



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

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Ready for
Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Sacred Heart College (Autonomous), Tirupattur District

1.2.1 List of New Courses

Department: BBA

BBA

Syllabus with effect from the Academic Year 2017-2018

Semester - I								
Part	Type	Subject	Paper	Hrs	Credit	CIA	Sem	Total
I	Lang	Tamil	I	5	3	30	70	100
II	Lang	English	I	5	3	30	70	100
III	Main Core	Fundamentals of Management	I	5	5	30	70	100
III	Main Core	Fundamentals of Organization	II	4	4	30	70	100
III	Main Practical	Business Practical – I	III	1	1	30*	70*	100*
III	Allied	Business Statistics	I	6	4	30	70	100
IV	FC	Personal Skills	I	2	1			
IV		Ethics / Religion	I	2	1			
		Communicative English	I		1*			
		Total		30	22 + 1*			

- Internal Paper

Semester - II								
Part	Type	Subject	Paper	Hrs	Credit	CIA	Sem	Total
I	Lang	Tamil	II	5	3	30	70	100
II	Lang	English	II	5	3	30	70	100
III	Main Core	Basic Accounting for Managers	IV	5	5	30	70	100
III	Main Core	Banking and Insurance	V	4	4	30	70	100
III	Main Practical	Business Practical - II	VI	1	1	30*	70*	100*
III	Allied	Operation Research	II	6	4	30	70	100
IV	FC	Social Skills	II	2	1			
IV		Ethics / Religion		2	1			
		Communicative English				1*		
		Total		30	22+1*			
Semester - III								
III	Main Core	Principles of Human Resource Management	VII	5	5	30	70	100
III	Main Core	Principles of Marketing	VIII	4	5	30	70	100
III	Main Core	Cost Accounting	IX	5	4	30	70	100
III	Main Core	Economics for Management	X	5	3	30	70	100
III	Main Practical	Business Practical - III	XI	1	1	30*	70*	100*
III	Allied	Legal Aspects of Business	III	6	4	30	70	100
IV	FC	Employability Skills - I		2	1			
IV		Human Rights		2	1			
V		DEEDS						
V		SHELTERS						

		Total		30	24			
Semester - IV								
III	Main Core	Research Methods	XII	5	5	30	70	100
III	Main Core	Production Management	XIII	4	4	30	70	100
III	Main Core	Financial Management	XIV	5	4	30	70	100
III	Main Core	Modern Industrial Relations & Labour Laws	XV	5	3	30	70	100
III	Main Practical	Mini Project	XVI	1	2	30*	70*	100*
III	Allied	Organizational Behaviour	IV	6	4	30	70	100
IV	FC	Employability Skills - II		2	1			
IV		Environmental Studies		2	1			
V		DEEDS			2			
V		SHELTERS			2			
		Total		30	28			

***Internal Paper**

Semester - V								
Part	Type	Subject	Paper	Hrs	Cre	CIA	Sem	Total
III	Main Core	Accounting for Managers	XVII	5	4	30	70	100
III	Main Core	Project	XVIII	1	4	30	70	100
III	Main Core	Business Environment	XIX	4	3	30	70	100
III	Main Core	Computer Applications for Management	XX	4	3	30	70	100
III	Main Practical	Computer Applications for Management –Lab		2	2	30	70	100
III	Main Elective - I	Consumer Behaviour	I	6	4	30	70	100
		Retail Management	II					
		Service Marketing	III					
III	Subject Elective - I	Sales & Distribution Management	I	6	4	30	70	100
		Export Management	II					
		Project Management	III					
III	SSP	Brand and Product Management	I		1*			
		Integrated Marketing Communication	II					
III	NME	Management Concepts	I	2	1	30	70	100
		Total		30	25 + 1*			
Semester - VI								
III	Main Core	Strategic Management	XXI	5	5	30	70	100
III	Main Core	Entrepreneurial Development	XXII	5	5	30	70	100
III	Main Core	E-Commerce	XXIII	4	4	30	70	100

