

E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai
Accredited by NAAC with 'A' Grade | Accredited by NBA(CSE, EEE, MECH, CIVIL, ECE, IT)
NAGAPATTINAM-611002



MASTER OF BUSINESS ADMINISTRATION

Full Time Curriculum and Syllabus – R2020

Second Year– Third Semester

Course Code	Course Name	L	T	P	C	Maximum Marks		
						CA	ES	Total
Theory Course								
2002BA301	International Business Management	3	0	0	3	40	60	100
2002BA302	Strategic Management	3	0	0	3	40	60	100
2003BA010	Security Analysis and Portfolio Management	3	0	0	3	40	60	100
2003BA011	Merchant Banking and Financial Services	3	0	0	3	40	60	100
2003BA019	Managerial Behavior and Effectiveness	3	0	0	3	40	60	100
2003BA022	Industrial Relations and Labour Welfare	3	0	0	3	40	60	100
2003BA046	Corporate Governance	3	0	0	3	40	60	100
2003BA003	Services Marketing	3	0	0	3	40	60	100
2003BA004	Integrated Marketing Communication	3	0	0	3	40	60	100
Laboratory Course								
2004BA303	Summer Training(4Weeks)	0	0	4	2	100	-	100

L– Lecture|T– Tutorial|P– Practical|CA– Continuous Assessment|ES–End Semester

2002BA301	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3

UNIT I INTRODUCTION 9 Hours

International Business–Definition –Internationalizing business-Advantages –factors causing globalization of business-international business environment–country attractiveness–Political, economic and cultural environment–Protection Vs liberalization of global business environment

UNIT II INTERNATIONAL TRADE AND INVESTMENT 9 Hours

Promotion of global business– the role of GATT/WTO – multilateral trade negotiation and agreements–VIII& IX, round discussions and agreements – Challenges for global business–global trade and investment– Theories of international trade and investment– Regional trade block–Types – Advantages and disadvantages – RTBs across the globe.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT 9 Hours

Strategic Compulsions-Standardization Vs Differentiation–Strategic options–Global portfolio management- global entry strategy– advantages- organizational issues of international business– Organizational structures – controlling of international business–approaches to control –performance of global business - performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS 9 Hours

Global production –Location –scale of operations- cost of production – Make or Buy decisions– global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development, pricing, production and channel management - Investment decisions– economic- Political risk–sources of fund- exchange– rate risk and management– strategic orientation–selection of Expatriate managers-Training and development–compensation.

UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT 9 Hours

Disadvantages of international business–Conflict in international business-Sources and types of conflict– Conflict resolutions–Negotiation– the role of international agencies– Ethical issues in international business –Ethical decision- making.

TOTAL: 45HOURS

COURSE OUTCOMES:

After completion of the course, Student will be able to

CO1 Understand the factors causing globalization of business.

CO2 Interpret how the WTO and Regional Trade blocks regulate the international business.

CO3 Explain the suitable external market entry strategies and choose the right market mix.

CO4 Understand the foreign exchange market and take appropriate measures for export promotion

CO5 Predict the reason for conflicts and how to overcome the conflicts through negotiation.

REFERENCES:

- 1.JohnD.DanielsandLeeH.Radebaugh,InternationalBusiness-EnvironmentandOperations,Pearson EducationAsia, 15thEdition, NewDelhi, 2015.
- 2.Charles W.I. Hill and ArunKumarJain, International Business, 10thedition, TataMcGrawHill, 2015
- 3.KAswathappa,International Business,4thedition,TataMcGrawHill,2010
- 4.Francischerunilam, International Business,4thEdition, PHI, 2009
- 5.AravindV.Phatak,RabiS.BhagatandRogerJ.Kashlak,InternationalManagement,TataMcGrawHill, 2006.
- 6.MichaelRCrizankataIlkkaARonkarienandMichaelHMOffet,International business, 8thEdition,Thomsan, Bangalore, 2005
- 7.OdedShenkarandYaongLuo, International Business , John WileyInc, Noida, 2004.

