

Rai School of Management Studies

Program: **MBA**
 Semester: **I**
 Course Code: **08000101**
 Course Name: **English Communication and Life Skills-I**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	<ol style="list-style-type: none"> 1. To provide an overview of Prerequisites to Business Communication. 2. To put in use the basic mechanics of Grammar. 3. To provide an outline to effective Organizational Communication. 4. To underline the nuances of Business communication.
Course Outcomes:	<ol style="list-style-type: none"> 1. The students should be able to : Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment 2. The students should be able to write correctly and properly with special reference to Letter writing 3. Prepare and present effective presentations aided by ICT tools. 4. Contribute positively to the overall growth of the organization.

Unit No.	Content	Teaching Hours	% Weight Age
1	English grammar - Parts of speech - Clauses - Formation of sentence - Tenses	15	25%
2	Business Communications - Concept of business communication & business correspondences - Classification of communication – interpersonal, intrapersonal, Oral, written, non-verbal, etc. - Principles of effective writing - Introduction to business letters	15	25%
3	Introduction To Soft Skills - Meaning, introduction to soft skills & hard skills - Interdependence and differences between soft skills & hard skills - Merits of possessing soft skills	15	25%

Rai School of Management Studies
 Rai School of Management Studies

	- Significant Soft skills and ways to develop Soft skills such as Time Management & Stress Management		
4	Presentation Skill <ul style="list-style-type: none"> - Presentation styles - Structure and guideline for making a presentation - Common flaws and overcoming them - Body language and tips for giving a presentation & Presentation tips - Personality development - Interview Skills: Gestures, Body Languages, Pre-interview preparation, Do & Don't at Interview 	15	25%

Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
Business Communication	Asha Kaul.	PHL Learning Pvt. Ltd. – New Delhi
Soft skills – Know Thyself And Know The World	Dr. K. Alex	S.Chand
High School English Grammar & Composition	Wren Martin	Tata McGraw Hill
Learn English vocabulary at a Glance	Dr. Rakesh Bharadwaj	Evincepub Publishing
Reading Resources and Research References:		
R1:. Communication Skills in English AICTE Prescribed Textbook – English By Anjana Tiwari		
R2 : Life Skills Education for Youth Critical Perspectives By Joan DeJaeghere, Erin Murphy-Graham		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Program: **MBA**
 Semester: **I**
 Course Code: **08990101**
 Course Name: **Introduction to Management and Organizational Behavior**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	<ol style="list-style-type: none"> 1. To sensitize the students about how Organizations can be made more effective through improving its human resource. 2. Develop basic behavioral science skills of the students as future practitioners of OD. 3. Help Students understand and apply basic concepts and processes that form the core of Organization development. 4. To study the interpersonal communication process to increase students' effectiveness as communicators.
Course Outcomes:	<ol style="list-style-type: none"> 1. To analyze and compare different models used to explain individual behavior related to motivation and rewards. 2. To identify the processes used in developing communication and resolving conflicts. 3. To explain group dynamics and demonstrate skills required for working in groups (team building) 4. Students will be able to determine appropriate leadership styles to use in particular situations.

Unit No.	Content	Teaching Hours	% Weight Age
1	Basic concepts of management Definition Need and Scope Different schools of management thought - Behavioral, Scientific, Systems, Contingency Contribution of Management Thinkers: - Fredrick Taylor, Henry Fayol, Elton Mayo	15	25%

Rai School of Management Studies

2	Functions of Management a) Planning – Concept- Nature- Importance- Steps- Limitations- b) Organizing - Concept- Nature- Importance- Principles- Centralization- Decentralization- Organization Structures- Line and Staff Authority- Functional- Product- Matrix- Geographical- Customer- New Forms of Organization – Virtual- c) Staffing - Concept- Nature- Importance- Steps. d) Directing – Concept- Nature- Importance e) Controlling - Concept- Nature- Importance- Process of controlling- Control Techniques f) Decision making: Concept- Nature- Importance- and Process. Types of decisions- Problems in Decision Making	15	25%
3	Introduction to organizational Behavior (OB) <ul style="list-style-type: none"> - Nature - Scope - Importance - Role of OB - Perspectives of OB Learning <ul style="list-style-type: none"> - Meaning - How learning occurs - Theories - Principles of learning Personality: <ul style="list-style-type: none"> - Nature - Theories - Determinants of personality Leadership <ul style="list-style-type: none"> - Concept - Nature - Importance - Attributes of a leader - Developing leaders across the organization- Leadership Grid 	15	25%
4	Motivation: <ul style="list-style-type: none"> - Nature - Importance - Challenge - Theories Work Stress: <ul style="list-style-type: none"> - Meaning, How stress occurs, Remedies to resolve stress - Perception and Attribution (Meaning, Factors, Perceptual process) - Organizational Change (Nature, importance, types, resistance to change, the change process) 	15	25%

