

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**  
[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]  
PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)  
[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

**Course Code:** EDM 406 (Semester: January 2018 to June 2018)

**Course Name:** Managing Innovation, Incubation and Creativity

**Faculty Name:** Dr Sarvesh Kumar, Assistant Professor, Department of Marketing & SCM, SBMS, CUHP.

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to

- Understand the role of innovation in having competitive advantage, activities involved in new product development, skills and techniques required for innovation management.
- Recognize steps involved in implementation of innovation from R & D to product launch.

**Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
  - Assignment: 5%
  - Case study: 5%
  - Presentation: 5%
  - Class participation: 5%
  - Quiz: 5%

**Course Contents**

**UNIT – I: Innovation, Incubation and Creativity: an overview (5 Hours)**

- Introduction to Innovation
- Types of Innovation, Stages of Innovation Cycle
- Significance and Applications of Innovation
- Innovation and creativity
- Innovation, creativity and Incubation

**UNIT – II: Basics of Innovation Management (4 Hours)**

- Innovation Management
- Managing Innovation, Process Innovation, Product Innovation
- New Product Development
- Market Research and its Influence on New Product Development

**UNIT – III: Strategies for Innovation (4 Hours)**

- Innovation and Entrepreneurship
- Innovations Diffusion, Towards Innovative Society
- Globalization of Innovation
- Management of Research and Development

**UNIT – IV: Disruptive Technology, Managing Technology and Knowledge (3 Hours)**

- Disruptive Technology
- Managing Organisational Knowledge
- The Role of Technology Transfer in Innovation

**UNIT – V: Technology Business Incubation and IPR (5 Hours)**

- Incubation of Idea to Business
- Business development through Innovation and Creativity
- Major Challenges in Innovation, creativity and Incubation
- Introduction to Technology Business Incubation (TBI)
- Business Models and Managing Intellectual Property

**Prescribed Text Books:**

1. Chesbrough, Henry W. (2003). Open Innovation - The New Imperative for Creating and Profiting from Technology; Harvard Business School Press, Boston.
2. Evans, Nicholas D. (2003). Business Innovation and Disruptive Technology Harnessing the Power of Breakthrough Technology or Competitive Advantage; Financial Times Prentice Hall, Upper Saddle River, New Jersey.
3. Fagerberg, Jan; David C. Mowery and Richard R. Nelson; eds (2005). The Oxford Handbook of Innovation, Oxford University Press, Oxford.
4. Kelley, Tom and Jonathan Littman (2001). The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm; Currency Book, New York.

**Suggested Extra Readings:**

1. Hippel, Eric von (1988). The Sources of Innovation; Oxford University Press, New York.
2. Krishnamachayulu G.S. and Lalitha R. (2009). Innovations Management, 2e, Himalaya Publishing House, New Delhi.
3. Tidd, J., Bessant, J. and Pavitt, K. (2010). Managing Innovation, 7e; John Wiley & Sons Ltd.

4. Trott P. (2010). Innovations Management and New Product Development, 4e; Pearsons Publication, New Delhi.
5. Ulrich, K.T., Eppinger, S.D. (2010). Product Design and Development, 6e; Tata McGraw-Hill, New Delhi.



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**Course Code:** MSC 408

**Course Name:** Supply Chain Management (Semester: January 2018 to June 2018)

**Faculty Name:** Dr. Sarvesh Kumar, Assistant Professor, SBMS

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.).

**Course Objectives:** The course is designed to:

- Enable the students to understand basic concepts of Supply Chain Management.
- Conceptualize supply chain designs, which are aligned with business models for manufacturing and service companies.
- Help the students to use the understanding of supply chain for effective implementation of supply chain relationships in dynamic business environment.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment : 25%
  - Class participation: 5%
  - Assignments/Presentations/Case Studies: 10%
  - Quiz /Activities/Live Projects: 10%

**Course Contents:**

**UNIT - I: SUPPLY CHAIN BASICS (4 Hours)**

- Introduction to SCM, Understanding Supply Chain
- Logistics, Logistics as flow of information, Role of Logistics in Supply Chain, Changing role of Logistics in New Millennium reconfiguring SCM ,
- Supply Chain vs. Demand Chain
- Value Creation Through Supply Chain

**UNIT - II: SUPPLY CHAIN SUB-SYSTEMS (3 Hours)**

- Supply Chain Planning and Procurement Methods
- E-Procurement and Strategic Sourcing
- Inventory Management and Lean Manufacturing

**UNIT - III: TACTICAL AND OPERATIONAL DECISIONS (5 hours)**

- Network Designing, Distribution Decisions, Hub & Spoke model, Warehouse
- Logistics as competitive strategy: Logistics Strategy Vs Strategic Logistics; Green Logistics
- Role of IT in Logistics, 3PL, 4PL
- Information System and IT Enablement, RFID

**UNIT - IV: STRATEGIC APPROACH in SCM decision (4 Hours)**

- Supply Chain Integration Strategies; “DBMS, MIS, CRM, ERP: IT Integration with SCM”
- Alliances and Outsourcing, Agile, Global and Reverse Supply Chain
- Time Compression in Supply Chain, Postponement strategy, SCOR
- Global Supply Chain

**UNIT – V: CONTEMPORARY ISSUES OF SCM IN INDIAN CONTEXT: OPPORTUNITIES AND CHALLENGES (5 Hours)**

- Food and Life Science Supply Chain:
  - Food Grain Supply Chain, Transportation and Freight Management: FCI as case study for Food Supply Chain,
  - Cold Chain Networking: Milk transportation, Modern necessity for Biotechnology and Life Science related industry
  - Vegetable supply chain (Case study: Changing role of middleman),
- Supply Chain Management reconfiguring organized retailing
- Leading a Supply Chain Turnaround, Potential in the Supply Chain: Opportunities and Challenges.
- Future of SCM: Supply Chain Risk Management - Disaster Mitigation, Herbal Supply Chain, Green Supply Chain
- Introduction to Supply Chain Analytics

**Prescribed Text Books:**

1. Simchi-Levi, David; Philip Kaminsky, Edith Simchi-Levi and Ravi Shankar (2008): **Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies (Third Edition)**, McGraw-Hill Publishing Company Ltd, New Delhi.
2. Chopra, Sunil; Peter Meindl and D. V. Kalra (2010). **Supply Chain Management: Strategy, Planning and Operation**, Pearson: New Delhi.