III	Main Practical	E-Commerce Lab		2	2	30	70	100
III	Main Elective -II	Financial Services	IV	6	4	30	70	100
		Logistics & Supply Management	V					
		Total Quality Management	VI					
III	Subject Elective -II	Training & Development	IV	6	4	30	70	100
		Customer Relationship Management	V					
		B2B Marketing	VI					
	SSP	Business Communication	III		1*			
		Event Management	IV					
III	NME	Organizational Behaviour		2	1	30	70	100
		Total		30	25+1*			

***Internal Papers**

Certificate Programme	Semester	Credits
Certificate in NGO Management	III	2
Certificate in Tourism Management	IV	2

Sacred Heart College (Autonomous), Tirupattur District

1.2.1 List of New Courses

Department: BBA

S. No	Course Code	Course Name
1.	B515A	Sales and Distribution
2.	B618A	Financial Services
3.	NBB503	Management Concepts
4.	B515B	Export Management
5.	B515C	Project Management
6.	B514B	Retail Management
7.	B516AX	Brand and Product Management
8.	B618B	Logistics and Supply Management
9.	B618C	Total Quality Management
10.	B619A	Training and Development
11.	B619B	Customer Relationship Management
12.	B619C	B2B Marketing
13.	B620BX	Event Management

SYLLABUS

Subject Skill - I: Paper - I: Sales & Distribution Management

Semester – V
Code: B515A

6 Hours
4 Credits

Objective:

- The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels.

Learning Outcome

- To know about the sales and distribution management policies

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

Unit

- I: Nature and Scope: Nature and scope of Sales Management; Setting and Formulating Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans

Unit - II: Sales Personnel: Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotes for Sales Personnel

Unit - III: Sales Evaluation: Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. An overview of Marketing Channels, their structure, Functions and Relationships.

Unit - IV: Channel Intermediaries: Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues.

Unit - V: Information System: Information System and Channel Management, Assessing Performance of Marketing Channels including sales force; International Marketing Channels

Text

book:

1. Krishna K. Havaldar and Vasant M Cavale, Sales and Distribution Management - Tata Mcgraw Hill. 2014

References:

1. Bill DONALDSON, Sales Management, principles, process and practice, Palgrave macmillan 2012
2. Pingalivenugopal, Sales and Distribution management, An Indian perspective sage, 2013
3. Basics of Distribution Management A logistical approach, By Satish. K Kapoor and Purvakansal, PHI learning PVT Ltd.,

4. Kujnish Vashisht , A practical Approach to Sales Management, Atlantic publishers, 2013
5. Joseph F Hair and others, Sales Management, India Edition, Cengage learning. 2014
6. CL Tyagi and Arunkumar, Sales Management , Atlantic publishers.

Web Resources:

www.channelintermediaries.com www.wholesale.com
www.retailing.com www.informationssystem.com
www.internationalmarketingchannels.com

Elective - II: Paper - IV: Financial Services

Semester – VI	6 Hours
Code: B618A	3
Credits	

Objectives:

- To understand the role of financial institutions and Stock exchanges

Learning Outcomes:

- To know about the general understandings of Financial Institutions

Methodology:

- Lectures, field projects, simulation exercise, group discussions

Unit

- I: Indian Financial System: Indian Financial system –financial system and economic development -Banks as financial intermediaries –Need or Importance of Capital Market – Classification of Capital Market in India

Unit- II: NBFI: Non –Banking financial intermediaries –Unit trust of India –Mutual Funds –Hire Purchase Finance Companies –Lease Finance Companies –National Housing Bank – Housing Development Finance Corporation –Housing Urban Development Corporation Functions and Services.

Unit -III: Financial Institutions: Special financial institutions –IDBI, ICICI, IFCI – EXIMBank –SFCS -SIDCS –functions and services.

Unit- IV: NSE: National Stock Exchange (NSE) –OTCEI –SEBI –Powers and function – Discount and Finance House of India (DFHI) – Organizational Structure of Stock Exchanges in India – Growth of Stock Exchanges in India – Present Position of Stock Markets in India – Need to control stock exchanges – Steps taken by Government for promoting capital market in India.