Rai School of Management Studies

Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1.Organizational Behavior	Stephen P Robbins	Prentice Hall
2.Organizational Behavior	K Ashwathappa	Himalaya Publishing House
3. Management –Concept- practice and Cases	Karminder Ghuman and K.Aswathapa	Tata McGraw Hill 1 st Edition
4.Business Policy and Strategic Management	Willam F. Gluch	Frank Bros & Co.-
5. Management a Global Perspective	Koontz	Tata Mc Graw Hill
Reading Resources and Research References:		
R1:. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition		
R2 : Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

RaiSchoolofManagementStudies

Program: **MBA**
Semester: **I**
CourseCode: **08000102**
CourseName: **Information Technology for Managers**

TeachingandEvaluationScheme:

TeachingScheme(Hours)			Credit	ExaminationScheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				InternalAssessment	EndSemesterExam		
3	0	2	4	30	70	50	150

CourseObjective:	<ol style="list-style-type: none"> 1. The Information Technology focuses on preparing students meeting their needs within an organizational and societal context through the selection, creation, application, integration and administration of computing technologies. 2. This course prepares the student to become skilled in networks and communications systems, databases, Internet and Web technologies, security and project management, and have a strong grasp of business concepts and technical communications. 3. To enable them to apply information technology principles to real-world problems. 4. To recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.
CourseOutcome:	<ol style="list-style-type: none"> 1. Be able to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs, 2. Be able to function effectively on teams to accomplish a common goal. 3. Analyse a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions. 4. Identify and analyze user needs to apply in the selection, creation, integration, evaluation, and administration of computing-based systems.

Unit No.	Content	Teaching Hours	% Weight Age
1	Computer Hardware System& Computer Software Concepts and generation of computer , CPU, Computer Memory and Mass Storage Devices, Input Technologies, Output Technologies Application and System Software , Assemblers, Compilers and Interpreters, Process of Software Development. Data Analysis using Spreadsheets	15	25%

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2	Operating Systems Functions of Operating Systems , Types of Operating Systems (Batch Processing, Multi-tasking, Multi programming and Real time Systems) DBMS , Advantages and Disadvantages of DBMS, Data Models, Entity, Attributes, Relationship, Keys, E-R Model	15	25%
3	Data Communication and Networks Concepts of Data Communication , Types of Data-Communication, Communications Media, Concepts of Computer Networks, Primary Network Topologies Intranet and Extranets : Operation of the Internet, Services provided by HTML Internet, World Wide Web, Creating Web Pages using HTML, Intranets and Extranets.	15	25%
4	Functional and Enterprise Systems Data, Information and Knowledge Concepts, Decision Making Process, Physical Components of Information Systems, Computer N/W: Need for computer networking (LAN and WAN) their characteristics, features and uses; Networking goals and applications; International, national, public and private	15	25%

Note:

1. The General Purpose Software referred in this course will be notified by the University Departments every three years. If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.
2. There shall be a practical examination of 50Marks (Practical-30 Marks, Viva-10 Marks and Lab Manual- 10 Marks) and duration of Examination shall be 2 Hrs.
3. Teaching arrangement need to be made in the computer Lab.
4. There shall be three lectures per class and 2 Practical Lab periods per batch to be taught in computer Lab.

ListofExperiments:		
BooksRecommended:		
TitleoftheBook	Author/s	Publisher/Publication
Introduction to Information Technology	Turban, Rainer and Potter	John & Wiley Sons.
Fundamentals of Information Technologies	Alex Leon & Mathew Leon	Vikas Publishing House Pvt. Ltd
Principles of Information Systems- A Managerial Approach	Ralph M. Stair& George W. Reynolds	Thomson Course Technology
Information Technology for Management	Ramesh Behl	McGraw-Hill Companies
Management Information System	Ken Laudon, Jane Laudon &RajnishDass	Pearson
Information Technology for Management	B. Muthukumaran	Oxford
ReadingResourcesandResearchReferences:		
ModeofEvaluation	Internal andExternal	
RecommendedbytheBoardofStudies		
DateofApprovalbytheAcademicCouncil		

Rai School of Management Studies

Program: **MBA**
 Semester: **I**
 Course Code: **08990103**
 Course Name: **Managerial Economics**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	1.To understand the Nature, Scope and Significance of Managerial Economics, its relationship with other Disciplines. 2. To identify the Role of Managerial Economics in Decision Making. 3. To understand the role of international trade, international finance and exchange rates determination. 4. To analyze the concept of price and non-price competition used by the sellers
Course Outcomes:	Upon successful completion of the course, students will be able to: 1. Apply the knowledge of the mechanics of supply and demand to explain working of markets 2. Describe how changes in demand and supply affect markets 3. Understand the choices made by a rational consumer 4. Define key characteristics and consequences of different forms of markets

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction to Managerial Economics Nature and Scope- Fundamental Concepts: Incremental reasoning, Concept of Time Perspective, Discounting Principle, Opportunity Cost Principle, Equi -Marginal Concept,-Theory of Firm	15	25%
2	Demand Analysis and Forecasting Concepts of Demand, Supply, Determinants of Demand and Supply, Elasticities of Demand and Supply- Methods of demand forecasting for established and new products.	15	25%
3	Cost and Production Analysis Cost: Concept and types, Cost-Output Relationships, Cost Estimation, Reduction and Control- Economies and Diseconomies of Scale- Law of Variable Proportions- Returns to Scale- Isoquants, -Cobb-Douglas and CES Production functions.	15	25%

