

**MANONMANIAM SUNDARANAR UNIVERSITY**

**DEPARTMENT OF COMMERCE**

**Ph.D - Course Work Papers**

Sl.No	COURSE TITLE	CREDIT
1.	Teaching and Research methodology	4
2.	Human Resource Management	4
3.	Industrial relations and Labour Welfare	4
4.	Stress Management	4
5.	Training and Development	4
6.	Entrepreneurship Development	4
7.	Business Ethics and corporate Governance	4
8.	Banking theory Law and Practice	4
9.	Security Analysis and portfolio Management	4
10.	Merchant Banking and Financial services	4
11.	International Trade	4
12.	International Finance	4
13.	Financial Management	4
14.	Accounting for Financial decision making	4
15.	Indian Financial System	4
16.	Customer Relationship Management	4
17.	Marketing Management	4
18.	Supply chain Management	4
19.	Integrated Marketing Communication	4
20.	Rural Marketing	4
21.	International Marketing	4
22.	Consumer Behaviour	4
23.	Service Marketing	4
24.	Mini Project	4

**Course Objectives :**

- To develop understanding of the basic framework of research process.
- To understand the various research designs and techniques.
- To identify various sources of information for literature review, data collection, concept of research and its methodologies
- To organize and conduct research in a more appropriate manner to write research reports and theses.

**UNIT – I INTRODUCTION**

Meaning and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics.

**UNIT – II RESEARCH DESIGN AND MEASUREMENT**

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

**UNIT – III DATA COLLECTION**

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.

**UNIT – IV DATA PREPARATION AND REPORT WRITING**

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Conjoint Analysis - Application of statistical software for data analysis - Research report – Different types – Contents of report

**UNIT – V TEACHING METHODS**

Teaching – Objectives of teaching, phases of Teaching – Teaching methods: lecture method, discussion method, discovery learning, Inquiry, Problem solving method, project method. Seminar- Integrating ICT in teaching: Individualised instruction, ways for effective presentation with power points, documentation - Evaluation; formative, summative & continuous and comprehensive Evaluation. Later Adolescent Psychology: meaning, physical, cognitive, emotional, Social and moral Development –Teaching later adolescents

**REFERENCES:**

- 01 Kothari C.R, *Research Methodology Methods and Techniques*, New Age International Publishers, 2015.
- 02 Saravanavel . P, *Research Methodology*, Margham Publishers, Chennai, 2013.
- 03 Srivastava, Shenoy and Sharma: *Quantitative Techniques for Managerial Decision*: New Delhi.2016.

## HUMAN RESOURCE MANAGEMENT

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### Course Objectives :

- To make the participant understand the role of HR Department in an organization
- To know the various functional areas of Human Resource Management.
- To understand the recent developments in Human Resource Management.

### UNIT – I INTRODUCTION

Introduction to HRM – Definition, Importance, Objective, Evolution of Concept, Changing Environment of HR, Labour legislation – meaning, Line and Staff Functions of HR. Strategic HR – Role in Strategy Formulation and Execution, Creating Strategy oriented HR System, HR Scorecard – Meaning, Information Requirements and Steps in Preparing Scorecard.

### UNIT – II PROCUREMENT

Job Analysis – Meaning, Process and Methods, Human Resource Planning – Importance, Process, HR Demand and Supply Forecasting Techniques, Recruitment – Importance, Process and Sources, Selection – Process, Selection Test – Types and Validation Process, Interview Methods, Socialization – Importance and Types.

### UNIT – III DEVELOPMENT

Training – Purpose, Process – Need Identification, Methods and Evaluation of Effectiveness, Executive Development Programmes – Difference from training, Common Practices, Performance Appraisal – Process, Techniques, MBO, 360 Degree Feedback. Career Development – Career Choices, Career Stages, Techniques. Talent Management – meaning, Process. Job Changes - Promotion, Demotion and Transfer.

### UNIT – IV COMPENSATION AND INTEGRATION

Job Evaluation – Meaning, Process and Techniques, Compensation Plan – Deciding factors, Framing Process, Strategies, Variable Compensation and Employee Benefits. Human Needs – Motivation Theories, Employee Engagement, Leadership Theories and Quality of Work life. Grievances – Causes and Redressal methods.

### UNIT – V MAINTENANCE AND SEPARATION

Safety – Safety Procedure and Safety Programme, Change management – Process, Nature , forces and Resistance Separation – Retirement, Layoff, Out-placement and Discharge HR Policies – Importance, Types, Process of Framing Policies, Human Resource Accounting & Audit – Meaning, Types, E-HRM – ERecruitment, E-Selection, E-Training and E-Compensation..

### REFERENCES:

- 01 Dessler, “Human Resource Management”, (12th ed.), Pearson Education Limited, 2016.
- 02 Aswathappa K., “Human Resource and Personnel Management”, (8th ed.), Tata McGraw Hill, New Delhi, 2016
- 03 Decenzo and Robbins, “Human Resource Management”, (10th ed.), Wiley, 2010.
- 04 Mamoria C.B & Mamoria S., “Personnel Management”, Himalaya Publishing Co., 2016.
- 05 Snell and Scott, “Human Resource Management: A South Asian Perspective”, 1/e, Cengage Learning, India.

