



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | An Institution Managed by CMI Fathers

DEPARTMENT OF MANAGEMENT

ONE YEAR POST GRADUATE DIPLOMA

IN

**BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
MARKETING MANAGEMENT**

CURRICULUM 2017 -18

<http://www.kristujayanti.edu.in>

CURRICULUM OVERVIEW

1. Programme Objectives

- To develop managerial skills among working professionals based on the industry requirements.
- To enhance the career opportunities of the working professionals.
- To provide insight into management functional areas.
- To develop moral, social and ethical values for the conduct of business operations.

2. Eligibility for Admission

Candidates who have passed any degree with an aggregate of 40 percentage from a recognized University are eligible for admission of this programme.

3. Attendance

- A student should have 75 percentage of attendance in each course at the end of the respective semester.
- Any student who is not complying with this requirement will not be allowed to appear for End Semester Examination.

4. Assessment Regulations

Students' academic performance is assessed based on the evaluation of Continuous Internal Assessment (CIA) and End Semester Examination.

5. Evaluation parameters

a) Passing Criteria

- No minimum pass mark for CIA
- ESE (End Semester Examination) alone 35% for each course - (25 marks out of 70)
- (ESE + CIA) aggregate 40 % or 40 marks out of 100 for each course
- Student should have obtained the total credits for the programme.

b) End Semester Examination (ESE)

The End Semester Examination for the theory courses will be held at the end of the semester. The time table will be notified three weeks before the examination. The duration of the examination will be three hours. It will be conducted out of 70 marks.

c) Continuous Internal Assessment (CIA):

Component	Marks
CIA I : Term Examination	20
CIA II : Assignment & Viva Voce	10
Total	30

CIA I: Term Examination (Internal Examination)

The Term Examination will be conducted out of 25 marks for each course and will be scaled down to 20 marks. The duration of the examination will be One hour.

CIA II: Assignment & Viva Voce

The assignments will be given during odd and even semesters by the concerned Course Teacher. Students will be given one week time for completing the assignment of each course. The Viva Voce will be conducted for the assignment submitted. Based on the assignment submitted and the performance of the student in the Viva Voce maximum of 10 marks shall be awarded.

d) Grading

Semester Marks Card depicts the marks secured, Total Credits awarded, Overall status and Grade Point Average.

Consolidated Marks card will depict the marks secured, Total Credits awarded, Overall Status and Cumulative Grade Point Average.

The CGPA (Cumulative GPA) is calculated as follows:

$$\text{CGPA} = \frac{\sum(\text{Grade Point} \times \text{Credit})}{\text{Total No. of Credits}}$$

Grades and Grade Points (2017-18 Batch)

Nine grade point scale for Post Graduate Diploma (2017-18 Batch) is given below:

Percentage	Grade	Grade Point	Interpretation	Class
80 - 100	O	9.00	Outstanding	Distinction
70 - 79	A+	8.00	Excellent	First Class
60 - 69	A	7.00	Very Good	
55 - 59	B+	6.00	Good	Second Class
50 - 54	B	5.50	Above Average	
45 - 49	C+	5.00	Average	Pass Class
40 - 44	C	4.00	Satisfactory	
Less than 40	F	0	Reappear	Reappear

One Year Post Graduate Diploma Course Matrix

Post Graduate Diploma in Business Administration

First Semester

Course Code	Course Title	Hours/ Week	Credits	CIA*	ESE*	Total marks
DMG171201	Management, Behaviour and Communication	4	3	30	70	100
DMG171202	Business Ethics and Corporate Governance	4	3	30	70	100
DMG171203	Marketing Management	4	3	30	70	100
DBA171201	Accounts for Managers	4	3	30	70	100
	Total	16	12	120	280	400

Second Semester

Course Code	Course Title	Hours/ Week	Credits	CIA*	ESE*	Total marks
DMG172201	IT for Executives	4	3	30	70	100
DMG172202	Strategic Management	4	3	30	70	100
DBA172201	Financial Management	4	3	30	70	100
DBA172202	Human Resource Management	4	3	30	70	100
	Total	16	12	120	280	400

* **ESE** – End Semester Examination

* **CIA** – Continuous Internal Assessment

Post Graduate Diploma in Human Resources management

First Semester

Course Code	Course Title	Hours/Week	Credits	CIA*	ESE*	Total marks
DMG171201	Management, Behaviour and Communication	4	3	30	70	100
DMG171202	Business Ethics and Corporate Governance	4	3	30	70	100
DHR171201	Human Resource Management	4	3	30	70	100
DHR171202	Performance and Compensation Management	4	3	30	70	100
	Total	16	12	120	280	400

Second Semester

Course Code	Course Title	Hours/Week	Credits	CIA*	ESE*	Total marks
DMG172201	IT for Executives	4	3	30	70	100
DMG172202	Strategic Management	4	3	30	70	100
DHR172201	Organisational Dynamics	4	3	30	70	100
DHR172202	Knowledge Management	4	3	30	70	100
	Total	16	12	120	280	400

* **ESE** – End Semester Examination

* **CIA** – Continuous Internal Assessment

Post Graduate Diploma in Marketing Management

First Semester

Course Code	Course Title	Hours/ Week	Credits	CIA*	ESE*	Total marks
DMG171201	Management, Behaviour and Communication	4	3	30	70	100
DMG171202	Business Ethics and Corporate Governance	4	3	30	70	100
DMG171203	Marketing Management	4	3	30	70	100
DMM171201	Services Marketing	4	3	30	70	100
	Total	16	12	120	280	400

Second Semester

Course Code	Course Title	Hours/ Week	Credits	CIA*	ESE*	Total marks
DMG172201	IT for Executives	4	3	30	70	100
DMG172202	Strategic Management	4	3	30	70	100
DMM172201	E-Marketing	4	3	30	70	100
DMM172202	Retail Management	4	3	30	70	100
	Total	16	12	120	280	400

* ESE – End Semester Examination

* CIA – Continuous Internal Assessment

One Year Post Graduate Diploma in Business Administration

I Semester

DMG171201: MANAGEMENT, BEHAVIOUR AND COMMUNICATION

Credits: 3

Hours: 45

Objectives:

- To expose students to an overview of the management process.
- To impart skills in students about behaviour and communication processes.

Unit 1: Introduction to Management

11 hours

Introduction to Management; Schools of Management Thought: Contribution of FW Taylor, Henry Fayol and Peter Drucker; Fundamentals of Planning, Planning process, objectives, MBO; Decision Making, meaning and steps; Organization structure, formal and informal organizations, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, virtual organizations, boundary less organizations.