3. Harvard Business Review (2011). *HBR on Managing Supply Chain*, Harvard Business Review Press, Boston
4. Sople, (2012). *Supply Chain Management: Text and Cases*, Pearson Education, New Delhi.

### Suggested Readings:

1. Altekar, V.Rahul (2010). *Supply Chain Management: Concepts and Cases*, PHI Learning Pvt. Ltd. New Delhi.
2. Christopher, Martin (2011). *Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Service (2<sup>nd</sup> ed.)*, Pearson: New Delhi.
3. Cohen, Shoshanah and Roussel, Joseph (2005). *Strategic Supply Chain Management: The 5 Disciplines for top performance*, McGraw-Hill: New York.
4. Coyle, John J.; C. John Langley, Brian J. Gibson, Robert A. Novack and Edward J. Bardi (2009). *A Logistics Approach to Supply Chain Management*; Cengage Learning India Pvt. Ltd.: Delhi.
5. Mentzer, John T (2012). *Fundamentals of Supply Chain Management: Twelve Drivers of Competitive Advantage*, Sage Publication: New Delhi
6. Robert Monczka, Robert Trent & Robert Handfield (2005). *Purchasing: An Integrated Supply Chain Approach*, Cengage learning India Private Limited, New Delhi.
7. Sanders, Nada R. (2012). *Supply Chain Management: A Global Perspective*, Wiley India Edition: New Delhi.

### Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Understanding Supply Chain	Book – 1 Book – 2	Chapter – 1 Chapter – 1
Lecture – 2	Role of Logistics in Supply Chain	Book – 1 Book – 2	Chapter – 2 Chapter – 4 to7
Lecture – 3	Supply Chain vs. Demand Chain	Book – 1	Chapter – 3
Lecture – 4	Value Creation Through Supply Chain	Book – 1	Chapter – 4
Lecture – 5	Supply Chain Planning and Procurement Methods	Book – 1 Book – 2	Chapter – 5, 6 Chapter – 13
Lecture – 6	E-Procurement and Strategic Sourcing	Book – 1 Book – 2	Chapter – 7, 8 Chapter – 16
Lecture – 7	Lean Manufacturing	Book – 1	Chapter – 9
Lecture – 8	Distribution Decisions	Book – 1	Chapter - 10
Lecture – 9	Transportation and Freight Management	Book – 1	Chapter - 11

Lecture – 10	Inventory Management	Book – 1	Chapter – 12
Lecture – 11	Network Designing	Book – 1	Chapter – 13
Lecture – 12	Information System and IT Enablement	Book – 1	Chapter – 14
Lecture –13	Alliances and Outsourcing	Book – 1	Chapter – 15
Lecture – 14	Agile, Global and Reverse Supply Chain	Book – 1	Chapter – 16, 17, 18
Lecture – 15	Re-engineering SC to Differential Strategies	Book – 1	Chapter – 20
Lecture – 16	Supply Chain Integration Strategies	Book – 1 Book – 2	Chapter – 21 Chapter – 8
Lecture – 17	Supply Chain Risk Management	Book – 1	Chapter – 24
Lecture – 18	Pricing, Costing and Financial Decisions	Book – 1	Chapter – 25
Lecture – 19	Performance Measurement and Controls	Book – 1 Book – 2	Chapter – 26 Chapter – 18
Lecture – 20	Supply Chain Challenges for the Future	Book – 2	Chapter – 21
	Supply Chain Challenges: Building Relationship, Leading a Supply Chain Turnaround, Potential in the Supply Chain: Opportunities and Challenges	Book – 3	Pg 171 to Pg 214



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**Course Code:** MSC 502

**Course Name:** Marketing Research (Semester: January 2018 to June 2018)

**Faculty Name:** Dr Sarvesh Kumar, Assistant Professor, Department of Marketing & SCM, SBMS.

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Introduce and familiarize students with important aspects of marketing research.
- Examine the characteristics of marketing management from the standpoints of the components of decisions and generic types of decision that have to be made in dynamic business environment.
- Prepare students for critically analyzing the nature of marketing research and its relation to decision making.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment : 25%
  - Class participation: 5%
  - Marketing Research Design (Assignment) : 5%
  - Marketing Research Action oriented Assignments (Ongoing for the semester): 10 %
  - Presentations on Marketing Research Action oriented Assignments : 5%

**Course Contents:**

**UNIT – I: Marketing Research Information and Technology (4 Hours)**

- The Role of Marketing Research in Strategic Planning
- The Marketing Research Process
- Defining the Marketing Research Problem (Case Study)
- Developing a Marketing Research Approach

**UNIT – II: Marketing Research Design Formulation (5 Hours)**

- Marketing Research design (based on consumer behavior survey in Third Semester)
- Exploratory Research Design in Marketing Research: Secondary data
- Exploratory Research Design in Marketing Research: Qualitative Research



- Descriptive Research Design in Marketing Research: Survey and Observation
- Causal Research Design in Marketing Research: Experimentation

**UNIT – III: Reporting in Marketing Research**

**(4 Hours)**

- Analysis in Marketing Research based on consumer behavior survey in Third Semester
- Introduction Consumer Behavior Analytics
- Reporting in Marketing Research
- Case Study in Marketing Research

**UNIT – IV: Marketing Research in Action**

**(2 Hours)**

- Marketing Research in Action : Case study (Brand Switching)
- Marketing Research in Action : Pre and post advertisement Analysis

**UNIT – V: Introduction to Marketing Research Analytics**

**(4 Hours)**

- Application of IT in Marketing Research
- Introduction to Marketing Research Analytics
- Introduction to Data mining for marketing Research
- Introduction to R-Software

**Prescribed Text Books:**

1. Hair, Joseph F.; Robert P Bush and David J. Ortinau (2002). **Marketing Research: Within a changing Information Environment 2/e**, Tata McGraw Hill: New Delhi.
2. Malhotra, Naresh K. and Satyabhushan Dash (2011). **Marketing Research, 6/e**, Pearson: New Delhi.
3. Tan. Pang- Ning; Michael Steinbach and Vipin Kumar (2006). Introduction to Data Mining. Pearson Education, Boston.