## **INDUSTRIAL RELATIONS AND LABOUR WELFARE**

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### **Course Objectives :**

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.
- To understand the meaning of industrial relations, industrialization and organization structures.
- To examine the theoretical aspects, problems and issues in arbitration and bargaining
- To understand the various models of bargaining and arbitration. .

### **UNIT - I INDUSTRIAL RELATIONS**

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

### **UNIT – II INDUSTRIAL CONFLICT**

Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

### **UNIT - III LABOUR WELFARE**

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

### **UNIT - IV INDUSTRIAL SAFETY**

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

### **UNIT - V WELFARE OF SPECIAL CATEGORIES OF LABOUR**

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour - Social Assistance – Social Security – Implications

### **REFERENCES:**

- 01 Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2014.
- 02 Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012
- 03 Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2012
- 04 Srivastava, Industrial Relations and Labour laws, Vikas Publications, 2016.

## STRESS MANAGEMENT

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### Course Objectives :

- To provide a broad physical, social and psychological understanding of human stress.
- To present a broad background knowledge of stress management.
- To understand the management of work related stress at an individual and organizational level.
- To develop and implement effective strategies to prevent and manage stress at work.

### UNIT - I UNDERSTANDING STRESS

Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

### UNIT – II COMMON STRESS FACTORS

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks.

### UNIT - III CRISIS MANAGEMENT

Implications – People issues – Environmental issues – Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

### UNIT - IV WORK PLACE HUMOUR

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

### UNIT - V SELF DEVELOPMENT

Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

### REFERENCES:

- 01 Cooper, Managing Stress, Sage Publications, 2014
- 02 Waltschafer, Stress Management, 4th Edition 2009Tata McGraw Hill. 2012
- 03 Argyle. The Psychology of Happiness. Tata McGraw Hill. 2014
- 04 Bartlet. Stress – Perspectives & Process. Tata McGraw Hill. 2014
- 05 Juan R. Alascal, Brucata, Laurel Brucata, Daisy Chauhan. Stress Mastery. Pearson,2014

**Course Objectives :**

- To improve the participant's understanding of training needs
- To focus on assessment of training needs by assessing the existing skill sets of the employees
- To make aware of the various training programs as well as of knowledge of new training program.

**UNIT - I INTRODUCTION**

Training Concept: Definition, Meaning, Need for Training, Objectives of Training, Concept of Education, Role, Need and Importance of Training, Overview of Training Functions, Types of Training

**UNIT – II TRAINING PROCESS**

Process of Training: Steps In Training, Assessment of Training Needs (Person Analysis, Task Analysis, Organization Analysis), Scope of need assessment, Principles of Learning, Theories of Learning (Reinforcement Theory, Social Learning Theory, Andragogy), Learning Process

**UNIT - III MANAGING TRAINING PROGRAMME**

Designing and Implementing a Training Program: Transfer of Training, Training Design, Traditional Methods and Techniques of Training, Designing a Training Module (Cross Cultural, Leadership, Training the Trainer, Change), Management Development Program, Training Budget, Resistance to Training

**UNIT - IV EVALUATION OF TRAINING**

Evaluation of Training Program: Kirkpatrick Model of Evaluation, CIRO Model, Cost-Benefit Analysis, ROI of Training

**UNIT - V TECHNOLOGY IN TRAINING**

CBT, Multimedia Training, E-Learning / Online Learning, Distance Learning, New training methods, NLP, Various training instruments.

**REFERENCES:**

- 01 Lynton Rolf P and Pareek, Udai "Training for Development", (3rd ed.), Sage pub., 2012.
- 02 Noe, Raymond A and Kodwani , Amitabh Deo "Employee Training and Development", (5th ed.), Tata McGraw Hill New Delhi, 2014
- 03 Rothwell William J "Beyond Training and Development", Jaico, 2007
- 04 Phillips, Patricia Pulliam "ASTD Handbook for Measuring & Evaluating Training", (1st ed.), Cengage, 2012

## ENTREPRENEURSHIP DEVELOPMENT

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### Course Objectives :

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- To develop and strengthen entrepreneurial quality among the students.
- To impart knowledge of basic entrepreneurial skills.
- To get practical knowledge to run a business efficiently and effectively. .

### UNIT - I ENTREPRENEURIAL COMPETENCE

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

### UNIT – II ENTREPRENEURIAL ENVIRONMENT

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business

### UNIT - III BUSINESS PLAN PREPARATION

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups

### UNIT - IV LAUNCHING OF SMALL BUSINESS

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication

### UNIT - V MANAGEMENT OF SMALL BUSINESS

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

### REFERENCES:

- 01 Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2014..
- 02 S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
- 03 Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,4th Edition ,2014
- 04 Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 2015.
- 05 P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai 2014.

## **BUSINESS ETHICS & CORPORATE GOVERNANCE**

### **Course Objectives**

- To enhance responsibility and accountability towards business and community through ethical practices.
- To recognize and resolve ethical issues in business.
- To grasp the current issues and implications of CSR on social development and progress
- To familiarize the students with the knowledge of emerging trends in good governance practices and corporate social responsibility in the global and Indian context.

### **UNIT I ENVIRONMENTAL ETHICS**

Economic Environment - Philosophy of economic growth and its implications for business - Main features of Economic Planning with respect to business - Industrial policy and framework of government contract over Business - Role of chamber of commerce and confederation of Indian Industries.