Unit 2: Organisational Behaviour

11 hours

Introduction to Organisational Behaviour; Foundations of Individual Behaviour; Perception, Personality Attitudes, Theories; Learning, Process and Theories; Motivation types and theories (Maslow, Herzberg and Vroom); Group Dynamics, Groups and Teams

Unit 3: Leadership and Culture

11 hours

Leadership Theories and Styles; Conflict Management, Sources, Types and Management Styles of Conflict Resolving; Conflict through Negotiation; Organisational Culture and Climate; Power and Politics; Organisational Change – Process and Implementation of Change – Managing Resistance to Change

Unit 4: Managerial Communication

12 hours

Oral Communication; Business Presentations and Public Speaking; Meetings and Conferences; Group Discussions and Team Presentations; Types of interviews;. Written Communication, Importance, Reading and Writing Skills; Business Letters, Business Reports and Proposals; Resume Building, E-mail, Circulars; Non-Verbal Communication, Significance, Types of Non-verbal Communication, Group and Corporate Communication; Technology based Communication Tools; Cross Cultural Communication; Business Etiquette.

References:

Koontz, Harold, Weihrich, H., & Aryasri, Ramachandra.(2011). *Principles of Management*. New Delhi: Tata McGraw-Hill

Aswathappa, K.(2016). *Organisational Behaviour*. (12th Ed.). Mumbai: Himalaya Publishing House.

Prasad, L.M. (2008). *Principles and Practice of Management*. (7th Ed.). New Delhi: Sultan Chand & Sons

Ramond, Lesikar, V. and Marie, Flately, E.(2005). *Basic Business Communication :Skills for empowering the internet generation* ,(10th Ed.) New Delhi: Tata McGraw Hill

Ramond, Lesikar, V Marie, Flately, Rentx, Kathryn, Pande, Neeraja. *Business Communication: Making connection in a Digital World* (2009) (11th Ed.), Tata McGraw Hill, New Delhi.

DMG171202: BUSINESS ETHICS AND CORPORATE GOVERNANCE

Credits: 3

Hours: 45

Objectives:

- To make the student conscious about ethical values in real life and in business
- To make students internalize ethical values and practices

Unit 1: Ethics in Business

9 hours

Definition; A mode of ethics; ethical performance in business; managerial values and attitudes; ethical congruence; managerial philosophy; types of ethics; code of ethics; importance of ethics in business.

Unit 2: Ethics in Marketing and Finance

13 hours

Ethical dilemmas in marketing; unethical marketing practices; ethical and social issues in advertising; common deceptive marketing practices; role of consumerism. Ethics in Finance: unethical financial practices; hostile takeovers; tax evasion; corporate crimes.

Unit 3: Ethics in Human Resource Management & Information Technology

14 hours

Human resource system; psychological expectancy model; Human resource management practices and ethical implications; Individualism versus collectivism in human resource management practices. Ethics and Information Technology: Ethical issues relating to computer application; security threats; computer crime; computer viruses; software privacy; hacking; computer crime prevention; ethical dilemmas and considerations.

Unit 4: Corporate Governance

9 hours

Concept and importance; Corporate governance and agency theory; Benefits of good corporate governance; present scenario in India. Reforming Board of Directors, Birla Committee, Naresh Chandra Committee, Narayanamurthy Committee, Corporate Governance code future scenario.

References:

- Chakraborty, S.K. (2006) *Ethics in Management: Vedantic Perspective* Oxford University Press.
- Gandhi, M.K., *My Experiments with Truth*, Navjeevan publishing House, Ahmedabad.
- Kautilya's Arthashastra*. New Delhi: Penguin Books, 1992.
- Laura P Hartman, (2004). *Perspectives in Business Ethics*, New Delhi: Tata McGraw- Hill International.
- Prof (Col) Bajaj, P. S and Dr. Agarwal, Raj. (2008). *Business Ethics: An Indian Perspective*. New Delhi
- Sharma, Subhash, (1996), *Management in New Age: Western Windows- Eastern Doors*, New Delhi: New Age International Publishing.
- Steiner, George, A. and Steiner, John, F. (2013). *Business, Government and Society*. (12th Ed.). New Delhi: Tata McGraw-Hill International.

DMG171203: MARKETING MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To provide conceptual background in practical marketing skills.
- To facilitate in evolving strategic marketing management decisions.

Unit 1: Introduction

10 hours

Modern concept of marketing; approaches to the study of marketing; Marketing management process, the Market environment, role of marketing in modern organizations, non-profit sector, international sector; Emerging Trends: Emerging technologies and media in marketing ma; nonprofit marketing; experiential marketing and post mortem marketing; Digital Marketing: Online marketing; Blogs; mobile Marketing; Social Media Marketing; marketing communications; including; viral; guerilla; buzz and other indirect forms of marketing.

Unit 2: Consumer Behaviour and Segmentation

10 hours

Meaning; consumer decision making process, factors influencing buying behaviour, buying motives, segmentation, Targeting and Positioning, Need for and bases for segmentation.

Unit 3: Product and Pricing

13 hours

Product planning process; Product mix decisions , product differentiation strategies, New Product Development Process, product life cycle concept conditions and strategies in different phases brand decisions, packaging strategies Pricing; Meaning, objectives and methods and strategies.

Unit 4 : Distribution and Promotion

12 hours

Distribution System: Physical Distribution and Distribution Channels; Types of Channels; Types of Intermediaries. Promotion Mix; Advertising; Sales Promotion; Publicity; Personnel Selling (Concept only)

References:

- Kotler, Philip, Keller Lane Kevin, Koshy Abraham, Jha Mithileshwar (2009). *Marketing Management – A South Asian Perspective*. (13th Ed.). New Delhi: Prentice Hall of India
- Boyd & Westfall. (2012). *Marketing Research*.(7th Ed.). New Delhi: AITBS Publications
- Neelamegham, S. (2004). *Marketing management & the Indian Economy*. (3rd Ed.). New Delhi: Vikas Publishing House.
- Ramaswamy, E.A. & Namakumari, (2014). *Marketing Manageme- Global Perspective Indian Context*. (5th Ed.). New Delhi:Tata McGraw Hill.

