

ORIENTAL UNIVERSITY

(Established under M.P. NijiVishwavidyalay (SthapanaavamSanchalan), Adhiniyum 2007)

(Recognized by University Grants Commission, New Delhi)

Opp. Rewati Range Gate no. 1, Post Aurobindo

Sanwer Road, Jakhya , Indore-453555 (M.P.)

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Oriental School of Business Management & Commerce

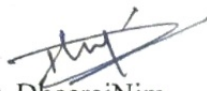
Board of Studies


Minutes of the Meeting

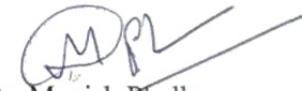
Date: 29/09/2020


A meeting of Board of Studies of OSBMC was held on 28/09/2020 at 2:30 pm in the department of OSBMC and the following points were discussed:

1. To confirm the minutes of last academic council meeting.
2. To apprise the Board of Studies about the recent academic & research activities of the university.
3. Proposal of increase in intake of seats in Master of Business Administration (MBA).
4. Proposal of new courses "Master of Social Works (MSW)" and "Bachelor of Social Works (BSW)" for upcoming session 2020-21.
5. Recruitment of Manpower.
6. Award of doctorate to students.
7. Amendments in the Existing Ordinance/Scheme/Syllabus
8. BOS approval for the scheme for "Master of Social Works (MSW)" and "Bachelor of Social Works (BSW)" course.
9. BOS approval for the syllabus for "Master of Social Works (MSW)" and "Bachelor of Social Works (BSW)".

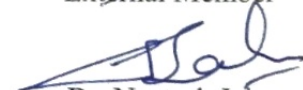

Dr. Dheeraj Nim
Chairman BOS

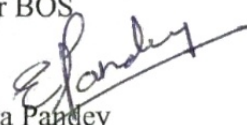

Dr. Hitendra Bargal
External Member


Dr. Manish Phalke
External Member


Dr. Neelu Gupta
Member BOS


Dr. Manjari Gupta
Member BOS


Dr. Neetesh Jain
Member BOS


Ms. Ekta Pandey
Member BOS

Copy to

- 1) Registrar, Oriental University, Indore
- 2) All members of BOS, Oriental University, Indore
- 3) Dr. Hitendra Bargal, Former Deputy Director, Patel Group of Institutions (External Member)
- 4) Dr. Manish Phalke, Assistant Professor, Idyllic Institute of Management, Indore (External Member)

ORIENTAL UNIVERSITY, INDORE
ORIENTAL SCHOOL OF BUSINESS MANAGEMENT & COMMERCE

LIST OF MEMBERS OF BOARD OF STUDIES

Chairman

Dr. Dheeraj Nim, Professor & Head, Oriental School of Business Management & Commerce

Internal Members

1. Dr. Neelu Gupta, Associate Professor, Oriental School of Business Management & Commerce, Oriental University, Indore
2. Dr. Manjari Gupta, Assistant Professor, Oriental School of Business Management & Commerce, Oriental University, Indore

Members Invitee

1. Dr. Neetesh Jain, Principal, University Institute of Pharmacy, Oriental University, Indore
2. Mrs. Ekta Pandey, Assistant Professor, Oriental School of Education, Oriental University, Indore

External Members

1. Dr. Hitendra Bargal, Former Deputy Director, Patel Group of Institution, Indore
2. Dr. Manish Phalke, Assistant Professor, Idyllic Institute of Management, Indore

ORIENTAL UNIVERSITY, INDORE
ORIENTAL SCHOOL OF BUSINESS MANAGEMENT & COMMERCE

Date: 19/09/2020

Sub: Meeting of the Board of Studies for Oriental School of Business Management & Commerce

Respected Sir,

I would like to inform you that the Meeting of Board of Studies is scheduled to be held as under:

Day & Date: 28/09/2020

Time : 2:30 P.M.

Venue : HOD Room, OSBMC, Oriental University Campus, Indore

The Agenda for the Meeting is to add additional courses (Master of Social Works, and Bachelor of Social Works) as per UGC Guidelines and ordinance 7 and 8 of the oriental university for batch 2020-21 and also to increase in the intake of existing Master of Business Administration (MBA) Course. Kindly make it convenient to attend this important meeting.

I shall be grateful to know what arrangements you would like me to make for your comfortable journey.