Unit - V: Merchant Banking: CRISIL - Debentures – Shares – Underwriting of Shares - Bonds - Merchant banking – functions and services underwriting – credit rating agencies in India.

Text

Book:

1. B. Santhanam, Banking and Financial System, Margham Publications
2. Gorden and Natarajan, Financial Institution and Services, HPH.

References:

1. Bhole L.M. Financial Institutions and Market, TMH.

2. Avadhani V.A., Investment and Securities markets in India, HPH.
3. KulKarni P.V., Corporate Finance –HPH
4. Khan M.Y. Financial Services, TMH.
5. Bhatia & Batra, Management of financial services, Deep & Deep

Web Resources:

1. www.NSE.com
2. www.idbi.com
3. www.icici.com
4. www.merchantbanking.com
5. www.icici.com
6. www.ifci.com

Non Major Elective – Paper I - Management Concepts

Semester – V
Code:NBB503
Credit

2 Hours
1

Objective:

- To expose the students to the concepts of Business Management

Unit - I: Introduction: Management – Definition – Importance – Role and Function of a Manager – Contribution of Fayol, Taylor, Elton Mayo and Drucker only

Unit - II: Planning: Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO – Decision Making- Definition – Steps only

Unit - III: Organizing

Organizing – Purpose – Formal and Informal Organization – Authority and Responsibility - Departmentation – Span of Control – Delegation – Centralization and Decentralization

Unit - IV: Directing: Direction – Leadership – Definition – Types – Qualities – Importance -Motivation – Definition – Types – Theories (Maslow & Herzberg Only) – Communication – Definition – Process - Barriers

Unit - V: Controlling: Controlling – Concept of Control – Methods of Control – Co-ordination – Need – Principles – Approaches to achieve effective Co-ordination

Text Book:

1. Jayashankar, Principles of Management, Prassana Publications. 2012

References:

1. Koontz & Weirich, “Essentials of Management: An International perspective”, 8th Edn. Tata McGraw-Hill, New Delhi, 2009.
2. Koontz H. “Essentials of Management 5E, Tata McGraw-Hill, New Delhi, 1994.
3. Stephen P. Robbins & David A. Decenzo, “Fundamentals of Management”, Pearson Education, New Delhi, 3rd Edn. 2001
4. L.M. Prasad, Principles of Management, Sultan Chand Publications, 2007
5. Dinkar Pagare, Business Management, Sultan Chand Publications, 2003

Web Resources

1. www.shrm.org
2. www.shrmindia.org
3. www.ipma-hr.org
4. www.ahrd.org

Subject Skill - I: Paper - II: Export Management

Semester – V

Code: B515B

Credits

6 Hours

4

Objectives:

- To make the students well aware about the formalities associated with export trade.
- To make the students aware of the external environmental factors having a bearing on the export trade.

Learning Outcomes:

- To make the students aware of the export stimulation efforts of the government and the opportunities available to exporters to make good business.

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises.

Unit - I: Exports: Exports- Meaning, scope and difference between export and domestic trade; Difficulties in export trade- fishing in turbulent waters- Impact of external and internal environment on export trade; Identifying and selecting foreign markets- modes of entering foreign markets.

Unit - II: Product Planning: Product planning for exports; Product designing - standardization Vs. Adoption; Export pricing; Factors influencing export price; Pricing process; Methods of pricing; International price quotations; Payment terms.

Unit - III: Promotion of Products: Promotion of product for export; Methods of international promotion; Direct mail and sales literature; Advertising, personnel selling; Trade fairs and exhibitions, Branding and packaging; Labelling; Quality issues; After sales services. Distribution channels and logistics decisions for export trade; Selection and appointment of foreign sales agents.

Unit - IV: Export Policy : Export policy and practices in India; EXIM Policy; Legislative framework regarding exports- Customs Act, FERA and FEMA; Trends in India's foreign trade; EXIM Bank; Measures for Export promotion and incentives offered for exports by the government of India- EPZs, EOUs, and FTZs.