DBA171201: ACCOUNTING FOR MANAGERS

Credits: 3

Hours: 45

Objectives:

- To develop an insight of principles and techniques of Accounting.
- To utilize financial and accounting information for planning, decision – making and control in various levels of management

Unit 1: Introduction to Financial Accounting

9 hours

Financial Accounting – Concepts, Importance and Scope, accounting basic concepts and Convention; GAAP vs IFRS; Book-keeping and Accounts, Accounting terms, Preparation of Financial Statements (simple problems only)

Unit 2: Financial Statement Analysis I

9 hours

Management Accounting – Concepts, Need, Importance and Scope, types of financial Statement Analysis, techniques of financial statement analysis (theory only); Cash flow statement as AS-3 (simple problems)

Unit 3: Financial Statement Analysis II

9 hours

Ratio analysis-meaning, classification of ratios, calculation of ratios (simple problems) (problem related to formation of balance sheet is excluded), inter-firm and intra-firm comparisons, du-point control chart (theory only).

Unit 4: Marginal Costing and Budgetary Control

18 hours

Marginal costing – meaning, types, CVP analysis (simple problems), various decision making under marginal costing (theory only). Budget & budgetary Control, Performance budgeting, zero-base budgeting, flexible budget, cash budget and production budget (simple problems only on flexible and cash)

References:

- Anthony, R. N. & Reece, J. S. (2007). *Accounting Principles*, (3rd Ed.). Home wood, Illinois, Richard D
- Bhattacharya, S. K. & Dearden, J. (1997). *Accounting for Management : Text and Cases*, (3rd Ed.). New Delhi: Vikas Publishing House.
- Lal, Jawhar. (2003). *Accounting for Management: (1st Ed.)*. Mumbai: Himalaya publishing House.

One Year Post Graduate Diploma in Business Administration

II Semester

DMG172201: IT FOR EXECUTIVES

Credits: 3

Hours: 45

Objectives:

- To expose students to an overview of the management process.
- To impart skills in students about behaviour and communication processes.

Unit 1: Introduction to IT

11 hours

IT in Modern Organization: Basic concept of Information System, Organization Structure and IT support, Managing IT in Organization Computer Hardware and Software: Classification of Software, Operating Systems, Enterprise Software, and Open-Source Software. Network Infrastructure LAN and WAN, Transmission Media

Unit 2: Word processing and Spreadsheets

11 hours

Word Processing ;Basics , Common tools , Page Setup, Editing and Formatting , Tables and Charts, Macros ,Mail Merge, Index, Printing. MS-Excel spreadsheet Basics, Formulae and functions, Moving, Editing Formatting; Charts and diagrams types; Databases, Forms, Sort, Filter, Pivot Table and Chart. Writing Macros

Unit 3: Presentations

11 hours

Power Point, Features , Slides , Slide Layouts , Design Templates, Slide Master, Animation , Timings , Action Buttons ,video conferencing tools and media, Intranet and internet, Organizational Intranet, Social media and its applications in organisations

Unit 4: Information systems

12 hours

MIS Structure Approaches to MIS design and development. Transaction Processing System, Office Automation System, Decision Support System, Expert System. Data security, Concepts of Data mining, Data warehousing and OLAP

References:

Turban, Efraim, R. Kelly, Rainer Jr., Potter, E, Richard., *Introduction to Information Technology*, (2nd Ed) (2010) Wiley India Pvt. Ltd.

Haag, Stephen, Maeve, Cummings, Philips, Amy. *Management Information system for the Information Age*, (6th Ed) (2010) McGraw Hill Education.

DMG172202: STRATEGIC MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To develop an understanding of the Strategic Management process
- To study effective levels of strategy

Unit 1 Introduction

15 hours

Strategic Management – Nature, Concept, Vision, Mission, Goals and Formulation of Objectives; Analyzing Competitive Position; Mintzberg's 5Ps of Strategy; Strategic Management Process.

Unit 2 Strategy Formulations

10 hours

Environmental Scanning – External and Internal; Porter's Five Forces Model, Concept of Value Chain, Grand Strategies; Porter's Generic Strategies.

Unit 3 Corporate Level Strategies

10 hours

Diversification Strategies – Related and Unrelated; Restructuring Strategies – Mergers and Acquisitions, Strategic Alliances, Joint Ventures, Blue Ocean and Red Ocean Strategies.

Unit 4 Strategy Implementation and Evaluation

10 hours

Structure and strategy; Leadership and Corporate Culture; Strategy Evaluation/ Importance and Nature of Strategic Evaluation; Strategic and Operational Control, Balanced Scorecard.

References:

- Arthur, A, Thompson and Strickland, A. J. (2003) (13th Ed). *Strategic Management – Concept and Cases* New Delhi : Tata McGraw Hill.
- Azhar Kazmi. (2004). *Business Policy and Strategic Management*. New Delhi: Tata McGraw Hill.
- Fred David. (2008). *Strategic Management: Concepts and Cases*. (12th Edition) Prentice hall of India.
- Kark Rajneesh. (2008). *Competing with the Best: Strategic Management of Indian Companies in a Globalizing Arena*. Penguin Books.
- Thomas L. Wheelen, J. David Hunger. (2010). *Strategic Management and Business Policy*. Pearson/Prentice Hall.

DBA172201: FINANCIAL MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To introduce various financial decisions
- To impart the techniques of financial management
- To enable the students to apply the techniques in financial decision making

Unit 1: Introduction

05 hours

Meaning and importance; goals of financial management; financial decisions; Interface between finance and other functions.

Unit 2: Cost of Capital and Financing Decision

14 hours

Types of long term finance; Ownership securities; Creditorship securities; convertibles; options & warrants; cost of capital, specific cost of capital, overall cost of capital, weighted cost of capital; Financing Decisions: Measure of leverage, effects of leverage – EBIT-EPS analysis, factors affecting capital structure decisions.

Unit 3 : Investment Decision

13 hours

Investment decision: Capital budgeting and its importance in decision making. Estimating cash flows, techniques of investment appraisal; Payback period, ARR, NPV, IRR and Profitability Index (simple problems only)

Unit 4: Working Capital Management and Dividend Decision

13 hours

Meaning, Concepts of Working Capital, factors affecting working capital requirements, Working capital estimation (simple problems only) Dividend decisions – Meaning and forms of dividend; relevance and irrelevance theory-Walter and Gordon Models (simple problems only); factors influencing dividend policy

References:

- Brealey & Myres. (2012). *Principles of Corporate Finance*. (10th Ed.). New Delhi: Mc Graw Hill.
- Chandra, Prasanna, (2011)., *Financial Management , Theory and Practice* ,(8th Ed.). New Delhi: Tata McGraw Hill.
- Hampton, John. (2006). *Financial Decision making – concepts, problems & cases*. (4th Ed.). New Delhi: Prentice Hall
- Jain & Khan.(2012). *Financial Management*. (6th Ed.). New Delhi: Tata McGraw Hill.
- Pandey, I.M. (2010). *Financial Management*. (10th Ed.). New Delhi: Viaka Publishing House.
- Vanhome, James.(2010). *Fundamentals of Financial Management*, (13th Ed.). New Delhi: Prentice Hall.