With regards,

Yours faithfully,



Dr. Dheeraj Nim
Professor & HOD
OSBMC

Oriental University Indore

ORIENTAL UNIVERSITY, INDORE
ORIENTAL SCHOOL OF BUSINESS MANAGEMENT & COMMERCE

NOTES ON AGENDA

A meeting of Board of Studies of OSBMC was held on 28/09/2020 at 2:30 pm in the department of OSBMC and the following points were discussed:

Agenda 1: To confirm the minutes of last academic council meeting

The recorded minutes of the previous meeting of the Board of Studies held were read out. It was accepted and unanimously approved by all the members.

Agenda 2: To apprise the Board of Studies about the recent academic & research activities of the university.

1) Academic & Research Activities

1. Publications National/International Journal

- Research paper titled A Systematic Review of Relationship between Corporate Associations and Firm's Financial Performance co-authored with Dr. Nitin Gupta and Chetna Sharma has been published by Dr. DheerajNimin *International Journal of Advanced Science and Technology*, 29 (8s), 2867–2883, April 2020 (Scopus Indexed with SJR 0.11).
- Research paper titled E-governance dimensions and performance measures: Conceptual framework with reference to G2B initiatives co-authored with Dr. S. K. Kashyap and Sakshi Thakur has been published Dr. DheerajNimin *International Journal of Advanced Science and Technology*, 29(3), 5442–5455, 2020 ((Scopus Indexed with SJR 0.11).
- Research paper titled Brand Association in Jewellery Segment: Scale Development and Validation co-authored with Dr. ShamilyJaggi has been published Dr. DheerajNimin *International Journal of Applied Management Science*”, 12 (4), 309(Scopus Indexed with SJR 0.260 and CiteScore 1.1). <https://doi.org/10.1504/ijams.2020.10029060>
- Case Study titled Bharat Goes Global co-authored with T. K. Mandal, Neha Sharma, Swati Bute&Shravak Kumar Jainhas been published Dr. DheerajNimin *Management Effigy*, X (II), July-December 2019. ISSN 2249-1643
- Research paper titled Impact of Advertisements on Consumer Buying Behaviour for Jewellery Purchase co-authored with Dr. ShamilyJaggi has been published Dr. DheerajNimin *International Journal of Applied Management Science*”, *International Journal of Recent Technology and Engineering*, 8(4), 8779–8786. Nov 2019, (Scopus Indexed with SJR 0.231 and CiteScore 1.4). doi:10.35940/ijrte.D9293.118419

- Research paper titled Impact of Housekeeping Services and Practices on Customer Satisfaction and Repeat Business co-authored with EktaBhatnagar has been published Dr. DheerajNimin *Prabandhan: Indian Journal of Management*, 12(8), 46–57, Aug 2019 (Scopus Indexed with SJR 0.107). <https://doi.org/10.17010/pijom/2019/v12i8/146417>
- Research paper titled Factors affecting Awareness and Perception of Youth Regarding the Public Health and Hygiene related Campaigns through Social Media has been published Dr. DheerajNimin *Indian Journal of Public Health Research &Development*, 10(7), 248–253, July 2019 (Scopus Indexed with SJR 0.124 and CiteScore 0.1).
- Research paper titled Segmentation Strategies: Empirical Evidences from Pharmaceutical Companies has been published Dr. DheerajNimin *Indian Journal of Public Health Research &Development*, 10(12), 783–787, December 2019 (Scopus Indexed with SJR 0.124 and CiteScore 0.1). doi: 10.37506/v10/i12/2019/ijphrd/192063
- Research paper titled Environmental Reporting of Top Indian Hotel Companies – A Content Analysis of Website and Annual/CSR Report Disclosure co-authored with Baljit Kaur has been published Dr. DheerajNimin *PIMT Journal of Research*, 12 (1), July – December 2019, 150-159.
- Paper published by Dr. Neelu Gupta in Peer Reviewed International Referred Research Journal Vidyawartain March 2020 on topic for “A Study of Impact of HRD Awareness in Present Scenario”.
- Paper Published Dr. Neelu Gupta in” Peer Reviewed International Referred Research Journal Vidyawartaat June 2020.
- Paper Published by Dr. Manjari Gupta in” Peer Reviewed International Referred Research Journal Vidyawarta in May 2020 on topic of “A Conceptual study on sector wise FDI Inflows in India”.
- Paper Published by Dr. Manjari Gupta in Peer Reviewed International Referred Research Journal Vidyawartain May 2020.