Rai School of Management Studies

4	Theory of Pricing Price determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competitions- Methods of Pricing- Game Theory basics- Dominant Strategy-Nash Equilibrium and Prisoner's Dilemma. Macro Economics and Business: Concept, Nature and Measurement of National Income- Inflation: Types, Causes and measurement of inflation- Philips curve- Stagflation-Theory of Employment- Business cycles: Policies to counter Business Cycles.	15	25%
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Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1. Principles of Economics	Mithani D.M.	Himalaya Publishing House, 2005
2. Managerial Economics	Dwivedi D.N.	Vikas Publication, 7th Edition
3. Managerial Economics	Ravikesh Srivastava	Oxford University Press
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Rai School of Management Studies

Program: **MBA**
 Semester: **I**
 Course Code: **08990104**
 Course Name: **Marketing Management - I**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	1. To understand the concepts of marketing management 2. To learn about marketing process for different types of products and services 3. To understand the tools used by marketing managers in decision situations 4. To understand the marketing environment.
Course Outcomes:	1. Students can critically evaluate the key analytical frameworks and tools used in marketing 2. They will be able to apply key marketing theories, frameworks and tools to solve Marketing problems 3. Students will utilize information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies 4. Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction to Marketing and Marketing Management - Marketing Concepts - Marketing Process Marketing mix - Marketing environment - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.	15	25%
2	Product Decisions - Concept of a Product - Product mix decisions - Brand Decision - New Product Development - Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies - Stages in Product Life Cycle Price Decisions	15	25%

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	<ul style="list-style-type: none"> - Pricing objectives - Pricing policies and constraints - Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy 		
3	<p>Channel Decision</p> <ul style="list-style-type: none"> - Nature of Marketing Channels - Types of Channel flows - Channel functions - Functions of Distribution Channel - Structure and Design of Marketing Channels - Channel co-operation, conflict and competition - Retailers and wholesalers. 	15	25%
4	<p>Promotion Decision</p> <ul style="list-style-type: none"> - Promotion mix - Advertising Decision - Advertising objectives - Difference between Advertising and Sales Promotion - Developing Advertising Programme - Role of Media in Advertising - Advertisement effectiveness - Sales force Decision - Direct Marketing - Digital Marketing 	15	25%

Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1. Marketing Management- Global Perspective Indian Context	V S Ramaswamy & S Namakumari	Macmillan
2. Marketing Management – A South Asian Perspective	Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha	Pearson
3. Rural Marketing	R.V Badi & N.V. Badi	Himalaya Publication House
4. Sherlekar 's Marketing Management Concepts and Cases.	S.A. Sherlekar & R Krishnamoorthy	Himalaya Publication House
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Rai School of Management Studies

Program: **MBA**
 Semester: **I**
 Course Code: **08990102**
 Course Name: **Accounting for Managers**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	<ol style="list-style-type: none"> 1. To help the students to develop cognizance of the importance of accounting in organization financial statements 2. To enable students to describe how people analyze the corporate financial under different Conditions and understand why people describe the financial statements in different manner. 3. To provide the students to analyze specific characteristics of Logistics Management Accounting and their future action for expenses and income 4. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.
Course Outcomes:	<ol style="list-style-type: none"> 1. Demonstrate the applicability of the concept of Accounting to understand the managerial decisions and financial statements 2. Apply the Financial Statement Analysis associate with Financial Data in the organization. 3. Analyze the complexities associated with management of cost of product and services in the Organization 4. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to organizations.

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction to Financial accounting: Objectives and Importance of Accounting, Accounting concepts, Principles - Accounting Cycle: Journal - Subsidiary Books - Ledger Posting - Preparation of Trial Balance Classification of Capital and Revenue expenses, Preparation of Final Accounts (with and without adjustments), Preparation of balance sheet.	15	25%

Rai School of Management Studies

2	<p>Cash & Fund flow statement Understand the Meaning of Cash Flows Operational & Financial and Investing Activities Understand the Differences in cash and non-cash transactions.</p> <p>Fund flow statement: Meaning - Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis.</p> <p>Inventory Control Inventory valuation, EOQ - ABC Analysis, JIT - Activity based costing.</p>	15	25%
3	<p>Ratio analysis Types, Computation and Applications Ratio Analysis- Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios.</p>	15	25%
4	<p>Introduction to Cost Accounting and Cost Concepts Interface of Financial Accounting with Cost Accounting, Types and segregation of Costs, (variable, fixed, sunk, marginal, opportunity), Cost Units -Cost Centers. Cost-Volume-Profit Analysis: Cost-Volume-Profit Relationship (BEP, Contribution, margin of safety) Concept of Marginal Costing, Distinction between Marginal and Absorption Costing, Standard Costing and Variance Analysis: Material and Labour.</p>	15	25%

Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1. Accounting for Management	Maheshwari & S.N. Mittal	Sultan Chand & Sons
2. Management Accounting	M. Y. Khan and P. K. Jain	Tata Mc Grew Hill
3. Cost Accounting	A Managerial Emphasis, Horngren, Datar, Foster, Rajan, Itner	Pearson Education
4. Accounting For Managers	Dr. Sakshi Vasudeva	Galgotia Publishing company
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Program: **MBA**
 Semester: **I**
 CourseCode: **08000103**
 CourseName: **Quantitative Techniques**

TeachingandEvaluationScheme:

TeachingScheme(Hours)			Credit	ExaminationScheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				InternalAssessment	EndSemesterExam		
3	1	0	4	30	70	0	100

CourseObjectives:	1. Understand relevance & need of quantitative methods for making business decisions 2. Demonstrate a sound knowledge of fundamentals of statistics and quantitative techniques 3. Be able to read and interpret statistical information 4. Be able to perform statistical analysis.
Course Outcomes:	1. Relate a formal quantitative approach to problem solving and decision making and acquire the knowledge about mean, median, mode and measures of dispersion. 2. Apply the concepts of probabilistic distributions in solving problems. 3. Calculate and interpret statistical values by using statistical tools (Correlation & Regression). 4. Extend the ability to solve linear programming problems by graphical and simple methods

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction Meaning of Quantitative Techniques <ul style="list-style-type: none"> - Classification of Quantitative Techniques - Statistical Techniques - Programming or Research Techniques - Important Operations Research Techniques - Role of Quantitative Techniques in Business & Industry - Quantitative Techniques & Business Management and Limitations of Quantitative Techniques. Linear Programming <ul style="list-style-type: none"> - Meaning of Linear Programming - Basic concepts & Notations - General form of the Linear Programming model -Formulation of Linear Programming Model - Non-feasible Solution - Unbounded Solution 	15	25%

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	<ul style="list-style-type: none"> - Multiple Solution - Transportation Problems - Assignment Problems 		
2	Arranging Data Meaning of Data <ul style="list-style-type: none"> - Types of Data, Data Collection, - Tables and Graphs as Data Presentation Devices - Frequency Distribution Measures of Central Tendency: Objectives of Averaging <ul style="list-style-type: none"> - Requisites of a good Average - Types of Averages - The Arithmetic Mean - Weighted Arithmetic Mean Geometric Mean and Harmonic Mean - The Median and The Mode. Measures of Dispersion: Range – Inter Quartile Range and Quartile Deviation <ul style="list-style-type: none"> - Mean Deviation and Variance - Standard Deviation - Coefficient of Variation 	15	25%
3	Correlation and Regression Analysis Types of correlation <ul style="list-style-type: none"> - Methods of studying correlation - Scatter Diagrams method, - Karl Pearson's Coefficient of Correlation Merits and Limitations - Spearman's Rank Correlation Coefficient - Regression Analysis - Scatter diagram. Regression line Method of least squares - Calculation of Regression coefficients - Standard Error of Estimates. 	15	25%
4	Concepts of Probability <ul style="list-style-type: none"> - Basic probability concepts and Types of probability - Probability Rules - Addition rule - General rule and Multiplication rule. Probability Distributions: Random Variables <ul style="list-style-type: none"> - Types of Probability Distribution - Discrete Probability Distribution - Continuous Probability Distribution - Binomial – Poisson - Normal and t– Distributions. 	15	25%

Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
Quantitative Techniques for Managerial Decision	U.K Srivastava, G.V Shenoy & S.C Sharma	Wiley Eaaster Ltd.
Statistics for Business and Economics	Anderson, Sweeney and Williams	11th Edition, Cengage Learning
Statistics for Management	T. N. Srivastava and Shailaja Rego	2nd Edition, Tata McGraw Hill

Rai School of Management Studies

Business Statistics in Practice	Bruce Bowerman, Richard T. O'Connell and Emily Murphree	5th Edition, Tata McGraw hill
Statistics for Managers	Levine, Stephan, Krehbiel and Berenson	5th Edition, PHI Learning
Statistical Methods	S. P. Gupta	34th Edition, Sultan Chand & Son
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Program: **MBA**
 Semester: **II**
 Course Code: **08990205**
 Course Name: **Marketing Management - II**

Teaching and Evaluation Scheme:

Teaching Scheme (Hrs.)			Credit	Examination Scheme			Total Marks
Lecture	Tutorial	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	1. To outline key marketing concepts and its application to different markets 2. To identify factors and processes essential for designing marketing strategy 3. To analyze and examine the implementation of marketing concepts and strategy to firms 4. To develop marketing communication skills relevant to the corporate world.
Course Outcomes:	1. Students will be able to identify the scope and significance of Marketing in domain industry. 2. Students will be able to examine marketing concepts and phenomenon to current business events In the Industry. 3. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms 4. Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms

Unit No.	Content	Teaching Hours	% Weightage
1	Basics of Marketing Management <ul style="list-style-type: none"> • Definition, Scope, Core Concepts, Tasks • Basic 4 P's of Marketing Mix & Updated P's of Marketing Mix • Company's Orientation towards Marketplace • Marketing as a value delivery process & Value Chain • Content of a Marketing Plan (very briefly) Creating Customer Value: <ul style="list-style-type: none"> • Customer Perceived value • Cultivating Customer Relationship Understanding Consumers' Markets <ul style="list-style-type: none"> • Factors affecting consumer buying Behaviour • Key Psychological Processes 	15	25%