**Suggested Additional Readings:**

1. Aakar, David A; V. Kumar, George S. Day and Robert P. Leone (2011). **Marketing Research, 10/e**, Wiley India: New Delhi.
2. Beri, G. C. (2011). **Marketing Research, 4/e**, Tata McGraw Hill Education Pvt. Ltd.: New Delhi.
3. Bradley, Nigel (2010). **Marketing Research Tools and Techniques, 2e**, Indian edition, Oxford: New Delhi.
4. Churchill, Gilbert A. Jr. and Dawn Iacobucci (2005). **Marketing Research: Methodological Foundations, 9e**, South – Western Cengage Learning, New Delhi
5. Green, Paul E., Donald S. Tull and Gerald Albaum (2009). **Research for Marketing Decisions, 5/e**, PHI: New Delhi.
6. Hamel, Jacques; Atephane Dufour and Dominic Fortin (1993). **Case Study Methods**, Sage Publications: New Delhi
7. McDaniel, Carl (Jr.) and Roger Gates (2011). **Marketing Research, 8/e**, Wiley India: New Delhi.
8. Sontakki, C. N. (2013). **Marketing Research**, Himalaya Publishing House, Mumbai

9. Travers, Max (2001). **Qualitative Research through Case Studies**, Sage Publications: New Delhi.
10. Tull, Donald S. and Del I. Hawkins (2011). **Marketing Research: Measurement and Method, 6/e**, PHI: New Delhi.
- 11.

## Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	The Role of Marketing Research in Strategic Planning	Book – 1	Chapter – 1
Lecture – 2	The Marketing Research Process	Book – 1	Chapter – 1
Lecture – 3	Defining the Marketing Research Problem	Book – 1 Book – 2	Chapter – 3 Chapter – 2
Lecture – 4	Developing a Marketing Research Approach	Book – 2	Chapter – 2
Lecture – 5	Marketing Research design	Book – 2	Chapter – 3
Lecture – 6	Exploratory Research Design in Marketing Research: Secondary data	Book – 2	Chapter – 4
Lecture – 7	Exploratory Research Design in Marketing Research: Qualitative Research	Book – 2	Chapter – 5
Lecture – 8	Descriptive Research Design in Marketing Research: Survey and Observation	Book – 2	Chapter – 6
Lecture – 9	Causal Research Design in Marketing Research: Experimentation	Book – 2	Chapter – 7
Lecture – 10	Measurement, Scaling and Questionnaire and Form Design in Marketing Research	Book – 1 Book – 2	Chapter – 12 Chapter – 8
Lecture – 11	Sampling in Marketing Research	Book – 1 Book – 2	Chapter – 11 Chapter – 11
Lecture – 12	Data Collection in Marketing Research	Book – 1 Book – 2	Chapter – 11 Chapter – 13
Lecture – 13	Analysis in Marketing Research	Book – 1 Book – 2	Chapter – 17 Chapter – 16,18
Lecture – 14	Case Study in Marketing Research	Handout	Handout
Lecture – 15	Reporting in Marketing Research	Book – 1 Book – 2	Chapter – 19 Chapter – 23
Lecture – 16	Marketing Research in Action (Brand Switching): Markov Analysis	Handout	Handout
Lecture – 17	Marketing Research in Action: Conjoint Analysis (Marketing)	Book – 2	Chapter – 21
Lecture – 18	Application of IT in Marketing Research - Lecture I	Computer Lab	Computer Lab
Lecture – 19	Application of IT in Marketing Research - Lecture II	Computer Lab	Computer Lab
Lecture – 20	Application of IT in Marketing Research - Lecture III	Computer Lab	Computer Lab

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**Course Code:** EDM 413

**Course Name:** Entrepreneurship Development

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to

- Develop Entrepreneurial Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

## **Attendance Requirements:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Business Plan : 15%
  - Assignments/Presentation : 5%
  - Class Participation : 5%

(Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)

## **Course Contents:**

### **UNIT – I: Fundamentals of Entrepreneurship (5 Hours)**

- Concept of Entrepreneur and Entrepreneurship
- Entrepreneur Versus Manager
- Why Entrepreneurship?
- Theories of Entrepreneurship
- Classification of Entrepreneurs/Entrepreneurship

### **UNIT – II: Entrepreneurial Development (4 Hours)**

- Factors Influencing Entrepreneurial Development & Models of Entrepreneurship
- Entrepreneurship Development Programme
- Entrepreneurial Competencies
- Entrepreneurship: Emerging Areas

- UNIT – III: Entrepreneurial Support (3 Hours)**
- Entrepreneurial Policies in India
  - Institutional Support to Entrepreneurs
  - Clustering
- UNIT – IV: Creating and Starting the Venture (4 Hours)**
- Creativity and Business Idea.
  - Legal Issues for the Entrepreneur
  - Feasibility Analysis
  - The Business Plan
- UNIT – V: Entrepreneurship Management (4 Hours)**
- Selection of types of ownership
  - Strategies for Growth
  - Entrepreneurial Sickness
  - Case Study

**Prescribed Text Books:**

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.
3. Roy, Rajiv., (2011), Entrepreneurship, Second Edition, Oxford University Press.
4. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.

**Suggested Extra Readings:**

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffry, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21<sup>st</sup> Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development, Sixth Edition, Himalaya Publishing House, Mumbai.