Unit - V: Export Documents: Export documentation; Export procedure; Free Trade Agreements negotiated by India; WTO and its impact on India's agriculture and textiles trade; TRIPs and TRIMs

Text Book:

1. Dr Francis Cherunilam, International Trade and Export Management Himalaya Publications (Students Edition, Edition No. 14), 2016

References:

1. RBI Annual Report and bulletins published by the RBI, 2016
2. The government of India website.
3. John E Ray, Managing Official Exports, Publisher: Peterson Institute
4. Eugene W Perry, Practical Export Trade Finance; ISBN: 1556230184. Publisher: Irwin Professional Publications; Published date: May 1 1989

Web Resources

1. www.indiadata.com www.indianindustry. Com
 2. [www.thaitrade. Com](http://www.thaitrade.Com) www.tradeindia. Com
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Subject Skill - I: Paper - III: Project Management

Semester – V

Code:B515C

Credits

6 Hours

4

Objective:

- The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a projects

Learning Outcome

- To know about the project management procedures

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises
-

Unit – I: Concepts of Project Management: Concepts of project management -concept of a project categories of projects - project life - cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager

Unit – II: Project Formulation: Project formulation - formulation stages - bottlenecks - feasibility report - financing arrangements - finalization of project implementation schedule

Unit – III: Administrative Agencies: Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board - Organizing human resources and contracting - delegation project manager's authority -project organization - accountability in project execution - contracts - 'R' of contracting - tendering and selection of contractors - team building

Unit – IV: Procedures: Organizing systems and procedures - working of systems - design of systems -project work system’ design - work break down structure - project execution plan -project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and project diary

Unit – V: Project Implementation: Project implementation stages project direction - communications in a project - coordination guidelines for effective implementation reporting in project management - project evaluation and its objectives, types and methods.

-----Text

Book:

1. Choudhary , Project Management Tata McGraw Hill Pub, 2016

References:

1. Clifford F Gray, Project Management: The Managerial Process (Special Indian Edit.), Oregon State University, 2014
2. Chandra, Prasanna, Projects: Planning, Analysis, Selection, Financing, implementation and Review. 2013

Web Resources:

1. www.projectlifecycle.com
2. www.administrativeagenceministryoffinance.com
3. www.projectimplementation.com

Elective – I: Paper II: Retail Management

Semester – V

6 Hours

Code: B514B

4

Credits

Objectives:

- To impart to the students an understanding the importance of consumer behaviour in marketing, its models and influence.

Learning Outcomes:

- To equip the learners in various influence of consumer behavior.

Methodology:

Lectures, Case studies, field based mini projects, individual and group presentation on the given assignment.

Unit - I: Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Scope of retailing.

Unit - II: The Retail Customer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, CRM. Retail Communication Mix, POP Displays, Merchandising.

Unit - III: Retail Market Segment: Market Segmentation, Targeting & Positioning, Kinds of Market and Dimensions of Segmentation. Retail Marketing Mix.

Unit - IV: Retailing Strategy: Importance of Retail locations, Types of retail locations, Retail Operations, Store administration, Inventory and Receipt Management, Customer service, Retail Pricing, Factors influencing retail price, Promotions Strategy.

Unit V: Retail Space Management: Retail Space and Ambience Management, Store layout and Design, Visual Merchandising, Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

Text Book:

1. Michael Barton and others, Retailing management, Tata Mcgraw Hill co. 2014

References:

1. Piyush Kumar Suiha and others, Managing Retailing, Oxford University press. 2014
2. Andrew J. Newman and other, Retailing environment & operations, cengage learning Chennai, 2013
3. Nicholas Alexander, International Retailing, Oxford University press Chennai, 2013
4. KVS madaan, Fundamentals of Retailing, Tata Mcgraw Hill Co., 2014
5. Chetan Bajaj and others, Retail Management, Oxford University Press, 2014
6. Neelesh Jani, Retail Management, Global India Publications, New Delhi, 2015
7. Sajai Gupta and GVR Preet Randhawa, Retail Management, Atlantic publishers 2015

Web Resources:

www.retailingstrategy.com
www.retailspace.com management.com
www.retailing.com

Self-Study Paper - I: Brand and Product Management

Semester – V

Code:

1 Credit

Objective:

- To impart in depth knowledge to the students regarding the theory and practice of Brand and Product Management

Learning Outcome:

- To successfully establish and sustain brand and lead to extensions

Unit - I:
Basic Concepts of Product Management: Understanding brands – Characteristics of branding and practices, Brand Manager concept and organization product management.