	<ul style="list-style-type: none"> • Consumer Buying Decision Process • Business v/s consumer markets 		
2	<p>Segmentation, Targeting and Positioning (STP)</p> <p>Segmentation:</p> <ul style="list-style-type: none"> • Bases of Segmenting Consumer Markets and Business Markets <p>Targeting:</p> <ul style="list-style-type: none"> • Meaning, effective segmentation criteria, evaluating and selecting the market segments <p>Positioning:</p> <ul style="list-style-type: none"> • Developing and establishing Brand Positioning • Differentiation strategies <p>Dealing with Competition:</p> <ul style="list-style-type: none"> • Competitive Strategies – Leaders, Challengers, Followers, Nichers • Product Life Cycle (PLC) Strategies <p>Developing Product Strategy:</p> <ul style="list-style-type: none"> • Product characteristics and Classification • Product hierarchy • Product system and mix • Product Line and Length decisions • Packaging, Labeling and Warranties 	15	25%
3	<p>New Product Development:</p> <ul style="list-style-type: none"> • Process & Challenges <p>Brand Management:</p> <ul style="list-style-type: none"> • Brand Equity • Brand Equity Models – CBBE • Devising Branding Strategies <ul style="list-style-type: none"> ○ Branding decisions ○ Co-branding and ingredient branding ○ Brand extensions <p>Developing Services</p> <ul style="list-style-type: none"> • Definition, categories • Distinctive Characteristics • Service Differentiation <p>Pricing Decisions</p> <ul style="list-style-type: none"> • Consumer Psychology and Pricing • Setting up the price • Price Adaptation and Strategies 	15	25%
4	<p>Managing Distribution Channels</p> <ul style="list-style-type: none"> • Marketing Channels <p>Role, Importance, Design & Management Decisions, Channel Integration and Systems Retailing, Wholesaling and Logistics Management</p>	15	25%

Rai School of Management Studies

	Promotion Decision Promotion Mix, Advertising Decision, Advertising Objectives, Advertising in Sales Promotion, Developing advertising Program, Roles of Media in Advertising, Advertisement Effectiveness		
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Books Recommended		
Title of the Book	Author	Publication
1. Marketing Management – Global Perspective Indian Context	V S Ramaswamy & S Namakumari	Macmillan
2. Marketing Management – A South Asian Perspective	Philip Kotler- Kevin Lane Keller- Abraham Koshy & Mithileshwar Jha	Pearson
3. Rural Marketing	R.V Badi & N.V. Badi	Himalaya Publication House
4. Sherlekar’s Marketing Management Concepts and Cases	S.A. Sherlekar & R Krishnamoorthy	Himalaya Publication House
Reading Resources and Research References		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Rai School of Management Studies

 Program: **MBA**

 Semester: **III**

 Course Code: **08030301**

 Course Name: **Consumer Behaviour**

 Specialization: **Marketing (Major)**
Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	<ol style="list-style-type: none"> 1. To understand consumer behaviour in an informed and systematic way. 2. To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour. 4. To give the students a perspective to understand the application of market research in framing effective marketing strategies.
Course Outcomes:	<ol style="list-style-type: none"> 1. Demonstrate how knowledge of consumer behaviour can be applied to marketing. 2. Identify and explain factors which influence consumer behaviour. 3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. 4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications	15	25%
2	Consumer needs theories of Motivation and their applications. Process theories and content theories. Personality and self-concept. Theories of personality. Trait theory and measurement.	15	25%

Rai School of Management Studies

	<p>Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi-dimensional scaling. Consumer imagery</p> <p>Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.</p>		
3	<p>Self-Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions. Social Comparison theory. Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications. Endorsements and reference group influence.</p> <p>Family: family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership</p>	15	25%
4	<p>Culture: the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing. Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. Consumer materialism. Consumer behaviour knowledge for public policy.</p>	15	25%

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
1. Consumer Behavior	Blackwell Roger D,	Cengage Learning, 2006
2. Consumer Behavior	Schiffman Leon G.,	Prentice Hall, 2010
3. Consumer Behavior	Batra Satish,	Excel Books, 2008
4. Consumer Behaviour: Insights from Indian Market	Majumudar Ramanuj	PHI Learning

Reading Resources and Research References:

Mode of Evaluation	Internal and External
Recommended by the Board of Studies	
Date of Approval by the Academic Council	

Rai School of Management Studies

 Program: **MBA**

 Semester: **III**

 Course Code: **08030302**

 Course Name: **Product and Brand Management**

 Specialization: **Marketing (Major)**
Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	<ol style="list-style-type: none"> 1. Increase the understanding of the important issues in planning and evaluating product and brand strategies. 2. Provide “real world” experience and understanding of product and branding strategies and understand product and branding concepts from the consumer’s point-of-view. 3. Understand the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization. 4. Explore contemporary issues in product and branding development and sustainability and to provide as strategic approach to product and branding issues.
Course Outcomes:	<ol style="list-style-type: none"> 1. Understand the product policy, product mix, product line, product modification and deletion. 2. Know the innovation, theories, models, process of new product development. 3. Analyze the product concept generation, concept selection, concept testing, product architecture, design for manufacturing and prototype product. 4. Recognize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction <ul style="list-style-type: none"> • Introduction to Product Management • Role of a Product Manager • Competition & Product Strategy: Life Cycle Analysis Managing Competition	15	25%