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**Course Code:** MSC 405

**Course Name:** Integrated Marketing Communication (IMC)

**Faculty Name:** Dr. Bhagwan Singh, Head & Associate Professor, M&SCM, SBMS

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Enable the students to apply marketing theory and concepts to what marketers do in "the real world".
- Enable the students to design effective marketing programs by selecting appropriate strategies for product, pricing, place and promotion.
- Improve familiarity of the students with current issues and emerging trends in marketing.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. Minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment : 25%
  - Class participation: 5%
  - Assignments: 4%
  - Presentations: 4%
  - Case studies & Field Surveys: 8%
  - Surprise test/Activity/etc.: 4%

**COURSE CONTENTS:**

**UNIT – I: Introduction to IMC**

**(4 HOURS)**

- Overview of IMC
- Role of Marketing Communication
- Design the Communication
- Communications Channels and Process
- Total Marketing Communication Budget

**UNIT – II: Components of IMC**

**(4 HOURS)**

- Traditional Advertising
- Traditional Promotion
- New Media & Other IMC option
- Direct Marketing & Channel Marketing

**UNIT – III: Communication Process**

**(4 HOURS)**

- Development of Advertising
- IMC Message Processing
- Creative Execution
- International Marketing Communication

**UNIT – IV: IMC Plan**

**(4 HOURS)**

- Corporate Communication
- Planning Consideration
- IMC Planning Process
- Sponsorship and product planning
- Finalizing and Implementing IMC

**UNIT – V: Advancement of Advertising**

**(4 HOURS)**

- Web Based Advertising (WBA)
- Types of WBA
- Mobile Based Advertising
- Virtual Reality Based Advertising

**Prescribed Text Books:**

1. Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. Prentice Hall.
2. Singh Bhagwan, (2017), *Web Based Advertising: A Tool of Digital & Internet Based Marketing*, 1<sup>st</sup> Edition, Anamika Publisher
3. Kitchen, P. J. & Pelsmaker, P.D., (2004). *Integrated marketing communications: A Primer*. Taylor & Fransis.
4. Yeshin, T. (1998). *Integrated marketing communication: The Holistic Approach*. Elsevier Group.

**Suggested Additional Readings:**

1. Percy, L. (2008). *Strategic integrated marketing communication: theory and practice*. Routledge.
2. Yeshin, T. (2012). *Integrated marketing communications*. Routledge.
3. Jani Rakesh R. (2011), *Services Marketing ethics, Values & cases*, Paradise Publishers
4. Jugenheimer (2010), *Advertising and Public Relations Research*, 1st Ed. PHI Learning.
5. George E Belch, George E. & Belch, Micheal E (2003 ). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill



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**Course Code:** MSC 408

**Course Name:** Supply Chain Management (Semester: January 2018 to June 2018)

**Faculty Name:** Dr. Sarvesh Kumar, Assistant Professor, SBMS

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.).

**Course Objectives:** The course is designed to:

- Enable the students to understand basic concepts of Supply Chain Management.
- Conceptualize supply chain designs, which are aligned with business models for manufacturing and service companies.
- Help the students to use the understanding of supply chain for effective implementation of supply chain relationships in dynamic business environment.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment : 25%
  - Class participation: 5%
  - Assignments/Presentations/Case Studies: 10%
  - Quiz /Activities/Live Projects: 10%

**Course Contents:**

**UNIT - I: SUPPLY CHAIN BASICS (4 Hours)**

- Introduction to SCM, Understanding Supply Chain
- Logistics, Logistics as flow of information, Role of Logistics in Supply Chain, Changing role of Logistics in New Millennium reconfiguring SCM ,
- Supply Chain vs. Demand Chain
- Value Creation Through Supply Chain



**UNIT - II: SUPPLY CHAIN SUB-SYSTEMS (3 Hours)**

- Supply Chain Planning and Procurement Methods
- E-Procurement and Strategic Sourcing
- Inventory Management and Lean Manufacturing

**UNIT - III: TACTICAL AND OPERATIONAL DECISIONS (5 hours)**

- Network Designing, Distribution Decisions, Hub & Spoke model, Warehouse
- Logistics as competitive strategy: Logistics Strategy Vs Strategic Logistics; Green Logistics
- Role of IT in Logistics, 3PL, 4PL
- Information System and IT Enablement, RFID

**UNIT - IV: STRATEGIC APPROACH in SCM decision (4 Hours)**

- Supply Chain Integration Strategies; “DBMS, MIS, CRM, ERP: IT Integration with SCM”
- Alliances and Outsourcing, Agile, Global and Reverse Supply Chain
- Time Compression in Supply Chain, Postponement strategy, SCOR
- Global Supply Chain

**UNIT – V: CONTEMPORARY ISSUES OF SCM IN INDIAN CONTEXT: OPPORTUNITIES AND CHALLENGES (5 Hours)**

- Food and Life Science Supply Chain:
  - Food Grain Supply Chain, Transportation and Freight Management: FCI as case study for Food Supply Chain,
  - Cold Chain Networking: Milk transportation, Modern necessity for Biotechnology and Life Science related industry
  - Vegetable supply chain (Case study: Changing role of middleman),
- Supply Chain Management reconfiguring organized retailing
- Leading a Supply Chain Turnaround, Potential in the Supply Chain: Opportunities and Challenges.
- Future of SCM: Supply Chain Risk Management - Disaster Mitigation, Herbal Supply Chain, Green Supply Chain
- Introduction to Supply Chain Analytics

**Prescribed Text Books:**

1. Simchi-Levi, David; Philip Kaminsky, Edith Simchi-Levi and Ravi Shankar (2008): **Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies (Third Edition)**, McGraw-Hill Publishing Company Ltd, New Delhi.
2. Chopra, Sunil; Peter Meindl and D. V. Kalra (2010). **Supply Chain Management: Strategy, Planning and Operation**, Pearson: New Delhi.

3. Harvard Business Review (2011). *HBR on Managing Supply Chain*, Harvard Business Review Press, Boston
4. Sople, (2012). *Supply Chain Management: Text and Cases*, Pearson Education, New Delhi.

### Suggested Readings:

1. Altekar, V.Rahul (2010). *Supply Chain Management: Concepts and Cases*, PHI Learning Pvt. Ltd. New Delhi.
2. Christopher, Martin (2011). *Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Service (2<sup>nd</sup> ed.)*, Pearson: New Delhi.
3. Cohen, Shoshanah and Roussel, Joseph (2005). *Strategic Supply Chain Management: The 5 Disciplines for top performance*, McGraw-Hill: New York.
4. Coyle, John J.; C. John Langley, Brian J. Gibson, Robert A. Novack and Edward J. Bardi (2009). *A Logistics Approach to Supply Chain Management*; Cengage Learning India Pvt. Ltd.: Delhi.
5. Mentzer, John T (2012). *Fundamentals of Supply Chain Management: Twelve Drivers of Competitive Advantage*, Sage Publication: New Delhi
6. Robert Monczka, Robert Trent & Robert Handfield (2005). *Purchasing: An Integrated Supply Chain Approach*, Cengage learning India Private Limited, New Delhi.
7. Sanders, Nada R. (2012). *Supply Chain Management: A Global Perspective*, Wiley India Edition: New Delhi.

### Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Understanding Supply Chain	Book – 1 Book – 2	Chapter – 1 Chapter – 1
Lecture – 2	Role of Logistics in Supply Chain	Book – 1 Book – 2	Chapter – 2 Chapter – 4 to7
Lecture – 3	Supply Chain vs. Demand Chain	Book – 1	Chapter – 3
Lecture – 4	Value Creation Through Supply Chain	Book – 1	Chapter – 4
Lecture – 5	Supply Chain Planning and Procurement Methods	Book – 1 Book – 2	Chapter – 5, 6 Chapter – 13
Lecture – 6	E-Procurement and Strategic Sourcing	Book – 1 Book – 2	Chapter – 7, 8 Chapter – 16
Lecture – 7	Lean Manufacturing	Book – 1	Chapter – 9
Lecture – 8	Distribution Decisions	Book – 1	Chapter - 10
Lecture – 9	Transportation and Freight Management	Book – 1	Chapter - 11

Lecture – 10	Inventory Management	Book – 1	Chapter – 12
Lecture – 11	Network Designing	Book – 1	Chapter – 13
Lecture – 12	Information System and IT Enablement	Book – 1	Chapter – 14
Lecture –13	Alliances and Outsourcing	Book – 1	Chapter – 15
Lecture – 14	Agile, Global and Reverse Supply Chain	Book – 1	Chapter – 16, 17, 18
Lecture – 15	Re-engineering SC to Differential Strategies	Book – 1	Chapter – 20
Lecture – 16	Supply Chain Integration Strategies	Book – 1 Book – 2	Chapter – 21 Chapter – 8
Lecture – 17	Supply Chain Risk Management	Book – 1	Chapter – 24
Lecture – 18	Pricing, Costing and Financial Decisions	Book – 1	Chapter – 25
Lecture – 19	Performance Measurement and Controls	Book – 1 Book – 2	Chapter – 26 Chapter – 18
Lecture – 20	Supply Chain Challenges for the Future	Book – 2	Chapter – 21
	Supply Chain Challenges: Building Relationship, Leading a Supply Chain Turnaround, Potential in the Supply Chain: Opportunities and Challenges	Book – 3	Pg 171 to Pg 214



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**Course Code:** MSC 412

**Course Name:** Personal Selling and Salesmanship (Skill Development)

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Enable the students to understand the complexities and process of effective selling.
- Enable students to manage the sales and sales force functions.
- Provide training to students about selling techniques and skills
- Provide experience to handle the real time situations

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
  - a. Class participation = 5%

(Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)

- b. Assignment/Presentation/ Surprise Test = 5%
- c. Skill Demonstration = 15%

**Course Contents:**

**UNIT - I: Role of Selling in Marketing**

**(06 Hours)**

- Fundamentals of Marketing
- Role of Selling
- An effective marketer
- An Effective Marketing Mix
- Consumer Behaviour: Retail Vs. Organizational

**UNIT - II: Personal Selling and Salesmanship**

**(06 Hours)**

- Understanding personal selling and Theories of Selling
- Success factors of Professional Salespeople
- Modern Selling/ Changing Role of a Sales Force
- Sales Preparation and Process

**UNIT - III: Selling Goods**

**(06 Hours)**

- Understanding the concept of Product
- Practical/Demonstration: Selling Consumable goods
- Practical/Demonstration: Selling Durable goods
- Field Selling

**UNIT - IV: Selling Services**

**(06 Hours)**

- Complexities with Service selling
- Practical/Demonstration: Selling Services

**UNIT - V: Managing Relations with Customers**

**(06 Hours)**

- Basics of Relationship
- Key Concepts
- Practical Demonstration: Relationship Selling and Service Recovery

**Prescribed Text Books:**

1. Kotler Philip; Keller Kevin Lane; Koshy Abraham & Jha Mithileswar (2009), Marketing Management: A South Asian Perspective, 13<sup>th</sup> Edition, Pearson Education, New Delhi.
2. Havaladar Krishna and Cavale Vasant (2011), Sales and Distribution Management, Tata McGraw Hill Education.
3. Still, Cundiff and Govoni (2011), Sales Management (Decision, Strategy and Cases), Pearson Education, India.
4. Rai Alok Kumar (2013), Customer Relationship Management: Concepts and Cases, Second Edition, PHI Learning Pvt. Ltd., Delhi.

**Suggested Additional Readings:**

1. Kotler Philip; Armstrong Gary; Agnihotri Prafulla Y. & Haque Ehsan Ul (2011), Principles of Marketing: A South Asian Perspective, 2<sup>nd</sup> Edition, Pearson Education, New Delhi.
2. Seth Jagdish N et. al, Customer Relationship Management, Tata McGraw Hill Publishing Co., New Delhi.
3. Bhatt K Govinda (2010), Customer Relationship Management, First Edition, Himalaya Publishing House.
4. Jobber and Lancaster (2011), Selling and Sales Management, Seventh Edition, Pearson Education, India.

**Course Code:** MSC 430 SD-4  
**Course Name:** Digital Marketing  
**Course Coordinator:** Dr Bhagwan Singh, HoD, Deptt. of Marketing & Supply Chain Management, SBMS, CUHP

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- During this course students will develop know how for digital marketing scenario.
- This course will provide you with an introduction to many of the concepts covered in subsequent modules.
- Enable the students to design effective digital marketing campaigns.
- Improve familiarity of the students with current issues and emerging trends in digital marketing.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class participation: 5% (No. of Classes attended / Total No. of Classes Delivered) X 100
  - Presentations: 5% (No. of presentation given / Total Presentation) X 100 (+/- Teacher Remark)
    - (Note: Marking base for above: 75-80%=1, 80-85%=2, 85-90%=3, 90-95%=4, 96-100%=5)
  - Case studies & Survey: 10%
  - Assignments/Surprise test/Activity: 5%