DBA172202: HUMAN RESOURCE MANAGEMENT

Credits: 3

Hours: 45

Objective:

- To make the students to understand the policies and practices of the primary area of Human Resource Management

Unit 1: Introduction to Human Resource Management

9 hours

Meaning, nature, scope; objectives and functions; organization of HRM department; Qualities of HR manager; Duties and Responsibilities of Human Resource Manager; Recent trends in HRM.

Unit 2: Human Resource Functions

14 hours

Human Resources Planning: Meaning and process; HRP at different levels. Job Analysis; Uses of Job Analysis; Job Description; Job Specification (concept only); Flexible job environment; Recruitment; Sources of recruitments; modern methods; Selection; meaning and selection process; recent trends; Placement and Induction.

Unit 3: Employee Training and Performance Appraisal

13 hours

Meaning and importance; Assessment of Training needs; On-the-Job and Off-the-Job Training Methods; Evaluation of training; Special Aspects of Training: Orientation Training, Basic Skills Training, Team Training, Diversity Training (Concepts only); Meaning of performance appraisal; objectives of performance appraisal; methods of performance appraisal.

Unit 4: Human Resource Accounting, Records and Audit

9 hours

Human Resource Accounting: Need, Objectives and Benefits; Human Resource Records: Meaning and importance; Human Resource Audit: meaning, objectives and needs.

References:

- Aswathappa, K. (2014). *Human Resource Management*. (7th Ed.). New Delhi: Tata McGraw Hill
- Rao, V.S.P. (2010). *Human Resource Management*. (3rd Ed.). New Delhi: Excel Books
- Subba Rao, P. (2016). *Essentials of Human Resource Management & Industrial Relations*. Mumbai: Himalaya Publishing House

One Year Post Graduate Diploma in Human Resource Management

I Semester

DMG171201: MANAGEMENT, BEHAVIOUR AND COMMUNICATION

Credits: 3

Hours: 45

Objectives:

- To expose students to an overview of the management process.
- To impart skills in students about behaviour and communication processes.

Unit 1: Introduction to Management

11 hours

Introduction to Management; Schools of Management Thought: Contribution of FW Taylor, Henry Fayol and Peter Drucker; Fundamentals of Planning, Planning process, objectives, MBO; Decision Making, meaning and steps; Organization structure, formal and informal organizations, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, virtual organizations, boundary less organizations.

Unit 2: Organisational Behaviour

11 hours

Introduction to Organisational Behaviour; Foundations of Individual Behaviour; Perception, Personality Attitudes, Theories; Learning, Process and Theories; Motivation types and theories (Maslow, Herzberg and Vroom); Group Dynamics, Groups and Teams

Unit 3: Leadership and Culture

11 hours

Leadership Theories and Styles; Conflict Management, Sources, Types and Management Styles of Conflict Resolving; Conflict through Negotiation; Organisational Culture and Climate; Power and Politics; Organisational Change – Process and Implementation of Change – Managing Resistance to Change

Unit 4: Managerial Communication

12 hours

Oral Communication; Business Presentations and Public Speaking; Meetings and Conferences; Group Discussions and Team Presentations; Types of interviews;. Written Communication, Importance, Reading and Writing Skills; Business Letters, Business Reports and Proposals; Resume Building, E-mail, Circulars; Non-Verbal Communication, Significance, Types of Non-verbal Communication, Group and Corporate Communication; Technology based Communication Tools; Cross Cultural Communication; Business Etiquette.

References:

Koontz, Harold,Weihrich, H., & Aryasri, Ramachandra.(2011). *Principles of Management*. New Delhi: Tata McGraw-Hill

Aswathappa, K.(2016). *Organisational Behaviour*. (12th Ed.). Mumbai: Himalaya Publishing House.

Prasad, L.M. (2008). *Principles and Practice of Management*. (7th Ed.). New Delhi: Sultan Chand & Sons

Ramond, Lesikar, V. and Marie, Flatly, E.(2005). *Basic Business Communication :Skills for empowering the internet generation* ,(10th Ed.) New Delhi: Tata McGraw Hill

Ramond, Lesikar, V Marie, Flatly, Rentx, Kathryn, Pande, Neeraja. *Business Communication: Making connection in a Digital World* (2009) (11th Ed.), Tata McGraw Hill, New Delhi.

DMG171202: BUSINESS ETHICS AND CORPORATE GOVERNANCE

Credits: 3

Hours: 45

Objectives:

- To make the student conscious about ethical values in real life and in business
- To make students internalize ethical values and practices

Unit 1: Ethics in Business

9 hours

Definition; A mode of ethics; ethical performance in business; managerial values and attitudes; ethical congruence; managerial philosophy; types of ethics; code of ethics; importance of ethics in business.

Unit 2: Ethics in Marketing and Finance

13 hours

Ethical dilemmas in marketing; unethical marketing practices; ethical and social issues in advertising; common deceptive marketing practices; role of consumerism. Ethics in Finance: unethical financial practices; hostile takeovers; tax evasion; corporate crimes.

Unit 3: Ethics in Human Resource Management & Information Technology

14 hours

Human resource system; psychological expectancy model; Human resource management practices and ethical implications; Individualism versus collectivism in human resource management practices. Ethics and Information Technology: Ethical issues relating to computer application; security threats; computer crime; computer viruses; software privacy; hacking; computer crime prevention; ethical dilemmas and considerations.

Unit 4: Corporate Governance

9 hours

Concept and importance; Corporate governance and agency theory; Benefits of good corporate governance; present scenario in India. Reforming Board of Directors, Birla Committee, Naresh Chandra Committee, Narayanamurthy Committee, Corporate Governance code future scenario.

References:

Chakraborty, S.K. (2006) *Ethics in Management: Vedantic Perspective* Oxford University Press.

Gandhi, M.K., *My Experiments with Truth*, Navjeevan publishing House, Ahmedabad.

Kautilya's Arthashastra. New Delhi: Penguin Books, 1992.

Laura P Hartman, (2004). *Perspectives in Business Ethics*, New Delhi: Tata McGraw- Hill International.

Prof (Col) Bajaj, P. S and Dr. Agarwal, Raj. (2008). *Business Ethics: An Indian Perspective*. New Delhi

Sharma, Subhash, (1996), *Management in New Age: Western Windows- Eastern Doors*, New Delhi: New Age International Publishing.

Steiner, George, A. and Steiner, John, F. (2013). *Business, Government and Society*. (12th Ed.). New Delhi: Tata McGraw-Hill International.

