Bachelors with Business Administration (Marketing Management) as Major
3rd SEMESTER

CREDITS: THEORY-4, TUTORIAL-2

THEORY (4 CREDITS: 60 HOURS) **MAXIMUM MARKS: 100, MINIMUM MARKS: 36**

POM322J: BUSINESS ADMINISTRATION: MARKETING MANAGEMENT

Course Objective: *This course aims to familiarize students with the marketing function in Organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases*

Unit-I:
Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, societal marketing concept, Marketing Environment: Demographic, economic, political, legal, socio-cultural aspects of the environment.

Unit-II:
Market Segmentation, Targeting and Positioning: Levels of Market Segmentation. Basis for segmenting consumer markets; concept of targeting, positioning; strategies for product positioning. Marketing strategies and Marketing Mix.

Unit-Ill:
Product: concept, Product classifications, product banding, packaging, labelling, new product development, Product life cycle (PLC) and marketing approaches across different stages in PLC. Product line, product mix, product mix depth, product line vulnerability, Line extensions. Concept of product pricing, various methods of pricing.

Unit-IV:
Promotion Mix, Promotion tools, basics of advertising, sales promotion, public relations, publicity, personal selling, Integrated marketing communication (IMC); channel of distribution, types of channels, channel conflict and management. Role of different channel intermediaries

TUTORIAL / PRACTICAL (2 CREDITS)

1. Case Study: At least one case situation to be discussed from each unit.
2. Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).

Each student will have to prepare the above and submit report as an elaborated assignment for evaluation.

Evaluation tutorials/ practical shall be done by the examiner(s) as per University norms/ notifications.

Suggested Readings:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., &UlHaq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. &Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M.: Marketing, Ohio: South-Western College Publishing.

BACHELORS OF BUSINESS MANAGEMENT AS MINOR

FINANCIAL MARKETS	
SEMESTER III	**COURSE TYPE: MINOR**
COURSE CODE:	**CREDITS: THEORY: 04** **PRACTICAL /TUTORIALS: 02**

Course Description

This course is designed to provide the students with the basic knowledge of financial markets. It aims at enabling students to understand the functioning of Indian financial system and various financial instruments. Moreover, students will be able to gain insights with respect to working of different types of financial markets in the country.

Course Objectives

The broad course objectives comprise the following:

1. *To enable the students to learn about the financial systems and its components.*
2. *To help the students understand the working of financial markets in the country.*
3. *To enable the learners, acquire the knowledge of various financial instruments.*
4. *To introduce the students to the major financial institutions operating in the country.*

Learning Outcomes

Upon successful completion of the course, students should be able to:

1. *Demonstrate knowledge with respect to the working of the Indian Financial System.*
2. *Understand the types of financial markets and their functioning.*
3. *Demonstrate the knowledge gained with regard to various money market and capital market instruments.*
4. *Understand the functioning and role of major financial institutions in the Indian economy.*

Curriculum Details

Unit-I

Financial System and its Components – Financial Markets and Financial Institutions, Financial Intermediation, Financial Dualism, Role of Financial System in Economic Growth and Development, Indian Financial System-Structure and Functions.

Unit-II

Financial Markets- Meaning and Functions, Types of Financial Markets- Money Market and Capital Market, Money Market- Meaning, Functions and Instruments, Characteristics of a Developed Money Market, Reforms in Indian Money Market.

Unit-III

Capital Market- Meaning and Functions, Components of Capital Market- New Issue Market or Primary Market, Stock Market or Secondary Market and Financial Institutions, Capital Market Instruments- Ownership Securities and Creditorship Securities, Growth and Development of Capital Market in India.

Unit IV

Financial Institutions- Introduction and role in economy, Commercial banking – Introduction and role in project finance and working capital finance, Development Financial institutions (DFIs) – An overview and role in Indian economy, Life and Non-life insurance companies in India, Non-banking financial companies (NBFCs).

Tutorial / Practical (2Credits)
Preparation of a comprehensive report on analyzing some case studies pertaining to leading Financial Market Scams.

Note: Evaluation of tutorials/practicals shall be done by the examiner(s) as per university norms/ notifications.

Suggested Readings

Text Book:

1. L M Bhole, and Jitendra Mahakud, Financial Institution and Markets, McGraw-Hill Education.

Reference Books:

2. Dr. S. Gurusamy, Capital Markets, McGraw-Hill Education.
3. Khan, M.Y., Indian Financial System, McGraw-Hill Education.
4. Prasanna, Chandra, Financial Management: Theory and Practice, McGraw-Hill Education.

Note: Latest edition of text books may be used.

SEMESTER 1st to 3rd
MULTI-DISCIPLINARYCOURSE

MGS022I: MANAGERIAL SKILLS (BUSINESS ADMINISTRATION)

CREDITS: 03

COURSE OBJECTIVE: *To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently. The subject also aims to provide students the understanding about the importance of social- psychological setup in becoming dynamic managers.*

UNIT-I

Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

UNIT-II

Communication, Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interview, Building self-confidence, Role of motivation skills in developing managers.

UNIT-III

Team Building, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Case study, Case Analysis. Leadership & competence development.

SUGGESTED READINGS IN MANAGERIAL SKILLS:

1. Management by James A. E. Stoner , Freeman, Gilberth, FAPearson Publishing House.
2. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
3. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. Robbins Stephen P: Organisational Behaviour, Pearson.