**Course Contents:**

**UNIT – I: Overview about Digital Marketing and its environment (5 Hours)**

- History of Internet
- Customers & Internet
- Digital Micro Environment
- Digital Macro Environment
- Basic Abbreviations of Digitalization

**UNIT – II: Foundations for Digital Marketing (5 Hours)**

- Why Business Needs Digitalization
- Digitalization and its evolution in Marketing

- Digital Marketing activities
- Online Value Proposition (OVP)
- Six Cs of OVP

**UNIT – III: Website Planning & Designing**

**(4 Hours)**

- Reasons behind developing Websites
- Attribute of Websites
- Website Designing Phases
- Website Development Process

**UNIT – IV: Web Based Advertising**

**(3 Hours)**

- Advertising Defined
- Roles, Players and Basic Medias of Advertising
- Evolution of Advertising and its types
- Introduction to Web Based Advertising (WBA)
- Types of Web Based Advertising

**UNIT – V: Recent Trends in Digital Marketing**

**(3 Hours)**

- Mobile Based Marketing
- Video based marketing (You tube etc)
- Digital Marketing Strategy
- Virtual Reality Based Advertising

**Prescribed Text Books:**

1. Dave Chaffey ,Fiona Ellis-Chadwick, Kevin Johnston & Richard Mayer (2009), Internet Marketing: Strategy, Implementation and Practice, 3<sup>rd</sup> Edition, Pearson Education
2. Bhagwan Singh, (2017), Web Based Advertising: A Tool of Digital and Internet Based Marketing, 1<sup>st</sup> Edition, Anamika Publisher
3. Lara Fawzy & Lucas Dworski (2011), Emerging Business Online: Global Markets and the power of B2B Internet Marketing, Pearson Education

**Suggested Text Books:**

1. Susan Sweeney, Andy MacLellan, Ed Dorey, 3G Marketing on the Internet: Third Generation Internet Marketing Strategies for Online Success, 7<sup>th</sup> Edition, Maximum Press
2. Catherine Juon, Dunrie Greiling & Catherine Buerkle (2012), Internet Marketing Start To Finish, Que Publishing House

**Suggested web links:**

1. [http://epgp.inflibnet.ac.in/view\\_f.php?category=1408](http://epgp.inflibnet.ac.in/view_f.php?category=1408) Module 20
2. <https://www.google.com/onlinechallenge/dmc/dmc-intro.html>
3. <https://www.coursera.org/specializations/digital-marketing>
4. <https://www.mica.ac.in/digital-marketing/curriculum>



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**Course Code:** MSC 502

**Course Name:** Marketing Research (Semester: January 2018 to June 2018)

**Faculty Name:** Dr Sarvesh Kumar, Assistant Professor, Department of Marketing & SCM, SBMS.

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Introduce and familiarize students with important aspects of marketing research.
- Examine the characteristics of marketing management from the standpoints of the components of decisions and generic types of decision that have to be made in dynamic business environment.
- Prepare students for critically analyzing the nature of marketing research and its relation to decision making.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment : 25%
  - Class participation: 5%
  - Marketing Research Design (Assignment) : 5%
  - Marketing Research Action oriented Assignments (Ongoing for the semester): 10 %
  - Presentations on Marketing Research Action oriented Assignments : 5%

**Course Contents:**

**UNIT – I: Marketing Research Information and Technology (4 Hours)**

- The Role of Marketing Research in Strategic Planning
- The Marketing Research Process
- Defining the Marketing Research Problem (Case Study)
- Developing a Marketing Research Approach

**UNIT – II: Marketing Research Design Formulation (5 Hours)**

- Marketing Research design (based on consumer behavior survey in Third Semester)
- Exploratory Research Design in Marketing Research: Secondary data
- Exploratory Research Design in Marketing Research: Qualitative Research



- Descriptive Research Design in Marketing Research: Survey and Observation
- Causal Research Design in Marketing Research: Experimentation

**UNIT – III: Reporting in Marketing Research**

**(4 Hours)**

- Analysis in Marketing Research based on consumer behavior survey in Third Semester
- Introduction Consumer Behavior Analytics
- Reporting in Marketing Research
- Case Study in Marketing Research

**UNIT – IV: Marketing Research in Action**

**(2 Hours)**

- Marketing Research in Action : Case study (Brand Switching)
- Marketing Research in Action : Pre and post advertisement Analysis

**UNIT – V: Introduction to Marketing Research Analytics**

**(4 Hours)**

- Application of IT in Marketing Research
- Introduction to Marketing Research Analytics
- Introduction to Data mining for marketing Research
- Introduction to R-Software

**Prescribed Text Books:**

1. Hair, Joseph F.; Robert P Bush and David J. Ortinau (2002). **Marketing Research: Within a changing Information Environment 2/e**, Tata McGraw Hill: New Delhi.
2. Malhotra, Naresh K. and Satyabhushan Dash (2011). **Marketing Research, 6/e**, Pearson: New Delhi.
3. Tan. Pang- Ning; Michael Steinbach and Vipin Kumar (2006). Introduction to Data Mining. Pearson Education, Boston.

**Suggested Additional Readings:**

1. Aakar, David A; V. Kumar, George S. Day and Robert P. Leone (2011). **Marketing Research, 10/e**, Wiley India: New Delhi.
2. Beri, G. C. (2011). **Marketing Research, 4/e**, Tata McGraw Hill Education Pvt. Ltd.: New Delhi.
3. Bradley, Nigel (2010). **Marketing Research Tools and Techniques, 2e**, Indian edition, Oxford: New Delhi.
4. Churchill, Gilbert A. Jr. and Dawn Iacobucci (2005). **Marketing Research: Methodological Foundations, 9e**, South – Western Cengage Learning, New Delhi
5. Green, Paul E., Donald S. Tull and Gerald Albaum (2009). **Research for Marketing Decisions, 5/e**, PHI: New Delhi.
6. Hamel, Jacques; Atephane Dufour and Dominic Fortin (1993). **Case Study Methods**, Sage Publications: New Delhi
7. McDaniel, Carl (Jr.) and Roger Gates (2011). **Marketing Research, 8/e**, Wiley India: New Delhi.
8. Sontakki, C. N. (2013). **Marketing Research**, Himalaya Publishing House, Mumbai

9. Travers, Max (2001). **Qualitative Research through Case Studies**, Sage Publications: New Delhi.
10. Tull, Donald S. and Del I. Hawkins (2011). **Marketing Research: Measurement and Method, 6/e**, PHI: New Delhi.
- 11.

## Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	The Role of Marketing Research in Strategic Planning	Book – 1	Chapter – 1
Lecture – 2	The Marketing Research Process	Book – 1	Chapter – 1
Lecture – 3	Defining the Marketing Research Problem	Book – 1 Book – 2	Chapter – 3 Chapter – 2
Lecture – 4	Developing a Marketing Research Approach	Book – 2	Chapter – 2
Lecture – 5	Marketing Research design	Book – 2	Chapter – 3
Lecture – 6	Exploratory Research Design in Marketing Research: Secondary data	Book – 2	Chapter – 4
Lecture – 7	Exploratory Research Design in Marketing Research: Qualitative Research	Book – 2	Chapter – 5
Lecture – 8	Descriptive Research Design in Marketing Research: Survey and Observation	Book – 2	Chapter – 6
Lecture – 9	Causal Research Design in Marketing Research: Experimentation	Book – 2	Chapter – 7
Lecture – 10	Measurement, Scaling and Questionnaire and Form Design in Marketing Research	Book – 1 Book – 2	Chapter – 12 Chapter – 8
Lecture – 11	Sampling in Marketing Research	Book – 1 Book – 2	Chapter – 11 Chapter – 11
Lecture – 12	Data Collection in Marketing Research	Book – 1 Book – 2	Chapter – 11 Chapter – 13
Lecture – 13	Analysis in Marketing Research	Book – 1 Book – 2	Chapter – 17 Chapter – 16,18
Lecture – 14	Case Study in Marketing Research	Handout	Handout
Lecture – 15	Reporting in Marketing Research	Book – 1 Book – 2	Chapter – 19 Chapter – 23
Lecture – 16	Marketing Research in Action (Brand Switching): Markov Analysis	Handout	Handout
Lecture – 17	Marketing Research in Action: Conjoint Analysis (Marketing)	Book – 2	Chapter – 21
Lecture – 18	Application of IT in Marketing Research - Lecture I	Computer Lab	Computer Lab
Lecture – 19	Application of IT in Marketing Research - Lecture II	Computer Lab	Computer Lab
Lecture – 20	Application of IT in Marketing Research - Lecture III	Computer Lab	Computer Lab



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**Course Code:** MSC 508  
**Course Name:** Customer Relationship Management

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Acquaint students with the basic issues in Customer Relationship Management (CRM).
- Enable students to apply concepts of CRM in creating and building of customer value, satisfaction and loyalty.
- Understand the strategic relevance of CRM in competitive business environment.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
  - a. Class participation = 5%

(Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)

- b. Assignments/Presentations=10%
- c. Case studies =5%
- d. Surprise test/Activity =5%

**Course Contents:**

**UNIT - I: Introduction to Customer Relationship Management (6 Hours)**

- Relationship in Business, Theoretical Perspective, Models/Levels
- CRM, Factors Responsible for Growth of CRM, CRM Cycle, Stakeholders of CRM and Purpose of Relationship Marketing
- Components of Successful Relationship and CRM Success Factors

**UNIT - II: Customer Experience and CRM Strategies (6 Hours)**

- Emotion and Customer Experience
- 3Ds of Customer Experience and Customer Experience Management
- Attributes of CRM
- CRM and Relationship Brands
- Components of CRM Programme and CRM Process

**UNIT - III: Creating/ Building Customer Value, Satisfaction and Loyalty (7 Hours)**

- Data Warehousing, Data Mining, Sales Force Automation
- Customer Value, Customer Perceived Value, Customer Life Time Value
- Customer Satisfaction, Monitoring Satisfaction, and Customer Loyalty
- Customer Equity
- Case Study

**UNIT - IV: Service Quality and CRM Implementation (6 Hours)**

- Service Quality
- Service Failure and Recovery
- Customer Retention
- Steps of CRM Implementation
- Case Study

**UNIT – V: Other Issues of CRM (5 Hours)**

- eCRM
- Employee Factor in CRM
- Social Networks: C2C Exchanges and Relationships
- CRM Practices in Indian Service Business

**Prescribed Text Books:**

1. Rai Alok Kumar (2013), Customer Relationship Management: Concepts and Cases, Second Edition, PHI Learning Pvt. Ltd., Delhi.
2. Biswas Supriya (2011), Relationship Marketing: Concepts, Theories and Cases, PHI Learning, Delhi.
3. Baron, Conway and Warnaby (2010), Relationship Marketing: A consumer Experience Approach, SAGE Publications Ltd.

**Suggested Additional Readings:**

1. Gosney John W and Thomas P Boehm, Customer Relationship Management Essentials, Prentice Hall, New Delhi.
2. Buttle Francis (2009), Customer Relationship Management: Concepts and Technologies, Second Edition, Elsevier and Taylor & Francis Group.
3. Kotler, Keller, Koshy and Jha (2009), Marketing Management: A South Asian Perspective, Thirteenth Edition, Peason Education, India.
4. Seth Jagdish N et. al, Customer Relationship Management, Tata McGraw Hill Publishing Co., New Delhi.
5. Bhatt K Govinda (2010), Customer Relationship Management, First Edition, Himalaya Publishing House.