Unit - II: Branding: Assessment of Brands through research – Brand identity, Brand personality, Brand Image. Brand Identity, Brand Positioning, Brand Equity, Value addition

from Branding – Brand – Customer Relationships, Brand Loyalty and Customer loyalty.

Unit - III: Managing Brands: Managing brands, Brand Creation, Brand Extensions, Brand product relationships, Important factors in conception and various stages of growth and maturity of brands.

Unit - IV: Product Analysis: Brand Portfolio, brands going international, brand revitalization, brand repositioning, financial aspects of brands, branding in different sectors, customer, industrial, retail and service brands.

Unit - V: New Product Development: New product development and launching, managing development risk, product portfolio management, incremental and radical innovation, product leadership, power brands, emerging trends in brand and product management.

Text Book:

1. Aaker David, A Managing Brand Equity, New York Free press, 1st Edition 1991

References:

1. C. Merle Crawford, C. Anthony Di Benedetto, New Products Management, McGraw Hill/ Irwing 2004
2. Cowley, Don Understanding Brands, London
3. Kapfere, J. N. Strategic Brand Management, New York Free Press
4. Linda Gorchels, The product manager's Handbook, McGraw Hill
5. YLR. Moorthi, Brand Management – The Indian context, Vikas Publishing House

Web Resources:

1. www.branding.com
 2. www.newproductdevelopment.com
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Elective - II: Paper - V: Logistics & Supply Chain Management

Semester – VI

Code: B618B

Credits

6 Hours

3

Objectives:

- To understand the role of logistic and supply chain management in the modern society
- To make the students understand the uniqueness of logistic and supply chain management

Learning Outcomes:

- To know about the general understandings of Logistic and supply chain management

Methodology:

- Lectures, field projects, simulation exercise, group discussions
-

Unit- I: Logistics Management: Logistics Design – Logistics Management – Definition –

Meaning -Types - Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures.

Unit- II: Logistics Network: Logistics Network – Logistics Resources – Principles of Logistics Information – Application of Information Technologies – Barcode – Scanning.

Unit-III: Logistics Demand: Logistics Demand – Forecasting – The Nature of Demand – Forecast Components – Forecast Technique – Forecast Error - Logistics Location Structure.

Unit-IV: Supply Chain Management Models: Supply Chain Management Models – Definition – Objectives –Applications – Types – Conceptual Models – Key issues in supply chain management.

Unit-V: Supply Chain Management Strategy: Supply Chain Management Strategy – Inventory Management – Push and Pull Systems – Demand and cash flow in supply chain management – Enterprise Resource Planning (ERP) – Supply chain management matrix.

-----**Text**

Books:

1. Donald J. Bowersox and David J. Closs, Logistics Management. The integrated supply chain process Tata McGraw Hill, 2006.
2. David Simchi – Levi, Philip Kaminsky and Edith Simchi – Levi, Designing and managing the supply chain concepts, strategies and case, 2nd Edition, Tata McGraw Hill, 2006
3. David A. Taylor, Supply chain – A Manager’s Guide, Pearson Education, 2006.

References:

1. Rahul, V. Altekar, Supply chain Management, Concepts & Cases, PHI learning, 2006.
2. Ailawadi, Rakesh Singh, Logistics Management, PHI Learning 2006.
3. Donald Waters, Palgrave, Logistics. An introduction to supply chain management, Macmillan, 2006.
4. Sarika Kulkarni, Ashok Sharma, Supply Chain Management, Tata McGraw Hill Publishing Company 2004.
5. Harold Dyckhoff, Springer, Supply Chain Management and Reverse Logistics, International Edition, 2004

Web Resources

1. www.logisticsmanagement.com
2. www.modelsof supplychainmanagement.com
3. www.logisticsforecasting.com

Elective - II: Paper - VI: Total Quality Management

Semester – VI

Code:B618C

Credits

Objective:

6 Hours

3

- The objective of this course is to cover not only Quality Management concepts

Learning Outcomes:

- To give students an understanding of the tools necessary to solve Quality management problems.