2002BA302

STRATEGIC MANAGEMENT

L	T	P	C
3	0	0	3

UNIT I STRATEGY AND PROCESS

9 Hours

Conceptual frame work for strategic management, the Concept of Strategy-Strategic Management Process– Stake holders in business–Vision, Mission and Purpose–Business definition, Objectives and Goals- Corporate Governance and Social responsibility.

UNIT II COMPETITIVE ADVANTAGE

9 Hours

External Analysis - Porter’s Five Forces Model-Strategic Groups- Industry life cycle analysis-Global and National Environment - National Competitive advantage. Internal Analysis: Distinctive Competencies and Competitive advantage: Resources and Capabilities–Low cost and Differentiation- Generic Building Blocks of Competitive Advantage-Durability of competitive Advantage-Avoiding failures and sustaining Competitive advantage-Case study

UNIT III STRATEGIES

9 Hours

Corporate level grand strategic alternatives–Stability , Expansion ,Retrenchment and Combination strategies –Integration Strategies- Diversification and Strategic Alliances- Restructuring the corporation- Business level generic strategies- Strategy in the Global Environment- Strategic analysis and choice -Corporate Portfolio Analysis-SWOT Analysis –Competitor analysis-McKinsey's 7s Frame work-GE 9Cell Model-Balanced

Score Card-Case study

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION

9 Hours

Strategy implementation-Organizational structure-Implementation of Strategic change:-Politics, Power and Change-Strategic evaluation & control

UNIT V OTHER STRATEGIC ISSUES

9 Hours

Strategic issues in Managing Technology and Innovation- Entrepreneurial Ventures and Small business- Strategic issues in Not-for-Profit organizations-Case study

TOTAL: 45HOURS

COURSE OUTCOMES:

After completion of the course , Student will be able to

- CO1 Illustrate the model of strategic management process
- CO2 Demonstrate the competitor analysis using porter’s five forces model
- CO3 Interpret strategies for corporate using grand strategies
- CO4 Prepare organization structure to match the strategy
- CO5 Demonstrate the necessity of strategic management in non-profit organization

REFERENCES:

- 1.Hill,Schilling and Jones, Strategic Management: An Integrated approach,12thEdition,Cengage learning,2017
- 2.John A.PearceII & Robinson,Strategic Management,AITBS, 2014
- 3.Nitish Sengupta & JS Chandan,Strategic Management, Vikas Publication 2013
- 4.John A Parnell Strategic management, Theory and Practice, Sagepublications, 2012
- 5.FredR.David,StrategicManagement:ConceptsandCases,12thedition,PHI,2010
- 6.Dess,Lumpkin,Eisner,Strategic Management,3rdEdition,TMH,2009
- 7.AzharKazmi,Strategic Management and BusinessPolicy,3rdEdition,TataMcGrawHill,2008
- 8.Jeyarathnam,Business Policy and Strategic Management,HPH,2006
- 9.SubbaRao, Business Policy and Strategic Management, HPH, 2005
- 10.Wheelen&David hunger, Strategic Management and Business policy,AddisonWesley,6thEdition, 1998

2003BA010 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT L T P C
3 0 0 3

UNIT I INVESTMENT SETTING 9 Hours

Financial and economic meaning of Investment–Characteristics and objectives of Investment–Investment process-Types of Investment–Investment alternatives–Choice and Evaluation–Risk and return concepts- Valuation of bonds and stock.

UNIT II FUNDAMENTAL ANALYSIS 9 Hours

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

UNIT III TECHNICAL ANALYSIS 9 Hours

Fundamental Analysis Vs Technical Analysis—Dow theory–Charting methods-Chart Patterns Trend–Trend reversals –Market Indicators-Moving Average–Exponential moving Average Oscillators-RSI-ROC -MACD.

Efficient Market theory-Forms of market efficiency-weak, semi-strong, strong form-Empirical tests of market efficiency-its application.