DHR171201: HUMAN RESOURCE MANAGEMENT

Credits: 3

Hours: 45

Objective:

- To make the students to understand the policies and practices of the primary area of Human Resource Management

Unit 1: Introduction to Human Resource Management

9 hours

Meaning, nature, scope; objectives and functions; organization of HRM department; Qualities of HR manager; Duties and Responsibilities of Human Resource Manager; Recent trends in HRM.

Unit 2: Human Resource Functions

14 hours

Human Resources Planning: Meaning and process; HRP at different levels. Job Analysis; Uses of Job Analysis; Job Description; Job Specification (concept only); Flexible job environment; Recruitment; Sources of recruitments; modern methods; Selection; meaning and selection process; recent trends; Placement and Induction.

Unit 3: Employee Training and Performance Appraisal

13 hours

Meaning and importance; Assessment of Training needs; On-the-Job and Off-the-Job Training Methods; Evaluation of training; Special Aspects of Training: Orientation Training, Basic Skills Training, Team Training, Diversity Training (Concepts only); Meaning of performance appraisal; objectives of performance appraisal; methods of performance appraisal.

Unit 4: Human Resource Accounting, Records and Audit

9 hours

Human Resource Accounting: Need, Objectives and Benefits; Human Resource Records: Meaning and importance; Human Resource Audit: meaning, objectives and needs.

References:

Aswathappa, K. (2014). *Human Resource Management*. (7th Ed.). New Delhi: Tata McGraw Hill

Rao, V.S.P. (2010). *Human Resource Management*. (3rd Ed.). New Delhi: Excel Books

Subba Rao, P. (2016). *Essentials of Human Resource Management & Industrial Relations*. Mumbai: Himalaya Publishing House

DHR171202: PERFORMANCE AND COMPENSATION MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To understand the theoretical foundations of reward and remuneration strategies in organisations.
- To familiarize the issues in designing the reward systems, the methods and aims of different forms of payment systems

Unit 1: Performance Appraisal

13 hours

Performance: Definition; Need for Appraisal; Objectives of performance appraisal; organizational uses of performance appraisal; steps in appraising performances. Methods of appraisal: Graphic Scale method, Alternatives Ranking method, Paired comparison method, Critical incident method, Confidential records, Essay method BARs, MBO, Mixing methods, 360 degree Performance Appraisal, Self-Appraisal, Computer performance Appraisals.

Unit 2: Compensation

12 hours

Compensation issues; wage; salary levels; wage determinants; Lanham factors. Wage structure; wage fixation; flat rate, merit rate. Wage Payment; wage payment policies; wage payment systems; wage incentive plans; Blue Collar employees; White Collar employees.

Unit 3: Executive Compensation

11 hours

Executive compensation plan; basic payments, fringe benefits, ESOP, Sweat Equity, retirement benefits, cafeteria fringe benefits; skill based pay.

Unit 4: Performance based rewards

9 hours

Performance based rewards or compensation: Intrinsic rewards; Extrinsic rewards; Performance related pay in link with performance appraisal.

References:

- Monappa, Arun. (2012). *Industrial Relations*. (2nd Ed.). New Delhi: Tata MacGraw Hill.
- Beardwell, Ian. & Holden, Len. (2001). *Human Resource Management*. New Delhi: Macmillan
- Aswathappa, K. (2010). *Human Resource Management*. (6th Ed.). New Delhi: Tata McGraw Hill
- Nair, N.G. & Nair, Latha. (2004). *Personnel Management and Industrial Relations*. New Delhi: Sultan Chand & Co. Ltd.
- Robbins, Stephen. (2005). *Personnel and Human Resource Management*. (3rd Ed.). New Delhi: PHI

One Year Post Graduate Diploma in Human Resource Management

II Semester

DMG172201: IT FOR EXECUTIVES

Credits: 3

Hours: 45

Objectives:

- To expose students to an overview of the management process.
- To impart skills in students about behaviour and communication processes.

Unit 1: Introduction to IT

11 hours

IT in Modern Organization: Basic concept of Information System, Organization Structure and IT support, Managing IT in Organization Computer Hardware and Software: Classification of Software, Operating Systems, Enterprise Software, and Open-Source Software. Network Infrastructure LAN and WAN, Transmission Media

Unit 2: Word processing and Spreadsheets

11 hours

Word Processing ;Basics , Common tools , Page Setup, Editing and Formatting , Tables and Charts, Macros ,Mail Merge, Index, Printing. MS-Excel spreadsheet Basics, Formulae and functions, Moving, Editing Formatting; Charts and diagrams types; Databases, Forms, Sort, Filter, Pivot Table and Chart. Writing Macros

Unit 3: Presentations

11 hours

Power Point, Features , Slides , Slide Layouts , Design Templates, Slide Master, Animation , Timings , Action Buttons ,video conferencing tools and media, Intranet and internet, Organizational Intranet, Social media and its applications in organisations

Unit 4: Information systems

12 hours

MIS Structure Approaches to MIS design and development. Transaction Processing System, Office Automation System, Decision Support System, Expert System. Data security, Concepts of Data mining, Data warehousing and OLAP

References:

Turban, Efraim, R. Kelly, Rainer Jr., Potter, E, Richard., *Introduction to Information Technology*, (2nd Ed) (2010) Wiley India Pvt. Ltd.

Haag, Stephen, Maeve, Cummings, Philips, Amy. *Management Information system for the Information Age*, (6th Ed) (2010) McGraw Hill Education.

DMG172202: STRATEGIC MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To develop an understanding of the Strategic Management process
- To study effective levels of strategy

Unit 1 Introduction

15 hours

Strategic Management – Nature, Concept, Vision, Mission, Goals and Formulation of Objectives; Analyzing Competitive Position; Mintzberg's 5Ps of Strategy; Strategic Management Process.

Unit 2 Strategy Formulations

10 hours

Environmental Scanning – External and Internal; Porter's Five Forces Model, Concept of Value Chain, Grand Strategies; Porter's Generic Strategies.

Unit 3 Corporate Level Strategies

10 hours

Diversification Strategies – Related and Unrelated; Restructuring Strategies – Mergers and Acquisitions, Strategic Alliances, Joint Ventures, Blue Ocean and Red Ocean Strategies.

Unit 4 Strategy Implementation and Evaluation

10 hours

Structure and strategy; Leadership and Corporate Culture; Strategy Evaluation/ Importance and Nature of Strategic Evaluation; Strategic and Operational Control, Balanced Scorecard.