Methodology

- Power Point Presentation, Participative type classes, case study, Assignments , test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

-----**Unit**

- I: Basic Concepts: Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop

Unit - II: Statistical Quality Control and Inspection: Conceptual Approach to SQC – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement.

Unit - III: Process Capability: Process Capability Studies – Humanistic Aspects of TQM – Management of Quality Circle and ZD Programmes.

Unit - IV: Just in Time: KANBANQ - 7 Tools – Taguchi Loss Function – Failure Analysis – Just in Time – JIT Pull System – JIT Purchase.

Unit - V: Total Productive Maintenance: Optimum Maintenance Decisions – Total Productive Maintenance – Process Design – Buyer Seller Relations – Supply Chain Management

Text Books:

1. Subburaj, Total Quality Management, Tata mcgraw hill, 2006.
2. Shridhara Bhat, Total Quality Management, Himalaya Publishing house, 2006.

References:

1. Ansari.A and Modarress, JIT purchasing, Free press, Newyork.
2. Sandeepa Malhotra, Quality Management planning, Deep & Deep, 2006

Web Resources

1. www.JIT.com
2. www.tqm.com
3. www.kanbanq.com
4. www.supplychainmanagement.com

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Subject Skill -II: Paper - IV: Training & Development

Semester – VI

6 Hours

Code: B619A

4

Credits

Objective:

- The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD

Learning Outcomes:

- Enable the course participants to manage the Training systems and processes.

Methodology:

- Part of Part Time Study
-

Unit - I: Introduction: Process of Development of HRM Function – HRD Concepts – Training – Education – Development – Objectives of HRD – Role and Significance of HRD – Structure of HRD system – Definition and purpose of training – Need – Classification of Training Program.

Unit - II: Personality Development through Training: Definition and Concepts – Characteristics of Personality – Personality Types – Personality Opposites – Personality Inventories – Personality Development – Measurement of Personality Traits – Aspects of Emotional Intelligence – Personality assessment.

Unit - III: Competency-Based T&D: Skill and Competency – Competency Mapping – Competency mapping process – Process of Competency Mapping – Steps of a Competency Identification Process – Steps to Introduce a Competency-based system – Advantages.

Unit - IV: Training Need Analysis: Sources for Identifying Training Needs – Benefits of need assessment – Levels – Process – Purpose – Steps – Types – Techniques.

Unit V – Designing Training Programmes: How to Design Training – Models of Training – Training Design and work environment - Training Design Template.

Text Book:

1. Dipak Kumar Bhattacharyya, Training and Development, Theories and Applications, 2015

References:

1. Rolf Lynton, Udai Pareek: Training for Development, New Delhi, Sage Publications
2. Raymond Andrew Noe: Employee Training & Development, India (P) Ltd., 1990 New Delhi, Tata McGraw
3. Rao PL: HRD through In-House Training, New Delhi, Vikas Publishing House (P) Ltd.,

4. Reid M.A.: Training Interventions: managing Employee Development London, IPM, 3rd ed., 1992.

Web Resources:

1. strategichrinc.com/services/training-development/
2. www.businessdictionary.com/definition/training-and-development.html
3. hrcouncil.ca › Resource Centre › HR Toolkit › Learning, Training & Development
4. www.inc.com/encyclopedia/training-and-development.html

Subject Skill - II: Paper - V: Customer Relationship Management

Semester – VI

6 Hours

Code: B619B

4

Credits

Objective:

- The objective of this course is to enable the students to understand the importance of satisfying the customer in today's competitive world

Learning Outcome:

- Students can learn the relationship with the customer

Methodology:

- Case Study, Tutor class, Lecture, Group discussion etc

Unit– I: Introduction: CRM –Introduction –Definition –Need for CRM –Complementary Layers of CRM –Customer Satisfaction –Customer Loyalty -Product Marketing –Direct Marketing.