UNIT IV PORTFOLIO CONSTRUCTION AND SELECTION 9 Hours

Portfolio analysis-Reduction of portfolio risk through diversification–Portfolio risk-Portfolio Selection-Feasible set of portfolios-Efficient set-Markowitz model-Single index model-Construction of optimum Portfolio -Multi- index model.

UNIT V CAPITAL ASSET PRICING MODEL 9 Hours

Capital Asset Pricing model - Lending and borrowing -CML- SML-Pricing with CAPM-Arbitrage pricing Theory –Portfolio Evaluation- Sharpe' index Treynor' index, Jensen's index–Mutual Funds–Portfolio Revision.

TOTAL: 45 HOURS

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1 Understand the concept of investment and identify the investment alternatives to investors
- CO2 Learn the nuances of fundamental analyses and technical analyses
- CO3 Analyze and evaluate the value of securities
- CO4 Explain how to construct an efficient portfolio
- CO5 Explore the various methods through which portfolio evaluation could be done-

REFERENCES:

1. Punithavathy Pandian, Analysis & Portfolio Management, Vikas publishing house PVT LTD, second edition, 2013.
2. V.A. Avadhani, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.
3. S. Kevin, Securities Analysis and Portfolio Management, PHIL earning, 2012.
4. V.K. Bhalla, Investment Management, S. Chand & Company Ltd., 2012
5. Reilly & Brown Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, 2011.
6. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.
7. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHIL earning., New Delhi, 8th edition, 2011

2003BA011 **MERCHANT BANKING AND FINANCIAL SERVICES** **L T P C**
3 0 0 3

UNIT I MERCHANT BANKING **9 Hours**

Introduction –An Overview of Indian Financial System–Merchant Banking in India–Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework–Relevant Provisions of Companies Act-SERA-SEBI guidelines-FEMA,etc.-
Relation with Stock Exchanges and OTCEI – Supply Chain Financing.

UNIT II ISSUE MANAGEMENT **9 Hours**

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, Under writers ,and Brokers.–Offer for Sale–Green Shoe Option– E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. Off- Shore Issues. – Issue Marketing – Advertising Strategies –NRI Marketing–Post Issue Activities.

UNIT III OTHER FEE BASED SERVICES **9 Hours**

Mergers and Acquisitions–Portfolio Management Services–Credit Syndication–Credit Rating–Mutual Funds-Business Valuation.

UNIT IV FUND BASED FINANCIAL SERVICES **9 Hours**

Leasing and Hire Purchasing–Basics of Leasing and Hire purchasing–Financial Evaluation.

UNIT V OTHER FUND BASED FINANCIAL SERVICES **9 Hours**

Consumer Credit–Credit Cards–Real Estate Financing–Bills Discounting–Factoring and Forfeiting– Venture Capital.

TOTAL: 45HOURS

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1 Know the necessity and importance of merchant banking and financial system
- CO2 Understand the core of issue management, post issue activities and NRI Marketing
- CO3 Understand the fee based financial services, credit rating and Mutual fund business valuation
- CO4 Recite the financial services, in leasing and hire purchasing.
- CO5 Identify the fund based financial services.

REFERENCES:

- 1.M. Y.Khan,Financial Services,TataMcGraw-Hill,12thEdition,2012
2. Naliniprava Tripathy, Financial Services,PHI Learning,2011.
3. Sasidharan, Financial Services and System, TMH, New Delhi, 2nd Edition,2011.
- 4.Machiraju,IndianFinancialSystem,VikasPublishingHouse,2ndEdition,2010.
- 5.Hull,RiskManagementandFinancialInstitutions,PearsonEducation,2009
- 6.VarshneyP.N&MittalD.K.,IndianFinancialSystem, Sultan Chand & Sons, New Delhi. 2007
- 7.J.C.Verma,AManualofMerchantBanking,BharathPublishingHouse,NewDelhi.1992

2003BA019	MANAGERIAL BEHAVIOR AND EFFECTIVENESS	L	T	P	C
		3	0	0	3

UNIT I DEFINING THE MANAGERIAL JOB 8 Hours

Descriptive Dimensions of Managerial Jobs–Methods–Model–Time Dimensions in Managerial Jobs– Effective and In effective Job behavior –Functional and level differences in Managerial Job behavior.