2. Books Published: Nil

3. Awards/Achievements

1. Dr. DheerajNim has been appointed as Fulbright Campus Representative for The United States – India Educational Foundation (USIEF).
2. Dr. DheerajNim has been given an additional charge of Examinations Superintendent.
3. Dr. Neelu Gupta has been given an additional charge of Student Welfare Officer.
4. Confirmation of Dr. DheerajNim as Head, OSBMC and Chairman Board of Studies.

4. Workshops/Seminars

- Dr. Neelu Gupta attended FDP attended on PLS based Structural equation modeling which was held on February 14th & 15th, 2020 at Oriental University, Indore.

- Dr. Neelu Gupta attended Online Workshop on “Management of Intellectual Property Rights and Trademark 2020” organizes by IPR Cell Oriental University Indore by 7th & 8th May during Lockdown.
- Dr. Neelu Gupta attended One day online International workshop on “Organizing a Literature Review” organized by Research foundation of India by 6th May 2020 during Lockdown.
- Dr. Neelu Gupta attended the National Webinar titled “Future of Higher Education” conducted by Shri Vaishnav College of Commerce Indore (M.P.) ON 14TH May 2020.
- Dr. Neelu Gupta attended 7 Days alternative classes at International webinar organized by Research Foundation Of India on “SPSS Introductory Module” from 7th May to 19th May during Lockdown.
- Dr. Neelu Gupta attended 5 Days Workshop on “Structural Equation Modeling Using AMOS” Organized by Oriental University Indore from 11th May to 15th May 2020 during Lockdown.
- Dr. Neelu Gupta attended One day Webinar on “Explore the world of Electronic Media” on 24th May 2020.
- Dr. Neelu Gupta attended One day Webinar on “The Role of Positive Thinking in current perspective” by Maa Narmada Mahavidyalaya Dhamnod dated 26th May 2020.
- Dr. Neelu Gupta attended One day Webinar on “Explore the world of electronic media” by Maa Narmada Mahavidyalaya Dhamnod dated 24th May 2020.
- Dr. Neelu Gupta attended One day International Webinar titled “How to Motivate yourself during the Time of Hardship” Organized by Shri Vaishnav college of Commerce Indore (M.P.) dated 30th May 2020.
- Dr. Neelu Gupta attended “SAMARPAN”- A five Days virtual Faculty Development programme (FDP) on Entrepreneurship and Innovation organized by Parul University Dist. Vadodara, Gujarat from 9th June 2020 to 13th June 2020.
- Dr. Neelu Gupta attended Five Day National Level Online FDP on “Contemporary Teaching Pedagogy for Effective Teaching learning Process” organized by Oriental School of Law Oriental University Indore from 15th June 2020 to 19th June 2020.
- Dr. Manjari Gupta attended Online Workshop on “Management of Intellectual Property Rights and Trademark 2020” organizes by IPR Cell Oriental University Indore by 7th & 8th May during Lockdown.
- Dr. Manjari Gupta attended One day online International workshop on “Stress Management (IWSM-2020)” organized by Research foundation of India by 16th May 2020 during Lockdown.
- Dr. Manjari Gupta attended the National Webinar titled “Future of Higher Education” conducted by Shri Vaishnav College of Commerce Indore (M.P.) ON 14TH May 2020.
- Dr. Manjari Gupta attended 7 Days alternative classes at International webinar organized by Research Foundation of India on “SPSS Introductory Module” from 7th May to 19th May during Lockdown.
- Dr. Manjari Gupta attended 5 Days Workshop on “Structural Equation Modeling Using AMOS” Organized by Oriental University Indore from 11th May to 15th May 2020 during Lockdown.