### **UNIT II MANAGING ETHICAL DILEMMA**

Characteristics - ethical decision making - ethical reasoning - the dilemma resolution process - ethical dilemmas in different business areas of finance – marketing - HRM, international business - Ethical culture in Organization - Developing codes of ethics and conduct - ethical and value based leadership - Indian Wisdom & Indian approaches towards business ethics.

### **UNIT – III CORPORATE SOCIAL RESPONSIBILITY**

Introduction to CSR: Meaning & Definition of CSR - History & evolution of CSR. Concept of Charity - Corporate philanthropy -Corporate Citizenship - Concept of sustainability & Stakeholder Management - Relation between CSR and Corporate governance; environmental aspect of CSR; models of CSR in India

### **UNIT – IV CORPORATE GOVERNANCE**

Meaning – need- scope- importance – benefits – role of corporate governance - corporate governance code - transparency & disclosure - role of auditors - board of directors and share holders - Global issues of governance - accounting and regulatory frame work - corporate scams - committees in India and abroad - Future of governance- innovative practices.

### **UNIT – V CORPORATE MANAGEMENT**

Management vs. Governance; internal constituents of the corporate governance; key managerial personnel (KMP); chairman- qualities of a chairman - powers, responsibilities and duties of a chairman - chief executive officer (CEO) - role and responsibilities of the CEO - separation of roles of chairman and CEO; CFO; manager; company secretary; auditor.

### **REFERENCES:**

- 01 Murthy C.S.V. Business Ethics and Corporate Governance, Himalaya Publishing, 2016 Edition
- 02 S K Mandal, Ethics in Business and Corporate Governance, Tata McGraw Hill, 2015
- 03 A.C. Fernando, Business Ethics: An Indian Perspective, Pearson, 2015
- 04 Riya Rupani, Business Ethics and Corporate Governance, Himalaya Publishing, 2017.

**Course Objectives:**

- To acquire specialized knowledge of law and practice relating to Banking.
- To understand Banking theory and to know about the banking innovations.
- To understand the conceptual and legal parameters including the judicial interpretation of banking law.
- To acquaint students with the banking technology and their recent developments.
- To enhance their knowledge on modern banking concepts and techniques.

**UNIT- I STRUCTURE OF INDIAN BANKING BUSINESS**

Banking Business Development and Evolution/Innovation in India - Investment policy and cash reserve ratio of commercial bank - Window dressing - KYC - Concepts of CAMELS in banking.

**UNIT – II BRANCH OPERATION AND CORE BANKING**

Introduction and evolution of bank management – Technological impact in banking operation – Total branch computerization – Concept of opportunities – Centralized banking – Concept, opportunities, challenges and implementation

**UNIT –III REGULATORY FRAMEWORK AND COMPLIANCES**

Reserve Bank of India Act, 1934 - Banking Regulation Act, 1949 - New Bank Licensing Policy, 2013 - Prevention of Money Laundering Act, 2002 (PMLA) - Banking Codes and Standards Board of India (BSCSBI)- The Banking Ombudsman Scheme - Bankers' Book Evidence Act, 1891- Recovery of Debts Due to Banks and Financial institutions Act, 1993 (DRT Act).

**UNIT –IV INDIAN ELECTRONIC BANKING SYSTEM**

Core banking solution - Telebanking - Mobile banking - Forms of E-banking - ATM - Credit card - Debit card - Smart card - Electronic Money – E- Cheques- Electronic Token - Electronic Purse - SWIFT - RTGS - NEFT – CHIPS – ECS –IFCS –CBS - Online IPOs - Green shoe option –international Payment System.

**UNIT – V CONTEMPORARY ISSUES IN BANKING**

Techniques Analysis of Rangarajan committee reports – E Banking budgeting – Banking software's - Future of Indian Banking.

**REFERENCES:**

01 P M Sundaram and P N Varshney, - Banking Law and Practice “,Sultan chand & Sons Publishing House,2016.

02 C Shekar, Lekshmy Shekar, - Banking theory and practice “,Vikas Publishing House Pvt Ltd.2016.

03 Vasant Desai - Bank Management “,Himalaya Publishing House”.2015.

04 E.Gordon & K. Natrajan, —*Banking Theory, Law & Practice*”, Himalaya Publishing House, Mumbai, 24<sup>th</sup> revised edition, 2015.

05 *Banking Theory and Practice*” by Dr. P.K. Srivastava, Himalaya Publishing House, Mumbai, 2015..

## SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

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### Course Objectives :

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- To Analyze and understand Economic, Industry and Company information.
- To apply fundamental and technical analysis for security valuation.
- To interpret the published information and value the share price movements.
- To understand the various alternatives available for investment and to measure risk and return.

### UNIT – I INVESTMENT SETTING AND SECURITIES MARKETS

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Types of Investment – Making a trade at market place: Primary and Secondary Markets - Methods of floating new issues Market - Regulation of primary market, Stock exchanges in India - Trading system in stock exchanges.

### UNIT – II FUNDAMENTAL ANALYSIS

Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques Industry Analysis : Industry classification, Industry life cycle – Company Analysis - Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.

### UNIT – III TECHNICAL ANALYSIS

Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators Trend – Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory.