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	<ul style="list-style-type: none"> • Product Strategy is central (5 Forces Model & Strategy Options) • Extended Product life cycle: Concept, Seven Stages of PLC, Managerial Implications of PLC, Criticism of PLC & Operationalizing the PLC <p>Product Portfolio:</p> <ul style="list-style-type: none"> • Concept, Factors influencing Product Portfolio • Shell's Directional Policy Matrix <p>New Product Development:</p> <ul style="list-style-type: none"> • Brief overview of NPD Process • Usefulness of the Process Models • Factors affecting the success and failure of new product development 		
2	<p>New product Strategy:</p> <ul style="list-style-type: none"> • The need for Product Innovation Strategy • The components of new Product Strategy • Commercialization: Test Marketing, Time to Market <p>Breaking into the Market</p> <ul style="list-style-type: none"> • Managing Growth • Resistance to Change • Leveraging new Product Growth • Sustaining Differentiation <p>Managing the mature Product:</p> <ul style="list-style-type: none"> • Offensive Strategies • Extending the product life cycle • Customer Relationship Management <p>Managing Product Elimination:</p> <ul style="list-style-type: none"> • Importance of Product Deletion & the reasons for neglect • Product Deletion Process (Briefly) • Triggers in Product Deletion 	15	25%
3	<p>Branding & Brand Management</p> <ul style="list-style-type: none"> • What Is a Brand? Why Do Brands Matter? Can Anything Be Branded? Branding Challenges and Opportunities, The Brand Equity Concept, Strategic Brand Management Process <p>Customer-Based Brand Equity and Brand Positioning:</p> <ul style="list-style-type: none"> • Customer-Based Brand Equity (Sources of Brand Equity & Building Strong Brand), Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra <p>Choosing Brand Elements to Build Brand Equity:</p> <ul style="list-style-type: none"> • Criteria for Choosing Brand Elements • Options and Tactics for Brand Elements <p>Leveraging Secondary Brand Associations to Build Brand Equity:</p> <ul style="list-style-type: none"> • Conceptualizing the Leveraging Process 	15	25%

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	<ul style="list-style-type: none"> Sources of secondary Brand Associations 		
4	<p>Measuring and Interpreting Brand Performance</p> <ul style="list-style-type: none"> Developing a Brand Equity Measurement and Management System The Brand Value Chain Designing Brand Tracking Studies Establishing a Brand Equity Management System <p>Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Overview</p> <ul style="list-style-type: none"> Qualitative & Quantitative Research Techniques Comprehensive Models of Consumer-Based Brand Equity <p>Designing and Implementing Branding Strategies:</p> <ul style="list-style-type: none"> Brand Architecture & Brand Hierarchy Designing Branding Strategies Using Cause Marketing to Build Brand Equity Brand Extension (Advantages & Disadvantages, how Consumers evaluate brand extensions) <p>Managing Brands over Time:</p> <ul style="list-style-type: none"> Reinforcing Brands & Revitalizing Brands <p>Managing Brands over Geographic Boundaries:</p> <ul style="list-style-type: none"> Global Brand Strategies 	15	25%

Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1. Product Management	S.A. Chunawalla	Himalaya Publishing House
2. Marketing Management: A south Asian Perspective	Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha	Pearson Education -Prentice Hall, 13th edition
3. Brand Management: Text and Cases	Harsh V Verma	Excel books
4. Service Marketing: Text and Cases	Harsh V Verma	Pearson Education
5. Services Marketing	R. Srinivasan	PHI
6. Strategic Brand Management	V.S.Ramaswamy and S Namakumari	Macmillan, 4th edition
7. Marketing Management: Global Perspective Indian Context	Michael Baker & Susan Hart	Pearson Education
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Rai School of Management Studies

 Program: **MBA**

 Semester: **III**

 Course Code: **08030303**

 Course Name: **Consumer Behaviour & Brand Management**

 Specialization: **Marketing (Minor)**
Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100

Course Objectives:	<ol style="list-style-type: none"> 1. To understand consumer behaviour in an informed and systematic way. 2. To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3. Understand the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization. 4. Explore contemporary issues in product and branding development and sustainability and to provide as strategic approach to product and branding issues.
Course Outcomes:	<ol style="list-style-type: none"> 1. Demonstrate how knowledge of consumer behaviour can be applied to marketing. 2. Identify and explain factors which influence consumer behaviour. 3. Analyze the product concept generation, concept selection, concept testing, product architecture, design for manufacturing and prototype product. 4. Recognize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand.