UNIT II DESIGNING THE MANAGERIAL JOB 12Hours

Identifying Managerial Talent–Selection and Recruitment–Managerial Skills Development–Pay and Rewards– Managerial Motivation–Effective Management Criteria–Performance Appraisal Measures–Balanced Scorecard – Feedback –Career Management –Current Practices.

UNIT III THE CONCEPT OF MANAGERIAL EFFECTIVENESS 7 Hours

Definition–The person, process , product approaches – Bridging the Gap–Measuring Managerial Effectiveness–Current Industrial and Government practices in the Management of Managerial Effectiveness-the Effective Managerasan Optimizer.

UNIT IV ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS 8 Hours

Organizational Processes–Organizational Climate–Leader–Group Influences–Job Challenge– Competition–Managerial Styles.

UNIT V DEVELOPING THE WINNING EDGE 10Hours

Organizational and Managerial Efforts–Self Development–Negotiation Skills–Development of the Competitive Spirit–Knowledge Management–Fostering Creativity and innovation.

TOTAL: 45 HOURS

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1 Gain knowledge about appropriate style of managerial behavior.
- CO2 Analyze the issues of managerial jobs.
- CO3 Apply an appropriate style of managerial behavior and approach to manage people.
- CO4 Evaluate how effective delegation occurs in the organizational setting
- CO5 Apply winning attitude, competitive spirit and creativity for success.

REFERENCES:

- 1.R.M.Omkar, Personality Development and Career Management, S. Chand 1stedition,2008.
- 2.RichardL.Daft, Leadership,Cengage,1st Indian Reprint2008.
- 3.Blanchard and Thacker, Effective Training Systems, StrategiesandPracticesPearson2006.
- 4.Joe Tidd,John Bessant, Keith Pavitt, Managing Innovation ,Wiley3rd edition, 2006.
- 5. Milkovich and Newman ,Compensation, McGraw-Hill International,2005.
- 6.PeterDrucker,Management,HarperRow,2005.
- 7.T.V.Rao, Appraising and Developing Managerial Performance ,Excel Books, 2000.
- 8.Dubrin, Leadership, Research Findings, Practices & Skills , Biztantra.

2003BA022	INDUSTRIAL RELATIONS AND LABOUR WELFARE	L	T	P	C
		3	0	0	3

UNIT I INDUSTRIAL RELATIONS 7 Hours

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

UNIT II INDUSTRIAL CONFLICTS 12 Hours

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

UNIT III LABOUR WELFARE 8 Hours

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

UNIT IV INDUSTRIAL SAFETY 9 Hours

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 9 Hours

Child Labour –Female Labour– Contract Labour–Construction Labour–Agricultural Labour–Differentlyabled Labour–BPO&KPOLabour-Social Assistance –Social Security–Implications.

TOTAL: 45 HOURS

COURSE OUTCOMES:

After completion of the course, Student will be able to

CO1 Understand the relationship between Employee Relations and Industrial Relations

CO2 Understand the reason for conflicts in organizational context.

CO3 Understand the various welfare measures taken up by the organization for the betterment of workers

CO4 Communicate the working conditions of workers and legal provisions related to the accidents and hazards.

CO5 Apply the various provisions of social security measures in the organization.

REFERENCES:

1.Arun Monappa, Ranjeet Nambudiri ,Patturaja Selvaraj. Industrial Relations & Labour Laws .Tata McGrawHill.2012

2.P.N.Singh,NeerajKumar. Employee relations Management.Pearson.2011.

3.RatnaSen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd.,NewDelhi,2008.

4.MamoriaC.B.and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi,2007.

5.Srivastava, Industrial Relations and Labour laws,Vikas,2007.