- Dr. Manjari Gupta attended One day Webinar on “Attitude Change Management & Work Ethics in COVID-19 Scenario” organized by Department Of Management Studies and IQAC on 23th May 2020.
- Dr. Manjari Gupta One day Webinar on “The Role of Positive Thinking in current perspective” by Maa Narmada Mahavidyalaya Dhamnod dated 26th May 2020.
- Dr. Manjari Gupta One day Webinar on “Explore the world of electronic media” by Maa Narmada Mahavidyalaya Dhamnod dated 24th May 2020.
- Dr. Manjari Gupta One day International Webinar titled “How to Motivate yourself during the Time of Hardship” Organized by Shri Vaishnav college of Commerce Indore (M.P.) dated 30th May 2020.
- Dr. Dheeraj Nim attended one day Online Workshop on "Book and Article Publishing and Springerlink Platform Demonstration" organized by Guru Nanak Dev University, Amritsar on 19th April 2020.
- Dr. Dheeraj Nim attended one day seminar on “Capital Market” addressed by Mr. Santosh Kumar Shukla, CGM of SEBI conducted by Indian Institute of Management, Indore on 14 Feb 2020.
- Dr. Dheeraj Nim attended one day “Knowledge Feast 2020 – Future Trends in Knowledge Services” conducted by EBSCO Information Services, India on 9 Jan 2020.
- Dr. Dheeraj Nim attended three days “9th National Case Writing Workshop” conducted by Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore from 9 – 11 December 2019.

5. FDPs Organized

- FDP organized on Structural Equation Modeling using AMOS from 19th May 2020 to 23th May 2020
- FDP organized on Structural Equation Modeling using from 11th May 2020 to 15th May 2020
- FDP organized on PLS Based Structural Equation Modeling from 13th Feb to 14th Feb 2020.

6. Industrial Visits

- OSBMC organized an industrial visit to Kisan Irrigation and Infrastructure Ltd. Pithampur Indore organized by Dr. Bharat Singh Kushwaha 17 Oct. 2019

7. Student's Achievement

Aayushi Anil Kudanekar of MBA II Sem won in Drama Competition in Manthan, PIMR Silver Jubilee Celebration held on 15th-17th Nov 2019.

Agenda 3: Proposal of increase in intake of seats in Master of Business Administration (MBA)

With the growing interest of students towards the management programme and increase number of enquiries for the MBA course, it has been proposed to increase the intake of MBA from existing intake to 600.

Agenda 4: Proposal of new courses "Master of Social Works (MSW)" and "Bachelor of Social Works (BSW)" for upcoming session 2020-21

With the growing importance of concerns towards the society and as a responsibility of university towards society, OSBMC department has proposed to start two new courses, one course at the bachelor level and other at the master level from the upcoming academic session. The two new proposed courses are "Bachelor of Social Works (BSW)" and "Master of Social Works (MSW)". The BSW course will be of three years duration while MSW will be of two years duration.

Agenda 5: Recruitment of Manpower

Following faculty members have been appointed as visiting faculty in Oriental School of Business Management & Commerce

1. Ms. Shilpa Arya
2. Ms. Deepa Muley

The members of Board of Studies approved all the appointments made by the university.

Agenda 6: Award of Doctorate to Students

The following scholars have been awarded Ph. D. in the management:

1. Mr. Bharat Singh Kushwah
2. Mr. Vishal Kohli
3. Ms. Richa Pandey
4. Ms. Reji Krishna

Agenda 7: Amendments in the Existing Ordinance/Scheme/Syllabus

Following syllabus has been revised:

1. Two units from the Syllabus of MBA-205 (Fundamentals of Marketing Management has been removed) and has been approved by the members.
2. Two units from the Syllabus of MBA-404M (Service and Retail Marketing) has been removed) and has been approved by the members.

old syllabus

MBA-404M Service and Retail Marketing

Course Objective

The objectives of the course are to expose students to the nature of retail and service markets and develop abilities to help them apply marketing concepts in these markets.

Examination Scheme:

Students shall be evaluated on two components , internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

1. Services: Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Challenges & Strategic Issues in Service Marketing: Segmentation, Differentiation and Positioning of Services.
2. Marketing Mix in Services Marketing: Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.
3. Designing a Service Strategy: Service Management Process; Internal, External and Interactive marketing strategies.
4. Managing Service quality and Productivity: Concept, Dimensions and process; service quality models (Gronnos and Parsuraman) Application and Limitations, Productivity in Services.
5. Applications of Service Marketing: Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs. Retail Marketing: Retailing and Marketing, Consumer Behaviour and Retail Operations. Strategic marketing planning for Retailing.
6. Retail Marketing Mix: Retail Product: Merchandising, Store Design, Layout ,Pricing: Pricing objective, Policies and Strategies. Distribution: Location, Logistics, SCM, Channels. Communication & Promotion; Developing Promotion Mix for Retailing. Managing Retail Brand.
7. Retail Service Quality: Quality audit. Managing People Retail : HRM, CRM, IT in Retailing & Future trends.
8. CRM- Introduction, Role of CRM in Business, Different Strategies for applying CRM, Customer Touch Points, CRM Cycle.
9. Service Quality- Concept of Service quality, Measurement of Service Quality, Different Models for Service Quality.