### UNIT – IV PORTFOLIO MANAGEMENT AND SELECTION

Portfolio analysis and selection: Portfolio concept, Portfolio risk and return, Beta as a measure of risk, Calculation of Beta, Selection of Portfolio: Markowitz's theory, Single Index Model – Capital Asset Pricing model – Arbitrage pricing theory.

### UNIT – V PORTFOLIO MANAGEMENT AND PERFORMANCE EVALUATION

Portfolio management and performance evaluation: Performance evaluation of Existing Portfolio, Sharpe and Trynor measures; Finding alternatives and revision of portfolio.

### REFERENCES:

- 01 Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8<sup>th</sup> edition, 2014.
- 02 Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2014.
- 03 V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2016.
- 04 Preeti Singh, Investment Management, Himalaya Publishing House, 2016.
- 05 Punithavathy Pandian, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2015.

## MERCHANT BANKING AND FINANCIAL SERVICES

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### Course Objectives :

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- To outline the linkage between Merchant Banking, Retail Banking and central banking.
- To expose the important legislations affecting merchant banking activities.
- To identify the various segments of merchant banking industry.
- To identify the scope and opportunities in the field of Foreign Exchange and Investments.

### UNIT – I INTRODUCTION OF FINANCIAL SYSTEM

Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Functions of Merchant Bank Legal and Regulatory Framework – Relevant Provisions of Companies Act - Securities Contract Regulation Act, 1956 - SEBI Act,1992 – SEBI Guidelines relating to Investor Protection - Relation with Stock Exchanges and OTCEI.

### UNIT – II NEW ISSUES MANAGEMENT

Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale.

### UNIT – III MERGERS AND ACQUISITIONS

Mergers and Acquisitions – Portfolio Management Services – Credit Syndication -- Credit Rating – Meaning, Significance Agencies, National & International - Business Valuation

### UNIT- IV LEASING AND HIRE PURCHASING

Leasing and Hire Purchasing – Hire Purchase act, 1972 - Financial Evaluation - Factoring and Forfeiting – Venture Capital.

### UNIT- V FOREX SERVICES

Forex Services - Related Regulations - RBI Guidelines – FDI Policy 2013 - FII – SEBI Guidelines relating to FII, Mutual Funds – Organisation, types & Objectives , SEBI guidelines relating to Mutual Funds - Foreign Pension Funds – Investment Banking.

### REFERENCES:

- 01 S.Gurusamy,"Merchant Banking & Financial Services", (2nd ed.),Tata McGraw Hill Publications, 2014.
- 02 M.Y.Khan, "Financial Services", (11th ed.), Tata McGraw-Hill, 2014.
- 03 Nalini Prava Tripathy, "Financial Services", PHI Learning, 2014.
- 04 Varshney P.N. "Indian Financial System", Sultan Chand & Sons, New,Delhi.

## INTERNATIONAL TRADE FINANCE

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### Course Objectives :

- To describe the importance of balance of trade, balance of payment and various international commercial terms to the development of macroeconomic policy
- To evaluate the foreign exchange rate and the risk reduction strategies of Forex To Describe and distinguish among alternative trade documents of both export and import
- To Highlight the Indian government's export promotion schemes.

### UNIT- I INTERNATIONAL TRADE

International Trade – Meaning and Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – WTO – Indian EXIM Policy.

### UNIT- II EXPORT AND IMPORT FINANCE

Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.,) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfeiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.

### UNIT-III FOREX MANAGEMENT

Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

### UNIT-IV DOCUMENTATION IN INTERNATIONAL TRADE

Export Trade Documents: Financial Documents – Bill of Exchange- Type- Commercial Documents - Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

### UNIT- V EXPORT PROMOTION SCHEMES

Government Organizations Promoting Exports – Export Incentives : Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House.

### REFERENCES:

- 01 Apte P.G., International Financial Management, Tata McGraw Hill, 2014.
- 02 Jeff Madura, International Corporate Finance, Cengage Learning, 9<sup>th</sup> Edition, 2014.
- 03 Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5<sup>th</sup> Edition, 2016.
- 04 Eun and Resnik, International Financial Management, Tata McGraw Hill, 5<sup>th</sup> Edition, 2015.
- 05 Website of Indian Government on EXIM policy.

**Course Objectives :**

- To get an insight of the International Monetary and Financial System.
- To know about Balance of payments and its components.
- To get an basic idea about calculation of Foreign Exchange Rates and Risks.
- To understand the factors influencing the Foreign Exchange rates

**UNIT- I INTERNATIONAL MONETARY AND FINANCIAL SYSTEM**

International Monetary and Financial System: Importance of international finance; Bretton woods conference and afterwards, IMF and the World Bank; European monetary system – meaning and scope

**UNIT- II BALANCE OF PAYMENTS AND ITS COMPONENTS**

Balance of Payment and International Linkages: Balance of payments and its components; International flow of goods, services and capital; Coping with current account deficit.

**UNIT- III INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS**

International Financial Markets and Instruments: International capital and money markets; Money and capital market instruments; Salient features of different international markets; Arbitrage opportunities; Integration of markets; Role of financial intermediaries.

**UNIT- IV FOREIGN EXCHANGE MARKETS**

Foreign Exchange Markets: determining exchange rates; fixed and flexible exchange rate system; exchange rate theories; participants in the foreign exchange markets; foreign exchange markets – cash and spot markets; Exchange rate quotes; LERMS; Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India ; Exchange dealings and currency possession; Information and communication; Foreign exchange trades

**UNIT - V FOREIGN EXCHANGE RISK**

Foreign Exchange Risk: Transaction exposure, translation exposure and economic exposure; Management of exposure – internal techniques, netting, marketing, leading and lagging, pricing policy, assets and liability management and techniques.