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**Course Code:** MSC 514

**Course Name:** Sales & Distribution Management

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Acquaint students with the fundamentals of sales and distribution management.
- Enable students to manage the sales, sales force and distribution functions.
- Provide experience to handle the real time situations

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
  2. End Term Examination: 50%
  3. Continuous Internal Assessment : 25%
    - a. Class participation = 5%
- (Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)
- b. Assignments/Presentations =5%
  - c. Case studies/ Activity/Test =5%
  - d. Role play/ Sales demonstration =10%

**Course Contents:**

**UNIT - I: Introduction to Sales Management (4 Hours)**

- Overview of Sales Management
- Role and Success factors of Professional Salespeople
- Sales Management Positions
- Modern Selling/ The Effective Sales Executive
- Theories of Selling
- Buyer Behaviour: Organizational Vs Consumer

**UNIT – II: Sales Process, Sales Planning and Sales Organization (5 Hours)**

- Sales Preparation and Process
- Sales Planning and Sales Forecasting
- Budgeting
- Management of Key Accounts, Sales Territories and Quotas
- Case study

**UNIT - III: Sales Force Management (4 Hours)**

- Sales Force Management
- Recruitment and Selection
- Training, Motivating and Compensating Sales Personnel
- Managing Expenses of Sales Personnel, Sales Meeting and Contests
- Sales Control and Case study
- Case Study: Managing Sales Expenses

**UNIT - IV: Distribution Management-I**

**(3 Hours)**

- Marketing Channels: Functions, Level and Formats
- Adding Value through Channels
- Channel Institutions and Its Management
- Case: Distribution Management

**UNIT - V: Distribution Management-II**

**(4 Hours)**

- Distribution Strategies and Designing Channel Systems
- Channel Power
- Channel Conflict Management
- ICT Implication on Sales and Distribution Management

**Prescribed Text Books:**

1. Havaladar Krishna and Cavale Vasant (2011), Sales and Distribution Management, Tata McGraw Hill Education.
2. Still, Cundiff and Govoni (2011), Sales Management (Decision, Strategy and Cases), Pearson Education, India.
3. Jobber and Lancaster (2011), Selling and Sales Management, Seventh Edition, Pearson Education, India.

**Suggested Additional Readings:**

1. Coughlan, Anderson, Stern, El-Ansary and Natarajan (2011), Marketing Channels, Seventh Edition, Pearson Education, India.
2. Allen, R Y, Selling Dynamics, Tata McGraw Hill, New Delhi.
3. Gupta Vaswar Das, Sales Management-The Indian Perspective, Prentice Hall, Delhi.
4. Kotler, Keller, Koshy and Jha (2009), Marketing Management: A South Asian Perspective, Thirteenth Edition, Pearson Education, India.
5. Kumar Arun and Meenakshi N (2011), Marketing Management, Second Edition, Vikas Publishing House Pvt. Ltd.
6. Stern, Adell and Anne, Marketing Channels, Prentice Hall, Delhi.

**Course Code:** MSC 522

**Course Name:** Web Based Advertising (WBA)

**Course Coordinator:** Dr Bhagwan Singh, HoD, Dept. of Marketing & Supply Chain Management

**Credits Equivalent:** 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

**Course Objectives:** The course is designed to:

- Enable the students to apply marketing theory and concepts to what marketers do in "the real world".
- Enable the students to design effective marketing programs by selecting appropriate strategies for product, pricing, place and promotion.
- Improve familiarity of the students with current issues and emerging trends in marketing.

**Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

**Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Semester Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class participation: 5% (No. of Classes attended / Total No. of Classes Delivered) X 100
  - Presentations: 5% (No. of presentation given / Total Presentation) X 100 (+/- Teacher Remark)  
(Note: Marking base for above: 75-80%=1, 80-85%=2, 85-90%=3, 90-95%=4, 96-100%=5)
  - Case studies & Survey: 10%
  - Assignments/Surprise test/Activity: 5%

**Course Contents:**

**UNIT – I: Starting with Foundation**

**(3 Hours)**

- History of Internet
- A Marketing Perspective in the Internet Age
- Internet marketing v/s traditional marketing
- Need of Website for Business

**UNIT – II: Understanding Web Environment**

**(5 Hours)**

- Customers & Internet
- Types of Web Environment: Micro and Macro Environment
- The abbreviations used while working/marketing through web.



**UNIT – III: Web Based Advertising (4 Hours)**

- Advertising Defined
- Roles, Players and Basic Medias of Advertising
- Evolution of Advertising and its types
- Introduction to Web Based Advertising (WBA)

**UNIT – IV: Types and Models of Web Based Advertising (WBA) (5 Hours)**

- Types of WBA
- Model of WBA
- Revenue Models of WBA
- Popular Terms of Web Advertising Trade

**UNIT – V: Recent Trends in Digital Marketing (3 Hours)**

- Mobile Based Marketing
- Video based marketing (You tube etc)
- Digital Marketing Strategy
- Virtual Reality Based Advertising

**Prescribed Text Books:**

1. Dave Chaffey ,Fiona Ellis-Chadwick, Kevin Johnston & Richard Mayer (2009), Internet Marketing: Strategy, Implementation and Practice, 3<sup>rd</sup> Edition, Pearson Education
2. Bhagwan Singh, (2017), Web Based Advertising: A Tool of Digital and Internet Based Marketing, 1<sup>st</sup> Edition, Anamika Publisher
3. Lara Fawzy & Lucas Dworski (2011), Emerging Business Online: Global Markets and the power of B2B Internet Marketing, Pearson Education

**Suggested Text Books:**

1. Susan Sweeney, Andy MacLellan, Ed Dorey, 3G Marketing on the Internet: Third Generation Internet Marketing Strategies for Online Success, 7<sup>th</sup> Edition, Maximum Press
2. Catherine Juon, Dunrie Greiling & Catherine Buerkle (2012), Internet Marketing Start To Finish, Que Publishing House
3. Ramaswamy V.S. & Namakumari S. (2009), Marketing Management: Global Perspective Indian Context, 4<sup>th</sup> Edition, Macmillan Publishers India Ltd., New Delhi.
4. Kotler Philip; Armstrong Gary; Agnihotri Prafulla Y. & Haque Ehsan UI (2011), Principles of Marketing: A South Asian Perspective, 2<sup>nd</sup> Edition, Pearson Education, New Delhi.
5. Bose Biplab S. (2010), Marketing Management, 3<sup>rd</sup> Edition, Himalaya Publishing House Pvt. Ltd., Mumbai.
6. Kotler Philip; Keller Kevin Lane; Koshy Abraham & Jha Mithileswar (2009), Marketing Management: A South Asian Perspective, 13<sup>th</sup> Edition, Pearson Education, New Delhi.

**Suggested web links:**

1. [http://epgp.inflibnet.ac.in/view\\_f.php?category=1408](http://epgp.inflibnet.ac.in/view_f.php?category=1408) Module 07, 18 & 20
2. <https://www.google.com/onlinechallenge/dmc/dmc-intro.html>