Text Books

Zeithmal, Bitner, **Service Marketing (SIE)**, 4e Tata Mcgraw Hill

Hoffman, **Marketing of Service** 1st 2008 Cengage Learning

Cullen, **Retailing: Environment & operation** , 1st 2008 Cengage Learning

A Sivakumar **Retail Marketing** Excel Books

C Bhattacharya Ravi Shanker, **Services Marketing**, Excel Books



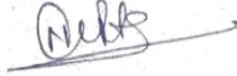
Reference Books

Nargundkar Rajendra, **Services Marketing**, 3e Tata Mcgraw Hill

Clow **Services Marketing: Operation, Management and Strategy**, 2ed, Wiley

Apte, **Services Marketing**, Oxford Press

Jauhari **Services: Marketing, Operations, and Management**, Oxford Press



MBA-404M Service and Retail Marketing

Course Objective

The objectives of the course are to expose students to the nature of retail and service markets and develop abilities to help them apply marketing concepts in these markets.

Examination Scheme:

Students shall be evaluated on two components , internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation .The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

Course Contents

1. Services: Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Challenges & Strategic Issues in Service Marketing: Segmentation, Differentiation and Positioning of Services.
2. Marketing Mix in Services Marketing: Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.
3. Designing a Service Strategy: Service Management Process; Internal, External and Interactive marketing strategies.
4. Managing Service quality and Productivity: Concept, Dimensions and process; service quality models (Gronnos and Parsuraman) Application and Limitations, Productivity in Services.
5. Applications of Service Marketing: Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs. Retail Marketing: Retailing and Marketing, Consumer Behaviour and Retail Operations. Strategic marketing planning for Retailing.
6. Retail Marketing Mix: Retail Product: Merchandising, Store Design, Layout ,Pricing: Pricing objective, Policies and Strategies. Distribution: Location, Logistics, SCM, Channels. Communication & Promotion; Developing Promotion Mix for Retailing. Managing Retail Brand.
7. Retail Service Quality: Quality audit. Managing People Retail : HRM, CRM, IT in Retailing & Future trends

Text Books

- Zeithmal, Bitner, **Service Marketing** (SIE), 4e Tata Mcgraw Hill
Hoffman, **Marketing of Service** 1st 2008 Cengage Learning
Cullen, **Retailing: Environment & operation** , 1st 2008 Cengage Learning
A Sivakumar **Retail Marketing** Excel Books
C Bhattacharya Ravi Shanker, **Services Marketing**, Excel Books

Reference Books

- Nargundkar Rajendra, **Services Marketing**, 3e Tata Mcgraw Hill
Clow **Services Marketing: Operation, Management and Strategy**, 2ed, Wiley
Apte, **Services Marketing**, Oxford Press

Old Syllabus

MDA-205 FUNDAMENTALS OF MARKETING MANAGEMENT

Course Objective

The objective of this course is to provide the students exposure to various marketing concepts, tools and techniques, and help them develop skills and skills required for the performance of marketing functions.

Examination

The faculty member will award internal marks out of 20. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 8 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course Contents

Unit-1 Marketing Concepts

Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Marketing and Corporate Strategy

Case Study: Maruti Udyog limited I & II

Unit-2 Market Segmentation, Targeting, Positioning

Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy.

Case Study: Indian Air force

Unit -3 Product Decision

Objectives, Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, Equity, Challenges, Repositioning, Branding, Packaging, Introduction of Labeling, New Product Development Process.