**REFERENCES:**

- 01 Apte P.G., International Financial Management, Tata McGraw Hill, 2014.
- 02 Eitman, D.K. and A.I Stenehill : Multinational Business Cash Finance, Addison Wesley, New York. 2016
- 03 Henning, C.N., W Piggot and W.H Scott: International Financial Management, McGraw Hill, International Edition. 2016..
- 04 Levi, Maurice D : International Finance, McGraw – Hill, International Edition. 2014, 2015.
- 05 Rodriquefe, R.M. and E.E.Carter: International Financial Management, Prentice Hall, International Edition.2016
- 06 Yadav, SurendraS, P.K Jain and Max Peyrard: Foreign Exchange Markets, Macmillan, New Delhi. 2012.

**Course Objectives:**

- To understand the theoretical framework of financial management in business corporations.
- To understand the goals of the finance manager.
- To help the students gain a detailed account of various financial functions of business organizations.
- To understand and to apply financial concepts and principles in overall management..

**UNIT –I COST OF CAPITAL**

Factors affecting cost of capital - Methods of computation of cost of capital - Methods of Ranking investment proposal - Capital structure - Theories of capital structure.

**UNIT –II PORTFOLIO MANAGEMENT**

Portfolio theory - Reducing risk through diversification - Investment preference Factors contributing to M&A and M&A Wave - Synergies of M&A - Managing M&A.

**UNIT – III MANAGEMENT OF CASH AND MARKETABLE SECURITIES**

Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India.

**UNIT – IV CORPORATE RESTRUCTURING**

Conceptual Framework - Financial Framework - Tax Aspect of Amalgamation -Merger and Demergers - Legal and Procedural Aspects of Mergers/Amalgamations and Acquisition/Takeovers - and other forms of Corporate Restructuring.

**UNIT – V FINANCIAL MANAGEMENT OF PUBLIC SECTOR UNDERTAKINGS (PSUS)**

Peculiarities of PSUs with Focus on Accounting and Finance - Financial Decisions in PSUs - Memorandum of Understanding (MoU) in PSUs - and Disinvestment in Public Sector Enterprises.

**REFERENCES:**

- 01 Kishore M Ravi, Strategic Financial Management, Taxmann Publication Pvt. Ltd. New Delhi,2015.
- 02 Dhamija Sanjay and Van Horne J.C, Financial Management and Policy, 12th Edition, Pearson Education, 2016
- 03 Pandey I. M, Financial Management, Vikas Publishing House, New Delhi, 2016.
- 04 Khan M Y, and Jain P. K, Financial Management: Text, Problems & Cases,Tata McGraw Hill,Education Private Limited., 2015.
- 05 Fundamentals of Financial Management -", J. Srinivasan P. Periasamy."2016.

## ACCOUNTING FOR FINANCIAL DECISION MAKING

### Course Objectives:

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- To attain Sustainable Knowledge with decision making in financial related issues.
- To develop a critical understanding of financial tools and techniques.
- To understand both the theoretical and practical role of financial management in business corporations.
- To have a greater appreciation and understanding of the importance of risk within the context of financial decision making.

### UNIT – I FINANCIAL PLANNING AND STRATEGY

Strategy decision making and planning for Sustainable growth -Risk appraisal methods - Balancing risk and return - Portfolio theory and asset pricing models -

### UNIT – II BETA ESTIMATION AND THE COST OF EQUITY

CAPM and the opportunity cost of equity capital - Options and their valuations - Binomial model for option valuation - Financial ratio analysis - Trading Legitimacy.

### UNIT – III CAPITAL BUDGETING DECISIONS

Investment decision - investment evaluation criteria -Accounting rate of return - Net Present Value - Internal Rate of Return - Profitability Index - Discounting Payback

### UNIT – IV CAPITAL STRUCTURE DECISION

Capital structure & market value of a firm. Theories of capital structure – NI approach, NOI approach, Modigliani Miller approach, traditional approach. Arbitrage process in capital structure - Planning the capital structure: EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy.

### UNIT – V WORKING CAPITAL CYCLE

Interpretation of working capital ratios - Capital structure Planning and Policy - Trade-off theory - Pecking Order theory - Flow-to-Equity Approach - Adjusted Present value (WACC and Miles-Ezzel).

### REFERENCES

01 Khan M.Y and Pillai P.K, “Financial Management”, Tata Mc Graw Hill Publishing Company Ltd, New Delhi, Edition 2016.

02 Palanivelu V.R “Financial Management”, S.Chand Publishing House, New Delhi, Edition 2016.

03 I M Pandey, “Financial Management” , Vikas Publishing House Pvt.Ltd., New Delhi, Edition 2017.

04 Pearson, “Financial Management and Policy”, James C.Van Horne and Sanjay Dhamija , Dorling Kindersley (india) Pvt.Ltd.2015.

05 Chandra, Prasanna: Financial Management; Tata McGraw Hill, New Delhi, 2008.

**Course Objectives:**

- To have a Bird's view of the Indian Financial System and in Global Indian Banking System.
- To provide conceptual understanding and in-depth knowledge of securities markets in India
- To understand the structure of financial markets and institutions.
- To equip the students with the knowledge of sources of the funds and also of investing the funds.