References:

Arthur, A, Thompson and Strickland, A. J. (2003) (13th Ed). *Strategic Management – Concept and Cases* New Delhi : Tata McGraw Hill.

Azhar Kazmi. (2004). *Business Policy and Strategic Management*. New Delhi: Tata McGraw Hill.

Fred David. (2008). *Strategic Management: Concepts and Cases*. (12th Edition) Prentice hall of India.

Kark Rajneesh. (2008). *Competing with the Best: Strategic Management of Indian Companies in a Globalizing Arena*. Penguin Books.

Thomas L. Wheelen, J. David Hunger. (2010). *Strategic Management and Business Policy*. Pearson/Prentice Hall.

DHR172201: ORGANISATIONAL DYNAMICS

Credit: 3

Hours: 45

Objectives:

- To enhance the understanding on group behaviour and interpersonal relationship.
- To study the individual behaviour, roles, stress, positions of power and influence and growth visited parallels while focused on the organization.

Unit 1: Group Dynamics

12 hours

Concepts; Types; Functions; Phases of Group Development; Group structure – Roles, Norms, Cohesion; Threats in group behavior – Group think, Polarization, Social loafing; Managing culturally diverse groups; Groups Vs. Teams, Types of teams, Team development; Transactional Analysis.

Unit 2: Role Dynamics

8 hours

Concept, Role systems, Role Analysis, Role efficacy; Organizational Stress and Burnout; Coping with Stress and Burnout.

Unit 3: Power Dynamics

10 hours

Bases of Power, Contingency approach to power, Strategies for acquiring power; Organizational politics – Concept, Consequences, Reasons, Managing Organization Politics; Empowerment- Power Enhancers, Process of Empowerment; Decentralization & Delegation, Transformational Leadership.

Unit 4: Organisational and Inter-Organisational Dynamics

15 hours

Organisational Culture; Social Responsibilities of Organizations; Organisational Ethics and Values; Process of Learning Organizations. Cross Cultural Dynamics; Management of Diversity; Strategic Alliances; Coalition Formation.

References:

- Kavitha Singh. (2010) *Organizational Behaviour*. Excel Books.
- Udai Pareek.(2012). *Understanding Orgnization Behaviour*. (3rd Edition). New Delhi: Oxford press.
- Blump. M.I. and Naylor J.C.(2011). *Industrial psychology*. Harper Row Publishers.
- Davis K. (2009). *Human Behaviour at Work*. New Delhi. Tata McGraw Hill.
- Paul Hersey and Ken Blanchard.(2010). *Management of Organizational behaviour*. Prentice Hall India Pvt. Ltd.

DHR172202: KNOWLEDGE MANAGEMENT

Credits:3

Hours: 45

Objectives:

- To understand various aspects of knowledge management.
- To gain idea of knowledge management tools and systems.

Unit 1: Introduction

15 hours

Knowledge Management-Knowledge Economy , impact of Technology; Knowledge Management Matrix and Strategy; Prioritizing knowledge strategies; knowledge as a strategic asset Knowledge Attributes; Fundamentals of knowledge formation; Tacit and Explicit knowledge; Knowledge sourcing, abstraction, conversion and diffusion.

Unit 2: Knowledge Management Systems

12 hours

Knowledge Management and organizational learning, architecture, important considerations; Collection and Codification of Knowledge; Repositories, structure and life cycle; Knowledge Management infrastructure; Knowledge Management applications, Collaborative platforms.

Unit 3: Knowledge Culture in Organizations

12 hours

Developing and Sustaining Knowledge culture; Knowledge culture enablers; implementing knowledge; culture enhancement programs; Communities of practice; developing organizational memory.

Unit 4: Knowledge Management Tools

6 hours

Knowledge Management tools, techniques and measurements; Knowledge audit; Knowledge Careers; Practical implementation of Knowledge Management Systems.

References:

CW. HolSapple. (2003).*Handbook on knowledge management*.New York. Springer.

Daryl Morey, Mark Maybury, and Bhavani Thuraisingham. (2007) (1st Ed) *Knowledge Management - Classic and contemporary works*.Hyderabad.Universities Press India Private Limited.

Joseph M. Firestone and Mark W.McElroy,(2003). *Key issues in the New Knowledge Management*. Oxford. Butterworth – Hienemann.

Sudhir Warier. (2008). *Knowledge Management*. Noida. Vikas Publishing House Private Limited.

Stuart Barnes. (2004). *Knowledge Management System- Theory and practice*.US. Thomson Learning.

One Year Post Graduate Diploma in Marketing Management

I Semester

DMG171201: MANAGEMENT, BEHAVIOUR AND COMMUNICATION

Credits: 3

Hours: 45

Objectives:

- To expose students to an overview of the management process.
- To impart skills in students about behaviour and communication processes.

Unit 1: Introduction to Management

11 hours

Introduction to Management; Schools of Management Thought: Contribution of FW Taylor, Henry Fayol and Peter Drucker; Fundamentals of Planning, Planning process, objectives, MBO; Decision Making, meaning and steps; Organization structure, formal and informal organizations, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, virtual organizations, boundary less organizations.

Unit 2: Organisational Behaviour

11 hours

Introduction to Organisational Behaviour; Foundations of Individual Behaviour; Perception, Personality Attitudes, Theories; Learning, Process and Theories; Motivation types and theories (Maslow, Herzberg and Vroom); Group Dynamics, Groups and Teams

Unit 3: Leadership and Culture

11 hours

Leadership Theories and Styles; Conflict Management, Sources, Types and Management Styles of Conflict Resolving; Conflict through Negotiation; Organisational Culture and Climate; Power and Politics; Organisational Change – Process and Implementation of Change – Managing Resistance to Change

Unit 4: Managerial Communication

12 hours

Oral Communication; Business Presentations and Public Speaking; Meetings and Conferences; Group Discussions and Team Presentations; Types of interviews;. Written Communication, Importance, Reading and Writing Skills; Business Letters, Business Reports and Proposals; Resume Building, E-mail, Circulars; Non-Verbal Communication, Significance, Types of Non-verbal Communication, Group and Corporate Communication; Technology based Communication Tools; Cross Cultural Communication; Business Etiquette.

References:

Koontz, Harold, Wehrich, H., & Aryasri, Ramachandra.(2011). *Principles of Management*. New Delhi: Tata McGraw-Hill

Aswathappa, K.(2016). *Organisational Behaviour*. (12th Ed.). Mumbai: Himalaya Publishing House.