6.C.S.VenkataRatnam,Globalisation and Labour Management Relations, Response Books,2007

7.P.R.NSinha,IndubalaSinha,SeemaPriyadarshiniShekhar.Industrial Relations, Trade Unions and Labour Legislation. Pearson.2004.

8.RSDwivedi ,Humanrelation and Organisational behavior,Macmillan,2003.

2003BA046	CORPORATE GOVERNANCE	L	T	P	C
		3	0	0	3

UNIT I FUNDAMENTALS OF CORPORATE AND GOVERNANCE 9 Hours

Understanding Corporate Governance: Corporate governance – an overview, History of corporate governance- Concept of corporations -Concept of extended view of corporate citizenship, Owners and stakeholders, Types of owners, Rights and privileges of shareholders(Fernando,4),Ownership structures and corporate governance- Pyramids and Tunneling:-Issues of corporate control and cash flow rights-Examples from Restructure proposals of Vedanta group-Need for investor protection

UNIT II THEORIES AND PRACTICE OF CORPORATE GOVERNANCE 9 Hours

Concepts of Corporate Governance- Theory & practices of corporate governance , corporate governance mechanism and overview – land marks in emergence of corporate governance. Perspectives on CorporateGovernance-Market and control model of governance chain- Global Corporate Governance Practices - Anglo-American Model - German Model - Japanese Model - Landmarks in Emergence of Corporate Governance-Board of Directors: Powerful Instrument of Governance-Types of Directors-Importance of Independent Directors

UNIT III ADMINISTRATIVE AND AUDIT MECHANISM 9 Hours

Board Committees and Chairman - Separation OF CEO & Board Chairman post - Nomination Committee – Board Selection –Boards Performance Evaluation –Executive Compensation- Role of Remuneration Committee-Human Side of Governance-Financial Over sight and Audit Mechanisms-Audit Committee-Disclosure mechanisms-Role of SEBI

UNIT IV GOVERNANCE METHODS AND RATING 9 Hours

Governance and Risk Management •Risk Management Committee – Corporate Misconduct & Mis-governance- Reasons for Corporate Misconduct- Whistle Blower’s Protection- Factors Responsible for Obstructing Effective Corporate Governance Practices- Corporate Governance Rating •Standard & Poor’s Corporate Governance Scores• Corporate Governance Rating Methodology(CRISIL)

UNIT V GOVERNANCE ISSUES AND PRACTICES 9 Hours

Governance of Financial Organizations & PSU’s- Organizational patterns of PSU’s - Powers of PSU Boards - Governance issues in Entrepreneurial Firms - Unique issues among entrepreneurial forms- Choosing Board of Directors and Venture capitalists- Role of venture capitalists and buy-outs- Corporate Governance in Practice -Governance issues in MNC’s &Joint Ventures

TOTAL: 45 HOURS

COURSE OUTCOMES:

- After completion of the course, Student will be able to
- CO1 Demonstrate a solid understating of the purpose and nature of corporations
 - CO2 Evaluate different stakeholder’s roles and significance in relations to corporate governance
 - CO3 Explain the importance of regulation, markets and information in corporate governance
 - CO4 Understand corporate governance methods and practices
 - CO5 Critically assess governance concerns for individual corporation and their stakeholders

REFERNCES:

- 1.Mandal, S.K(2012).Ethics in Business andCorporateGovernance, 2/e;NewDelhi:McGrawHill Education
- 2.Fernando,A.C(2012).CorporateGovernance:Principles,Policies andPractices,2/e; NewDelhi:Pearson
- 3.Jain,ArunK(2010). Corporate Governance:Strategyand Ethics,NewDelhi:McGrawHill Education
- 4.Chandratre, KR andANNavare, CorporateGovernance–APracticalHandbook,BharatLawHousePvt. Ltd., 2010Edn
- 5.Cadbury, Adrian, CorporateGovernanceandChairmanship:a personalview, OxfordUniversityPress,2003
- 6.SaleemSheikh &WilliamRees, CorporateGovernance&CorporateControl,CavendishPublishing Ltd.,1995