**UNIT – I FINANCIAL MARKETS**

Money and capital markets - Money market – meaning, constituents, participants – functions. Money market instruments – call money, treasury bills, certificate of deposit, commercial bills, trade bills, commercial paper, recent trends in Indian money market; capital market – primary and secondary markets; capital market instruments.

**UNIT – II SECURITIES MARKET**

Financial Market – Segments – Types — Participants in financial Market – Regulatory Environment, Primary Market – Methods of floating new issues, Book building – Role of primary market – Regulation of primary market, Stock exchanges in India – BSE, OTCEI , NSE, ISE, and Regulations of stock exchanges – Trading system in stock exchanges –systematic and unsystematic risk – SEBI – money market – Debt market.

**UNIT III FOREIGN EXCHANGE MARKET**

Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

**UNIT IV DERIVATIVES MARKET**

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives – Derivatives market in India.

**UNIT – V MARKET PARTICIPANTS & PUBLIC ISSUES**

Depository – role and functions – Depository participants' issuers and registrars (RTs) – Role of FIIs, and Investment Bankers – New public issue - book building process – IPOs, FPOs – Private placement QIP, QIBs, offer for sale – grading of new issues – content of offer document.

**REFERENCES:**

- 01 Padmalatha Suresh and Justin Paul, —Management of Banking and Financial Services, Pearson, Delhi, 2016.
- 02 Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 6th edition 2017.
- 03 Keith Redhead, 'Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs', – PHI Learning, 2011.
- 04 Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.
- 05 M.Y Khan, Indian Financial System, Tata McGraw Hill, 6th Edition, 2011

**Course Objectives**

- To impart skill based knowledge of Customer Relationship Management.
- To understand the concepts and principles of CRM.
- To understand the need and importance of maintaining a good customer relationship.
- To gain knowledge of strategic customer acquisition and retention techniques in CRM.
- To recognize the basic technological infrastructure and organizations involved in current and emerging CRM practices.

**UNIT I UNDERSTANDING CUSTOMERS**

Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behaviour in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.

**UNIT II CRM STRUCTURES**

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

**UNIT III CRM PLANNING AND IMPLEMENTATION**

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers - CRM Implementation Road Map- Developing a Relationship Orientation - Customer-centric Marketing and Processes - customer retention plans

**UNIT – IV SERVICE QUALITY**

Concept of Quality - Meaning and Definition of Service Quality - Factors influencing customer expectation and perception - Types of Service Quality - Service Quality Dimensions - Service Quality Gaps - Measuring Service Quality - Service Quality measurement Scales.

**UNIT V TRENDS IN CRM**

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages - The Technological Revolution: Relationship Management – Changing Corporate Cultures.

**REFERENCES**

- 01 G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2015.
- 02 Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2015.
- 03 H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2017.
- 04 Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2016.
- 05 Zikmund. Customer Relationship Management, Wiley 2012 .

## MARKETING MANAGEMENT

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### Course Objectives:

- To study the strategies for developing new products and services that are consistent with evolving market needs.
- To evaluate the viability of marketing a product or service in an international market or markets.
- To know the contemporary issues in marketing.
- To understand the concept of green marketing.

### UNIT-I STRATEGIC MARKETING PLANNING

Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; consumer versus organizational buyers; Consumer decision making process.

### UNIT-II MARKETING RESEARCH

Meaning and scope of marketing research; Marketing research process. Marketing Organisation and Control: Organising and controlling marketing operations. - Understanding the Marketing-Information Systems (MIS)- Introduction, - Characteristics of MIS- Benefits – Types – Components of Marketing Research.

### UNIT – III CRM AND OTHER CONTEMPORARY ISSUES

Introduction - Relationship Marketing Vs. Relationship Management - Definitions of Customer Relationship Management (CRM) - Forms of Relationship Management - Managing Customer Loyalty and Development - Reasons Behind Losing Customers by Organisations - Significance of Customer Relationship Management - Social Actions Affecting Buyer-Seller Relationships - Rural Marketing - Services Marketing - E-Marketing or Online Marketing - cyber marketing.

### UNIT – IV INTERNATIONAL MARKETING MANAGEMENT

Introduction - Nature of International Marketing - International Marketing Concept - International Market Entry Strategies - Approaches to International Marketing - International Product Policy - International Promotions Policy - International Branding - Country of Origin Effects - International Pricing.

### UNIT – V GREEN MARKETING

Green marketing concept Eco-friendly marketing - principles and challenges of green marketing - Environmentalism concepts - problems in green marketing - green marketing strategies - Stakeholders of green marketing

### REFERENCES:

- 01 Philip Kotler , Kevin Lane Keller — Marketing Managementll 15th Edition, Person Publications Limited, 2017.
- 02 Noel Capon and Siddharth Shekar Singh,ll managing Marketing–An Applied Approachll, Wiley India Pvt Limited 2017.
- 03 Kenneth E.Clow. Donald Baack, —cases in marketing management,ll 5 th edition, Person India Ltd, 2014.
- 04 Arunkumar and Meenakshi, —Marketing Management,ll Vikas Publishing House, 2015.