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications	15	25%

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2	<p>Consumer needs theories of Motivation and their applications. Process theories and content theories. Personality and self-concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi-dimensional scaling. Consumer imagery</p> <p>Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.</p>	15	25%
3	<p>Branding & Brand Management</p> <ul style="list-style-type: none"> • What Is a Brand? Why Do Brands Matter? Can Anything • Be Branded? Branding Challenges and Opportunities, The • Brand Equity Concept, Strategic Brand Management Process <p>Customer-Based Brand Equity and Brand Positioning:</p> <ul style="list-style-type: none"> • Customer-Based Brand Equity (Sources of Brand Equity & Building Strong Brand), Identifying and Establishing Brand • Positioning, Positioning Guidelines, Defining a Brand Mantra <p>Choosing Brand Elements to Build Brand Equity:</p> <ul style="list-style-type: none"> • Criteria for Choosing Brand Elements • Options and Tactics for Brand Elements <p>Leveraging Secondary Brand Associations to Build Brand Equity:</p> <ul style="list-style-type: none"> • Conceptualizing the Leveraging Process • Sources of secondary Brand Associations 	15	25%
4	<p>Measuring and Interpreting Brand Performance</p> <ul style="list-style-type: none"> • Developing a Brand Equity Measurement and Management System • The Brand Value Chain • Designing Brand Tracking Studies • Establishing a Brand Equity Management System <p>Measuring Sources of Brand Equity: Capturing Customer Mind-Set: Overview</p> <ul style="list-style-type: none"> • Qualitative & Quantitative Research Techniques • Comprehensive Models of Consumer-Based Brand Equity <p>Designing and Implementing Branding Strategies:</p> <ul style="list-style-type: none"> • Brand Architecture & Brand Hierarchy • Designing Branding Strategies • Using Cause Marketing to Build Brand Equity • Brand Extension (Advantages & Disadvantages, how • Consumers evaluate brand extensions) 	15	25%

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	Managing Brands over Time: <ul style="list-style-type: none"> Reinforcing Brands & Revitalizing Brands Managing Brands over Geographic Boundaries: <ul style="list-style-type: none"> Global Brand Strategies 		
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Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1. Consumer Behavior	Blackwell Roger D,	Cengage Learning, 2006
2. Consumer Behavior	Schiffman Leon G.,	Prentice Hall, 2010
3. Consumer Behavior	Batra Satish,	Excel Books, 2008
4. Consumer Behaviour: Insights from Indian Market	Majumudar Ramanuj	PHI Learning
5. Brand Management: Text and Cases	Harsh V Verma	Excel books
6. Strategic Brand Management	V.S.Ramaswamy and S Namakumari	Macmillan, 4th edition
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Program: **MBA**
 Semester: **IV**
 Course Code: **08030401**
 Course Name: **Integrated Marketing Communication**
 Specialization: **Marketing (Major)**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100
Course Objectives:		1. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. 2. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme. 3. To familiarize the students with concepts and practices in marketing communications. 4. Bring out creative ideas for effective marketing communication.					
Course Outcomes:		1. Know how IMC fits into the marketing mix. 2. Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process. 3. Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix. 4. Obtain a practical, real-world application of IMC theory.					

Unit No.	Content	Teaching Hours	% Weight Age
1	An Introduction to Integrated Marketing Communication (IMC) Concept of Integrated Marketing Communications (IMC), Process and Role of IMC in Marketing, Promotion Mix - Advertising (Classification of advertising, types, advertising appropriation, advertising campaigns), Sales Promotion (Different types of Sales Promotion, relationship between Sales promotion and advertising), Publicity (Types of Publicity, relationship between advertising and publicity), Personal Selling, Direct marketing and direct response methods, Basics of e-Marketing & Web Marketing.	15	25%
2	Models & Approaches of IMC Basic Models of IMC, Promotional Objectives, Approaches of IMC (DAGMAR Approach), establishing and allocating promotional budget. IMC Message Design-The Creative concept development; the		

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	creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. (Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Client Evaluation and approval of Creative Strategy/work.	15	25%
3	Media Management in IMC Meaning & Concept of Media Management, Scope & Importance of Media Management, Media Types and their characteristics; Setting Media objectives; Media planning; Media Strategy; Media buying; Cross media concept; and media research. Facilitators in IMC Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship of IMC, account Planning; Hoarding Contractors & Printers Planning Budgeting for Marketing Communication (Marcom) Meaning & Concept of Marcom, Establishing Marketing Communication Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as Marketing Communication objective.	15	25%
4	Budgeting for IMC Budgeting for Marketing Communication -Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine Marketing Communication budget Integrated Marketing Communication Programme: Concept of Creative Marketing, Planning and Development of creative Marketing Communication. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of Marketing Communication - Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.	15	25%

Books Recommended:

Title of the Book	Author/s	Publisher/Publication
1. Advertising & Promotion – an Integrated Marketing Communications Perspective	Geroge Belch, Michael Belch and Keyoor Purani	Tata McGraw Hill
2. Advertising and Promotions: An IMC Perspective	Kruti Shah & Alan D-Souza	Tata McGraw Hill
3. Advertising and Promotion: An IMC Approach	Terence A. Shimp	Cengage Learning
4. Integrated Advertising, Promotion, & Marketing Communications	Kenneth Clow & Donald Baack	Pearson Education

Reading Resources and Research References:

Mode of Evaluation	Internal and External
Recommended by the Board of Studies	
Date of Approval by the Academic Council	

Program: **MBA**
 Semester: **IV**
 Course Code: **08030402**
 Course Name: **Sales and Distribution Management**
 Specialization: **Marketing (Major)**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100
Course Objectives:	1. To explain the understanding of sales & distribution processes in Organizations. 2. To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management. 3. To explain Market analysis methods and selling concepts. 4. To discuss Performance evaluation methods, ethics and trends in sales and distribution management.						
Course Outcomes:	1. Learners will comprehend the information related to understanding of the sales & distribution processes in organizations. 2. Learners will comprehend concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management. 3. Learners will analyze various market analysis methods and selling concepts. 4. Learners will explore evaluation techniques in sales performance and trends in sales and distribution management.						

Unit No.	Content	Teaching Hours	% Weight Age
1	Introduction to Sales & Distribution Management Nature and Scope of Sales Management; Objectives and functions of Sales management; Prospecting for customers; Modes of sales presentation, Designing and delivering of sales presentation; Recruiting and selecting Sales Personnel – Methods and administering selection procedures;	15	25%
2	Personal Selling Process, Sales Territories & Quotas Developing Sales Training Programmes, Executing and Evaluating sales training programmes; Motivating Sales Personnel; Compensating sales personnel, Designing and Administering various Compensation Plans; Controlling Sales personnel and managing sales evaluation programmes, Comparing standards with actual performances of sales personnel	15	25%
3	Sales Force Management Recruitment and selection of sales force, Training, motivating - Compensating the sales force - Controlling the sales force - Case analysis.	15	25%

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4	Channel Intermediaries Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions; Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Role of Information System in Distribution Channel Management; Assessing Performance of Marketing Channels.	15	25%
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Books Recommended:		
Title of the Book	Author/s	Publisher/Publication
1. Sales & Distribution Management	Krishna K. Havaladar, Vasant M. Cavale	Tata McGraw Hill
2. Sales Management: Concepts, Practice, and Cases	Johnson F.M., Kurtz D.L., Scheuing E.E.	Tata McGraw Hill
3. Selling & Sales Management	David Jobber, Geoffrey Lancaster	Pearson
4. Sales Management	Tanner, Honeycutt, Erffmeyer	Pearson
Reading Resources and Research References:		
Mode of Evaluation	Internal and External	
Recommended by the Board of Studies		
Date of Approval by the Academic Council		

Program: **MBA**
 Semester: **IV**
 Course Code: **08030403**
 Course Name: **Marketing Communication and Sales Management**
 Specialization: **Marketing (Minor)**

Teaching and Evaluation Scheme:

Teaching Scheme (Hours)			Credit	Examination Scheme			Total Marks
Lectures	Tutorials	Practical		Theory		Practical	
				Internal Assessment	End Semester Exam		
3	1	0	4	30	70	0	100
Course Objectives:		1. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. 2. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme. 3. To explain Market analysis methods and selling concepts. 4. To discuss Performance evaluation methods, ethics and trends in sales and distribution management.					
Course Outcomes:		1. Know how IMC fits into the marketing mix. 2. Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process. 3. Learners will analyze various market analysis methods and selling concepts. 4. Learners will explore evaluation techniques in sales performance and trends in sales and distribution management.					

Unit No.	Content	Teaching Hours	% Weight Age
1	An Introduction to Integrated Marketing Communication (IMC) Concept of Integrated Marketing Communications (IMC), Process and Role of IMC in Marketing, Promotion Mix - Advertising (Classification of advertising, types, advertising appropriation, advertising campaigns), Sales Promotion (Different types of Sales Promotion, relationship between Sales promotion and advertising), Publicity (Types of Publicity, relationship between advertising and publicity), Personal Selling, Direct marketing and direct response methods, Basics of e-Marketing & Web Marketing.	15	25%
2	Models & Approaches of IMC Basic Models of IMC, Promotional Objectives, Approaches of IMC		

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	(DAGMAR Approach), establishing and allocating promotional budget. IMC Message Design-The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. (Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Client Evaluation and approval of Creative Strategy/work.	15	25%
3	Sales Force Management Recruitment and selection of sales force, Training, motivating - Compensating the sales force - Controlling the sales force - Case analysis.	15	25%
4	Channel Intermediaries Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions; Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Role of Information System in Distribution Channel Management; Assessing Performance of Marketing Channels.	15	25%

Books Recommended:

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2. Advertising and Promotions: An IMC Perspective	Kruti Shah & Alan D-Souza	Tata McGraw Hill
3. Advertising and Promotion: An IMC Approach	Terence A. Shimp	Cengage Learning
4. Integrated Advertising, Promotion, & Marketing Communications	Kenneth Clow & Donald Baack	Pearson Education
5. Sales & Distribution Management	Krishna K. Havaladar, Vasant M. Cavale	Tata McGraw Hill
6. Selling & Sales Management	David Jobber, Geoffrey Lancaster	Pearson

Reading Resources and Research References:

Mode of Evaluation	Internal and External
Recommended by the Board of Studies	
Date of Approval by the Academic Council	