2003BA003

SERVICES MARKETING

L	T	P	C
3	0	0	3

PREREQUISITE :

Marketing Management

COURSE OBJECTIVES:

1. To enable the students to understand the differences between marketing of products and services.
2. To give insight to them on various aspects of Services Marketing.
3. To enable them to effectively design and deliver services

UNIT I

INTRODUCTION

9 Hours

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

9 Hours

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

9 Hours

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

9 Hours

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

UNIT V

SERVICE STRATEGIES

9 Hours

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

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :

1. Tangibility spectrum, SERVQUAL survey
2. Recovery paradox, , Customer co-creation

COURSE OUTCOMES:

After completion of the course, Student will be able to

CO1

Understand the service marketing

CO2

Influence customer perceptions through effective communication about the service concept

CO3

Design a service blueprint for services of any sort

CO4

Equip and train people in effective delivery of services

CO5

Devise strategies to close the service gaps and improve the service quality

REFERENCES:

1. Christopher H. Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.
3. Rajendra Nargundhkar, Services marketing, 2nd Edition, TMH, 2008
4. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007
5. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
6. Helen Woodroffe, Services Marketing, McMillan, 2003.
7. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001

2003BA004	INTEGRATED MARKETING COMMUNICATION	L	T	P	C
		3	0	0	3

PREREQUISITE :

Marketing Management

COURSE OBJECTIVES:

1. To enable the students to understand the fundamentals of advertising and sales -promotion.
2. To familiarize the students about various media for advertising and mediaplanning.
- 3.To throw light on the various sales promotiontechniques

UNIT I INTRODUCTION TO ADVERTISEMENT 9 Hours

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 – case studies.

UNIT II ADVERTISEMENT MEDIA 9 Hours

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 - Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

UNIT III SALES PROMOTION 9 Hours

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 – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies

UNIT IV PUBLIC RELATIONS 9 Hours

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. - Discussion on opinion survey of PR in Public and Private Enterprises. PR- Research, Evaluation, Counseling-Marketing Public Relations (MPR)-Structure of Public Relations Department. Budgeting of PR-PR Agencies-Difference between Marketing, PR and Publicity- Importance of Publicity — Social publicity – Web Publicity and Social media – Publicity Campaigns.

UNIT V DIGITAL MEDIA&ADVERTISING 9 Hours

Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :

1. Champion the me, TRB, TRPs and Slot prices,
- 2.Interactive marketing, Fleet advertising and Transit advertising

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1 Insight into the importance of advertising and sales promotion campaigns planning and objective setting
- CO2 Create the effective advertising campaign
- CO3 Select the right sales promotion techniques that suit the promotional objectives
- CO4 Understand media advertisements and measure their effectiveness
- CO5 Understand the concept Digital media and Advertising

REFERENCES:

- 1.George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7th edition, 2010
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 2007.
- 3.Jaishri Jefhwaney, Advertising Management, Oxford, 2008
- 4.Chunawalla &Sethia, Foundations of Advertising, 6th edition, HPH, 2006
- 5.Batra, Myers &Aaker, Advertising Management, 5th Edition, Pearson, 2005
6. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication,

Prentice Hall of India, New Delhi, 2003

7.E.Betch and Michael, Advertising and Promotion, McGraw Hill, 2003

8. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.

9. Julian Cummings, Sales Promotion, Kogan Page, London 1998.

2004BA303

SUMMER TRAINING

L	T	P	C
0	0	4	2

TRAINING OBJECTIVES:

Summer Training – the training report along with the company certificate should be submitted within the four weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of the training undergone, the departments wherein he/she was trained with duration (Chronological diary) along with the type of managerial skills developed during the training. The training reports should be sent

to the Controller of Examinations by the HOD, before the last working day of the 3rd semester.

TOTAL: 4 WEEKS

EVALUATION SCHEME:

Continuous Assessment	Marks
Review I	25
Review II	25
Project Evaluation	
Report	25
Internal Viva Voce	25
Total	100