## SUPPLY CHAIN MANAGEMENT

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### Course Objectives :

- To create awareness on the functions of Supply Chain Management and to lay down the path to enter the supply chain business.
- To facilitate the development of skills for practical problem solving approach to complex areas of supply chain management.
- To learn various issues related to demand, inventory and supply management along with practical implementation.
- To appraise the recent trends, design and redesign of a supply chain Network as key components of an organization's strategic plan.

### UNIT – I INTRODUCTION OF SUPPLY CHAIN MANAGEMENT

Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier- Manufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance - Supply chain strategy - Supply Chain Performance Measures.

### UNIT – II STRATEGICSOURCING

Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum -Sourcing strategy - Supplier Selection and Contract Negotiation - Creating a world class supply base- Supplier Development - World Wide Sourcing

### UNIT – III SUPPLY CHAIN NETWORK

Distribution Network Design – Role - Factors Influencing Options, Value Addition – Distribution Strategies - Models for Facility Location and Capacity allocation. Distribution Center Location Models Supply Chain Network optimization models Impact of uncertainty on Network Design - Network Design decisions using Decision trees.

### UNIT – IV PLANNING DEMAND, INVENTORY AND SUPPLY

Managing supply chain cycle inventory Uncertainty in the supply chain – Analysing impact of supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life – cycle products -multiple item -multiple location inventory management - Pricing and Revenue Management

### UNIT – V CURRENT TRENDS

Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect - Effective forecasting - Coordinating the supply chain - SC Restructuring - SC Mapping - SC process restructuring, Postpone the point of differentiation – IT in Supply Chain - Agile Supply Chains -Reverse Supply chain. Agro Supply Chains

### REFERENCES:

- 01 Janat Shah, Supply Chain Management – Text and Cases, Pearson Education,2016.
- 02 Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 2016.
- 03 Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 2016
- 04 David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2014
- 05 Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 20142.

## INTEGRATED MARKETING COMMUNICATION

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### Course Objectives :

- To get an insight of the importance of advertising and sales promotion campaigns in relation to consumer decision making processes.
- To draft oral and written integrated marketing communications plan based on primary and secondary research.
- To ensure a substantive assessment of corporate strengths, weaknesses, opportunities and threats (SWOT analysis) and create a substantive research plan for one's project.
- To construct IMC creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives.

### UNIT – I INTRODUCTION TO ADVERTISEMENT

Concept – Definition-scope – Objectives-functions – principles of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns.

### UNIT – II ADVERTISEMENT MEDIA

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements – related to sales – Media strategy and scheduling design and execution of advertisements – Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements.

### UNIT – III SALES PROMOTION

Scope and role of sale promotion – Definition – Objectives of sales promotion – sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies.

### UNIT – IV PUBLIC RELATIONS

Introduction – Meaning – Objectives –Scope-Functions-integrating PR in to Promotional Mix-Marketing Public Relation function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. PR and Media Relations, - PR consultancy: Pros and Cons.

### UNIT – V PUBLICITY

Introduction – Meaning – Objectives – Tools – Goals of Publicity – Scope of Publicity – Importance of Publicity – Difference between Marketing, PR and Publicity – Social publicity – Web Publicity and Social media – Publicity Campaigns

### REFERENCES:

- 01 George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7<sup>th</sup> edition, 2016.
- 02 S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2014.
- 03 Julian Cummings, Sales Promotion, Kogan Page, London 2015.
- 04 Jaishri Jefhwaney, Advertising Management, Oxford, 2014

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## RURAL MARKETING

### Course Objectives :

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- To gain insight into the socio-economic structure of rural India.
- To explore the various facets of rural marketing and to develop an insight into rural marketing regarding different concepts and basic practices in this area.
- To understand the buying behaviour, the consuming pattern, the needs and wants of the rural consumer.
- To understand the concept and methodology for conducting the research in rural markets.

### UNIT – I OVERVIEW OF RURAL MARKETING

Introduction of Rural marketing –Evolution of Rural Marketing in Indian and Global Context- Definition- Nature –Scope-Characteristics and potential of Rural Marketing - Importance of Rural Marketing- Socio-Cultural-economic & other environmental factors affecting in Rural Marketing- Emerging challenges & Opportunities in Rural Marketing.

### UNIT – II RURAL MARKETS & DECISION

Profile of Rural Marketing Dimensions & Consumer Profile- Rural Market Equilibrium- Classification of Rural Marketing – Regulated- Non Regulated Marketing Mix- Segmentation- Targeting- Position- Rural Marketing Strategies- Role of Central, State Government and other Institutions in Rural Marketing Integrated Marketing Communication in Rural Marketing.

### UNIT – III PRODUCT & DISTRIBUTION

Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing- Rural Distribution in channel management- Managing Physical distribution in Rural Marketing- Fostering Creativity& Innovation in Rural Marketing- Sales force Management in Rural Marketing.

### UNIT – IV RURAL CONSUMER BEHAVIOUR IN MARKETING RESEARCH

Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail &IT models in Rural Marketing-CSR and Marketing Ethics in Rural Marketing- Source of Financing and credit agencies- Consumer Education & Consumer Methods in Promotion of Rural Marketing- Advertisement & Media Role in Rural Marketing Promotion Methods.