Unit– II: Customer Learning Relationships: Customer Learning Relationship –Key Stages of CRM –Forces Driving CRM –Benefits of CRM –Growth of CRM Market in India –Key Principles of CRM.

Unit– III: CRM Program: CRM Program –Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM –Components of CRM –Types of CRM

Unit – IV: CRM Process: CRM Process Framework –Governance Process –Performance Evaluation Process.

Unit – V: Technology in CRM: Use of Technology in CRM –Call Center Process –CRM Technology Tools –Implementation –Requirements Analysis –Selection of CRM Package –Reasons and Failure of CRM

Text books:

1. Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.
2. The essentials guide to knowledge management – E-business and CRM application, Amrit tiwana, Pearson education, 2001.

References:

1. E-business –Roadmap for success, Dr.Ravi Kalakota, Pearson education asia, 2000.

2. Business –The Dell way, Rebecca saunders, India book distributors, 2000.

Web Resources

1. www.crmprocess.org
2. www.customerlearningrelationship.com

Subject Skill - II: Paper - VI: Business to Business Marketing

Semester – VI

6 Hours

Code: B619C

4

Credits

Objective:

- The Course attempts to expose the various concepts of Industrial marketing to students who have had a foundation course in marketing

Learning Outcomes:

- This would enable the students to become familiar with the peculiarities of Industrial marketing and be able to apply the concepts and practices Industrial marketing to real life situations.

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises.

Unit

- **I: Introduction:** Introduction to Industrial marketing – Industrial Marketing Operations.

Unit - II: Segmentation of Marketing: Segmentation in Industrial Marketing, Demand concepts for Industrial products, Industrial Marketing Research, Industrial Buyer Behaviour.

Unit - III: Product Management: Product Management – Product line planning – New Product development strategy.

Unit - IV: Pricing: Pricing, Distribution, Advertising and Sales Promotion of Industrial Products.

Unit - V: Marketing Strategy: Marketing strategy for Industrial Firms – Product Market Management – Developing & Evaluating Strategies – Effective implementation of Strategies – Case Studies.

Text

books:

1. Industrial Marketing Management M. Govindarajan, Vikas publishing House PVT Ltd., 2014
2. Industrial Marketing by MILIND T. Phadtare - PHI learning PVT Ltd, 2014

Web Resources:

1. www.industrialmarketing.com
2. www.segmentationinindustrialmarketing.com
3. www.productmanagement.com
4. www.pricing

Self-Study Paper – II: Event Management

Semester – VI

Code:

1

Credit

Objectives:

- To enable the students to understand the essentials of planning an event
- To study the concept and significance of event management

Learning Outcome:

- Knowledge about organizing the event

-----**Unit**

- I: Introduction: Introduction to Event Management: Concepts – Nature – Scope – Evolution of professional event management – Significance and components of events – Staffing and managing event business – Event Co-ordination.

Unit - II: Conceptualizing and designing event: Key Elements of event s- Activities in event management – Planning – Organizing – Staffing – Leading – Coordination – Controlling – Event Management Information System.

Unit - III: Event Production: Staging an event – Choosing the event site – Developing the theme – Conducting rehearsals – Providing Services – Arranging catering – Inter Personal skills and public relations – Necessity of human resource management and human relationships.

Unit - IV: Celebrity Management: Corporate event management, Experiential Marketing, Event Marketing, Finance Management in Events, statutory requirements for events, safety and security in event.

Unit - V: Evaluation of Event Performance: Basic Evaluation process – measuring performance – formative evaluation – Objective evaluation- Summative evaluation – correcting deviations – critical evaluation points – Event management industry: India / International / Present and Future.

-----**Text Book**

1. Sanjaya Singh Gaur & Sanjay V. Saggere , Event Marketing and Management, Himalayas Publications, 2015

References:

1. Sanjay sing, Event Management, Himalayas Publications, 2014
2. Supriya, Event Management, Tahur Publications, 2013

Web Resources:

1. www.eventmanagement.com
2. www.eventperformance.com