Prasad, L.M. (2008). *Principles and Practice of Management*. (7th Ed.). New Delhi: Sultan Chand & Sons

Ramond, Lesikar, V. and Marie, Flately, E.(2005). *Basic Business Communication :Skills for empowering the internet generation* ,(10th Ed.) New Delhi: Tata McGraw Hill

Ramond, Lesikar, V Marie, Flately, Rentx, Kathryn, Pande, Neeraja. *Business Communication: Making connection in a Digital World* (2009) (11th Ed.), Tata McGraw Hill, New Delhi.

DMG171202: BUSINESS ETHICS AND CORPORATE GOVERNANCE

Credits: 3

Hours: 45

Objectives:

- To make the student conscious about ethical values in real life and in business
- To make students internalize ethical values and practices

Unit 1: Ethics in Business

9 hours

Definition; A mode of ethics; ethical performance in business; managerial values and attitudes; ethical congruence; managerial philosophy; types of ethics; code of ethics; importance of ethics in business.

Unit 2: Ethics in Marketing and Finance

13 hours

Ethical dilemmas in marketing; unethical marketing practices; ethical and social issues in advertising; common deceptive marketing practices; role of consumerism. Ethics in Finance: unethical financial practices; hostile takeovers; tax evasion; corporate crimes.

Unit 3: Ethics in Human Resource Management & Information Technology

14 hours

Human resource system; psychological expectancy model; Human resource management practices and ethical implications; Individualism versus collectivism in human resource management practices. Ethics and Information Technology: Ethical issues relating to computer application; security threats; computer crime; computer viruses; software privacy; hacking; computer crime prevention; ethical dilemmas and considerations.

Unit 4: Corporate Governance

9 hours

Concept and importance; Corporate governance and agency theory; Benefits of good corporate governance; present scenario in India. Reforming Board of Directors, Birla Committee, Naresh Chandra Committee, Narayanamurthy Committee, Corporate Governance code future scenario.

References:

- Chakraborty, S.K. (2006) *Ethics in Management: Vedantic Perspective* Oxford University Press.
- Gandhi, M.K., *My Experiments with Truth*, Navjeevan publishing House, Ahmedabad.
- Kautilya's Arthashastra*. New Delhi: Penguin Books, 1992.
- Laura P Hartman, (2004). *Perspectives in Business Ethics*, New Delhi: Tata McGraw- Hill International.
- Prof (Col) Bajaj, P. S and Dr. Agarwal, Raj. (2008). *Business Ethics: An Indian Perspective*. New Delhi
- Sharma, Subhash, (1996), *Management in New Age: Western Windows- Eastern Doors*, New Delhi: New Age International Publishing.
- Steiner, George, A. and Steiner, John, F. (2013). *Business, Government and Society*. (12th Ed.). New Delhi: Tata McGraw-Hill International.

DMG171203: MARKETING MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To provide conceptual background in practical marketing skills.
- To facilitate in evolving strategic marketing management decisions.

Unit 1: Introduction

10 hours

Modern concept of marketing; approaches to the study of marketing; Marketing management process, the Market environment, role of marketing in modern organizations, non-profit sector, international sector; Emerging Trends: Emerging technologies and media in marketing ma; nonprofit marketing; experiential marketing and post mortem marketing; Digital Marketing: Online marketing; Blogs; mobile Marketing; Social Media Marketing; marketing communications; including; viral; guerilla; buzz and other indirect forms of marketing.

Unit 2: Consumer Behaviour and Segmentation

10 hours

Meaning; consumer decision making process, factors influencing buying behaviour, buying motives, segmentation, Targeting and Positioning, Need for and bases for segmentation.

Unit 3: Product and Pricing

13 hours

Product planning process; Product mix decisions , product differentiation strategies, New Product Development Process, product life cycle concept conditions and strategies in different phases brand decisions, packaging strategies Pricing; Meaning, objectives and methods and strategies.

Unit 4 : Distribution and Promotion

12 hours

Distribution System: Physical Distribution and Distribution Channels; Types of Channels; Types of Intermediaries. Promotion Mix; Advertising; Sales Promotion; Publicity; Personnel Selling (Concept only)

References:

- Kotler, Philip, Keller Lane Kevin, Koshy Abraham, Jha Mithileshwar (2009). *Marketing Management – A South Asian Perspective*. (13th Ed.). New Delhi: Prentice Hall of India
- Boyd & Westfall. (2012). *Marketing Research*.(7th Ed.). New Delhi: AITBS Publications
- Neelamegham, S. (2004). *Marketing management & the Indian Economy*. (3rd Ed.). New Delhi: Vikas Publishing House.
- Ramaswamy, E.A. & Namakumari, (2014). *Marketing Manageme- Global Perspective Indian Context*. (5th Ed.). New Delhi:Tata McGraw Hill.

DMM171201: SERVICES MARKETING

Credits: 3

Hours: 45

Objectives:

- To develop insights into emerging trends in service sectors of the economy
- To design strategies to tackle special marketing problems associated with management of service.

Unit 1: Introduction

7 hours

Services: meaning; importance; types of services; characteristics of services; understanding customer involvement in service process.

Unit 2: Customer Behaviour in services

3 hours

Customer behavior in service settings; the nature of service consumption; understanding customer needs; the purchase process of services, quality issues and quality models; complaint handling and services recovery.

Unit 3: Demand Supply Management

14 hours

Positioning Service in the market place; creating a competitive position; developing position maps; planning and creating service values; planning and branding service products; new service development; pricing strategies for services; pricing and demand branding and packaging of services.

Unit 4: Service Promotion

11 hours

The Role of Marketing Communication; Services vs. Goods: Implication for Communication Strategy; Setting Communication Objectives; The Marketing Communication Mix; Implication of the Internet for Marketing Communication

References:

Lovelock , Christopher, H. (2011). *Services Marketing* (7th Ed.). New Delhi: PHI.

Zeithami, V. A. & Bitner, M. J. (2008). *Services Marketing* (4th Ed.). New Delhi: Tata Mc Graw Hill.

One Year Post Graduate Diploma in Marketing Management

II Semester

DMG172201: IT FOR EXECUTIVES

Credits: 3

Hours: 45

Objectives:

- To expose students to an overview of the management process.
- To impart skills in students about behaviour and communication processes.