### UNIT – V TRENDS IN RURAL MARKETING

e- Rural Marketing-CRM &e-CRM in Rural Marketing- Advanced Practices in Rural Marketing- Social Marketing-Network Marketing- Green Marketing in Indian and Global Context-Co-operative Marketing- Micro Credit Marketing- Public Private Partnership Model in Rural Marketing- Advancement of Technology in Rural Marketing- Structure of Competition in Rural India.

### REFERENCES:

- 01 Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan – Pearson Education,2016.
- 02 Rural Marketing: Indian Perspective by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers, 2014.
- 03 New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y., 2016.
- 04 Rural Marketing, Pradeep Kashyap & Siddhartha Raut, Biztantra Publications, 2016.

## INTERNATIONAL MARKETING

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### Course Objectives :

- To gain knowledge of basic elements of International Marketing.
- To know the Marketing environment in the context of Globalisation.
- To understand the Policy Framework and Procedural Aspects of International Marketing.

### UNIT- I INTRODUCTION OF INTERNATIONAL MARKETING

International markets – Definition – Basic modes of entry – Nature of International Marketing- Benefits of International Marketing— International Marketing Task – World Trade – India’s Foreign Trade – Characteristics of MNCs - Global and Domestic marketing - International Product Life cycle – EPRG Framework - Institutional set up – Advisory bodies – Commodity organizations – Service Institutions – Government participation in Foreign Trade

### UNIT- II INTERNATIONAL MARKETING ENVIRONMENT

Business culture around the world- language, customs, attitudes - marketing strategy adjustments - product adaptations. Geographic Description of Market – Political risk – Political Environment - Import quotas – tariffs - customs restrictions - required licenses – registrations – permits. Development and scope of International law – INCOTERMS – WTO – GATT

### UNIT- III POLICY FRAMEWORK AND PROCEDURAL ASPECTS

India’s Export – Import policy – EXIM Policy – promotional measures - Export oriented Units – Deemed Exports - Export- Import Documentation – Kinds of Documents – Principal Export Documents – Auxiliary documents – Documents in Import Trade – Export Documentation and procedures - Demand Estimation – GDP – Producer consumer target – Market segmentation

### UNIT - IV INTERNATIONAL MARKETING PLANNING

International Market Selection – Factors influencing – Process – Strategies and approaches – Competition-International Marketing research – Global scene- International marketing research procedure – Techniques – survey – interview techniques – Analysis of field data – Research report-International Marketing Planning and Control – Framework – marketing control – Control sequence

### UNIT - V INTERNATIONAL MARKETING MIX

Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Packaging, International Warranties and Services. International Pricing Strategy - International Promotion Strategies- Promotion Mix-International Sales Negotiations - Patterns of Global Advertising -Current trends in international Marketing

### REFERENCES:

- 01 Varshney “International Marketing”, McGraw Hill, International Edition. 2016
- 02 Global Marketing, Third Edition, by Warren J. Keegan and Mark C. Green, Prentice Hall, 2015.
- 03 Philip .R. Cateora, John.L.Graham. Prasanth Salwan. International Marketing, Tata McGraw Hill,13 th edition, 2014
- 04 Onkvisit, Sak., and John J.Shaw., International Marketing, Prentice Hall of India, New Delhi, 2012.

## CONSUMER BEHAVIOUR

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### Course Objectives :

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- To understand the dimensions of consumer behavior and their decision making process
- To know the Consumer Behaviour Models.
- To Understand the Internal and External Influences on Consumer Behaviour.
- To recognize the social and ethical implications of marketing on consumer behavior.

### UNIT - I INTRODUCTION

Concepts – Significance – Dimensions of Consumer Behavior – Application of knowledge of Consumer Behaviour in marketing decisions.

### UNIT - II CONSUMER BEHAVIOR MODELS

Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webster and wind Consumer Behaviour Models – Implications of the models on marketing decisions.

### UNIT - III INTERNAL INFLUENCES

Psychological Influences on consumer behavior – motivation – perception – personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.

### UNIT - IV EXTERNAL INFLUENCES

Socio-Cultural, Cross Culture - Family group – Reference group – Communication -Influences on Consumer behavior

### UNIT - V PURCHASE DECISION PROCESS

High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues.

### REFERENCES:

- 01 Leon G.Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar, Consumer Behavior, Pearson Education, India, 11<sup>th</sup> Edition, 2015..
- 02 Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza, 2012.
- 03 David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2012.
- 04 Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2013

## SERVICE MARKETING

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### Course Objectives :

- To understand the role of consumer behavior in marketing and to identify qualitative and quantitative methods of measuring consumer behavior.
- To Know the Service Design and Development of Service Marketing.
- To Understand the Service Delivery and Promotion of Service Marketing..
- To know the importance of Service Strategies for Health, Tourism, Financial, Logistics and Educational Institutions.

### UNIT - I INTRODUCTION

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

### UNIT - II SERVICE MARKETING OPPORTUNITIES

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

### UNIT - III SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

### UNIT - IV SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication

### UNIT - V SERVICE STRATEGIES

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services

### REFERENCES:

- 01 Christopher Lovelock, Jochen Wirtz & Jayantha Chatterjee, Services Marketing - People, Technology, Strategy, Pearson Education, New Delhi, 7th edition, 2015.
- 02 Hoffman, Marketing of Services, Cengage Learning, 1<sup>st</sup> Edition, 2014.
- 03 Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2014.
- 04 Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2015.
- 05 Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2014