Case Study: Indian home products (P) Ltd

Unit-4 Pricing Decision

Pricing, Pricing Objectives, Demand Estimating, Price Elasticity, Pricing Decision framework, Factors Affecting Price, Pricing Methods and Strategies, Pricing Practices, Internet and Pricing, Transfer Pricing, High Sea Pricing

Case Study: Ajanta shoes company Ltd

Unit-5 Distribution Decisions

Importance and Functions of Distribution Channel, Design of Distribution Channel, Management of Channels, Distribution Channel Members, Vertical and Horizontal Marketing Systems, Wholesaling and Retailing, introduction to Logistics,

Case Study: Anand distributors (P) ltd

Unit-6 Promotion Decisions

Effective Communication, Integrated Marketing Communication, Tools of IMC, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing,

Case Study: Promotion of fairy Queen Express

Unit-7 Marketing Strategies for Leaders, Challenges, Followers and Nichers

Expanding to Market, Defining Market Share, and Expanding Market Share. Defining the Strategic Object and Openness. Choosing Goal Attacking Strategies. Market Follower Strategies.

Unit-8 Emerging Trends in Marketing

An Introduction to Internet Marketing, Multi Level Marketing and Introduction of CRM, Importance of CRM, CRM Process. E-Marketing, Green Marketing, Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Concept of Rural Marketing, Global Marketing, Marketing for Non Profit Organizations.

Unit 9- Digital Marketing

Internet marketing Introduction, Digital marketing vs Traditional marketing, Scope of Digital Marketing, Nature and characteristics of Digital Marketing, Challenges in Digital Marketing.

Unit 10 International Marketing

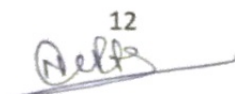
4P in International Marketing, Strategies for International marketing, Challenges in International marketing, Customization in International Marketing.

Text Readings

1. Kotler, Keller, Koshy, Jha, **Marketing Management– A South Asian Perspective**, Pearson, 13th Edition, 2008.
2. Kurtz, **Principles of Marketing**, Cengage Learning, India, 2008
3. S. Neelamegham, **Marketing In India**, 3rd Edition, Vikas publishing house, 2009
4. Biplo Bose, **Marketing Management**, 2008, Himalaya Publishing House.
5. Paul Baines, Chris Fill, Kelly Page, **Marketing**, Oxford University Press, 1st Edition 2009
6. Winner **Marketing Management**, 3rd edition Pearson 2009

Suggested Books



12




1. William L. Priddy and O.C. Ferrel, Marketing Concepts and Strategies, Boston, Houghton Mifflin Co., 8th Ed., 1983.
2. Chakrabarti and Kundu, Marketing Management, Cengage Learning, India 2007
3. West Ford, Erwin, Strategic Marketing, Oxford University, 2009
4. Evans, Marketing Management Cengage Learning India 2008

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MBA-205 FUNDAMENTALS OF MARKETING MANAGEMENT

Course Objective

The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Examination

The faculty member will award internal marks out of 20. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course Contents

Unit-1 Marketing Concepts

Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Marketing and Corporate Strategy.

Case Study: Maruti Udyog limited I & II

Unit-2 Market Segmentation, Targeting, Positioning

Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy.

Case Study: Indian Air force

Unit -3 Product Decision

Objectives, Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, Equity, Challenges, Repositioning, Branding, Packaging, Introduction of Labeling. New Product Development Process,

Case Study: Indian home products (P) ltd

Unit-4 Pricing Decision

Pricing, Pricing Objectives, Demand Estimating, Price Elasticity, Pricing Decision framework, Factors Affecting Price, Pricing Methods and Strategies, Pricing Practices, Internet and Pricing, Transfer Pricing, High Sea Pricing

Case Study: Ajanta shoes company ltd



Unit-5 Distribution Decisions

Importance and Functions of Distribution Channel, Design of Distribution Channel, Management of Channels, Distribution Channel Members, Vertical and Horizontal Marketing Systems, Wholesaling and Retailing, introduction to Logistics,

Case Study: Anand distributors (P) Ltd

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Effective Communication, Integrated Marketing Communication, Tools of IMC, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing,

Case Study: Promotion of fairy Queen Express

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5. Paul Baines, Chris Fill, Kelly Page, **Marketing**, Oxford University Press, 1st Edition 2009
6. Winner **Marketing Management**, 3rd edition Pearson 2009

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1. William L. Pride and O.C. Ferrell, **Marketing Concepts and Strategies**, Boston, Houghton Mifflin Co., 8th Ed., 1993.
2. Czinkota and Kotabe, **Marketing Management**, Cengage Learning, India 2007
3. West, Ford, Ibrahim, **Strategic Marketing**, Oxford University, 2009
4. Evans, **Marketing Management** Cengage Learning, India, 2008