Unit 1: Introduction to IT

11 hours

IT in Modern Organization: Basic concept of Information System, Organization Structure and IT support, Managing IT in Organization Computer Hardware and Software: Classification of Software, Operating Systems, Enterprise Software, and Open-Source Software. Network Infrastructure LAN and WAN, Transmission Media

Unit 2: Word processing and Spreadsheets

11 hours

Word Processing ;Basics , Common tools , Page Setup, Editing and Formatting , Tables and Charts, Macros ,Mail Merge, Index, Printing. MS-Excel spreadsheet Basics, Formulae and functions, Moving, Editing Formatting; Charts and diagrams types; Databases, Forms, Sort, Filter, Pivot Table and Chart. Writing Macros

Unit 3: Presentations

11 hours

Power Point, Features , Slides , Slide Layouts , Design Templates, Slide Master, Animation , Timings , Action Buttons ,video conferencing tools and media, Intranet and internet, Organizational Intranet, Social media and its applications in organisations

Unit 4: Information systems

12 hours

MIS Structure Approaches to MIS design and development. Transaction Processing System, Office Automation System, Decision Support System, Expert System. Data security, Concepts of Data mining, Data warehousing and OLAP

References:

Turban, Efraim, R. Kelly, Rainer Jr., Potter, E, Richard., *Introduction to Information Technology*, (2nd Ed) (2010) Wiley India Pvt. Ltd.

Haag, Stephen, Maeve, Cummings, Philips, Amy. *Management Information system for the Information Age*, (6th Ed) (2010) McGraw Hill Education.

DMG172202: STRATEGIC MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To develop an understanding of the Strategic Management process
- To study effective levels of strategy

Unit 1 Introduction

15 hours

Strategic Management – Nature, Concept, Vision, Mission, Goals and Formulation of Objectives; Analyzing Competitive Position; Mintzberg's 5Ps of Strategy; Strategic Management Process.

Unit 2 Strategy Formulations

10 hours

Environmental Scanning – External and Internal; Porter's Five Forces Model, Concept of Value Chain, Grand Strategies; Porter's Generic Strategies.

Unit 3 Corporate Level Strategies

10 hours

Diversification Strategies – Related and Unrelated; Restructuring Strategies – Mergers and Acquisitions, Strategic Alliances, Joint Ventures, Blue Ocean and Red Ocean Strategies.

Unit 4 Strategy Implementation and Evaluation

10 hours

Structure and strategy; Leadership and Corporate Culture; Strategy Evaluation/ Importance and Nature of Strategic Evaluation; Strategic and Operational Control, Balanced Scorecard.

References:

- Arthur, A, Thompson and Strickland, A. J. (2003) (13th Ed). *Strategic Management – Concept and Cases* New Delhi : Tata McGraw Hill.
- Azhar Kazmi. (2004). *Business Policy and Strategic Management*. New Delhi: Tata McGraw Hill.
- Fred David. (2008). *Strategic Management: Concepts and Cases*. (12th Edition) Prentice hall of India.
- Kark Rajneesh. (2008). *Competing with the Best: Strategic Management of Indian Companies in a Globalizing Arena*. Penguin Books.
- Thomas L. Wheelen, J. David Hunger. (2010). *Strategic Management and Business Policy*. Pearson/Prentice Hall.

Objectives:

- To create awareness on e- marketing concepts and development.
- To empower the students proficiency in on line marketing practices.

Unit 1: Introduction to E-commerce**12 hours**

E-commerce and E-Business ;Evolution of E-commerce ;Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India; The Internet Hierarchy The Advantages of Internet, World Wide Web; E-business Models Based on the Relationship of Transaction Parties, e-commerce Model An Overview; Risks Associated with Internet Transactions, Electronic Payment Systems, Electronic Cash, Smart Cards

Unit 2: E- Marketing Techniques**12 hours**

Definition ,nature and scope of E-Marketing, types, Internet Marketing Techniques; Website Design and hosting, HTML : content, context of websites that Make People Return to Your Site, Strategies for Website Development; Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, A Unique Search Engine

Unit 3: Online shopping**11 hours**

Online Shopping, cookies, shopping cart, GMV, payment gateway, COD model, fulfillment centers, last mile connectivity, Channel Conflicts, Legal and Regulatory Environment for e-commerce, taxes, billing and goods return policies , Security and Privacy issues, Managerial Opportunities; online shopper profile; Leading E-commerce companies in India

Unit 4: Mobile marketing**10 hours**

Mobile phone technology and its emergence in India ,interface and mobile only app based marketing; QR and authentication methods; Future Directions; money transfer and Areas of Potential Growth ,bottom of the pyramid and mobile internet; mobile security and service providers in India

References:

Colin Combe, *“Introduction to e-Business”*, Routledge; REV. ed. Edition ISBN-13: 978-0750667319
Judy Stratuss and Raymond D. Frost. *“E-marketing”* Routledge; 7 edition (2013) ISBN-13: 978-0132953443
Sople V Vinod *E-Marketing – Text and Cases*. (2011), Biztantra

DMM172202: RETAIL MANAGEMENT

Credits: 3

Hours: 45

Objectives:

- To familiarise various aspects of retail management
- To understand the behaviour of Retail Customers
- To provide knowledge about Retail Mix and Retailing
- To understand the relevance of Retail Communication

Unit 1: Retail and Retail Customer

5 hours

Retailing; retailing management decision process; types of retailers; types of ownership; store based retailing; non store based retailing; services retailing; functions of retailing; Ethnic diversity; changing customer demography; changes in customer values: Strategic advantage through service.

Unit 2: Choosing a Store Location

13 hours

Trading Area Analysis, Site Selection;. Store Design and Layout; the Store and its Image; the External Store; Internal Store; Display; Visual Merchandising and Atmospherics.

Unit 3: Merchandise Management

14 hours

Organising buying process by categories; setting merchandising; assortment planning process; branding strategies; meeting vendors; maintaining strategic relationships with vendors; store layout; space planning presentation techniques; atmospheric; allocating merchandising to stores.

Unit 4: Retail Communication

13 hours

Role of retail communication; planning retail communication; promotional strategies used in retailing; retail advertising; frequent shopper; loyalty programme.

References:

- Berman B and Evans J.R. (2011). *Retail Management* (11th Ed.). Prentice Hall of India Pvt Ltd.
- Cox Roger and Brittain Paul (2004). *Retailing: An Introduction* (5th Ed.). Pearson Education.
- Dunne Patrick M., Lusch Robert F. and Griffith David A. (2005). *Retailing* (4th Ed.) Cengage Learning, Thomson Pvt Ltd.
- Michael Levy M and Weitz BW. (2015). *Retailing Management* (8th Ed.). New Delhi: Tata McGraw Hill.
- Newman A.J. & Cullen P. (2007). *Retailing Environment & Operations*.Australia: Thomson.
- Newman and Cullen (2002). *Retailing* Cengage Learning, (1st Edition). EMEA
- Vedmani G. Gibson. (2012). *Retail Management, Functional Principles & Practice* (4th Ed.). Jaico Publications.