



DEPARTMENT OF BUSINESS ADMINISTRATION

*FACULTY OF
MANAGEMENT*

M.B.A.
(Marketing)

TWO YEARS PROGRAMME

ORDINANCE

&

SYLLABUS

MASTER OF BUSINESS ADMINISTRATION (MARKETING)

(Under Choice Based Credit System)

Master of Business Administration (Marketing) is a Two Year Full Time Programme. The course structure and programme ordinance are as follows:

COURSE STRUCTURE

The M.B.A. (Marketing) program shall be of two years duration i.e. first year and second year, each year consisting of two semesters. The first two semesters, each shall consist of eight core theory papers and viva-voce. The third and fourth semesters shall contain a combination of core papers and elective papers.

The list of papers offered during first year and second year of the program shall be as follows.

FIRST YEAR

I Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA-MC11	Management Concepts and Skill Development	4	30	70
MBA -MC12	Statistics for Business Decisions	4	30	70
MBA -MC13	Managerial Economics	4	30	70
MBA -MC14	Human Resource Management	3	30	70
MBA -MC15	Marketing Management	4	30	70
MBA -MC16	Business Ethics	3	30	70
MBA -MC17	Financial & Cost Accounting	4	30	70
MBA -MC18	Financial Management	4	30	70
MBA -MC19	Viva-Voce	2	-----	100
	Total	32	240	660

II Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA-MC21	Accounting for Managerial Decisions	4	30	70
MBA -MC22	Sales Management	4	30	70
MBA -MC23	Quantitative Techniques	4	30	70
MBA -MC24	E-Commerce	4	30	70
MBA -MC25	Marketing Research	4	30	70
MBA -MC26	Business Environment	4	30	70
MBA -MC27	Business Communications	3	30	70
MBA -MC28	Computer Applications I	3	30	70
MBA -MC29	Viva-Voce	2	-----	100
	Total	32	240	660

SECOND YEAR

III Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA –MC31	Strategic Management - I	4	30	70
MBA –MC32	International Business	4	30	70
MBA –MC33	Management Information System	4	30	70
MBA –MC34	In Industry Training Report – Evaluation & Viva Voce	4	-----	100
MBA – EM -	Group A Elective Paper I	4	30	70
MBA – EM -	GroupA Elective Paper II	4	30	70
MBA – EM -	GroupB Elective Paper I	4	30	70
MBA – E M-	Group B Elective Paper II	4	30	70
	Total	32	210	590

IV Semester

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA-MC41	Strategic Management - II	4	30	70
MBA-MC42	Logistics & Supply Chain Management	4	30	70
MBA-MC43	Computer Applications II	4	30	70
MBA -MC44	Dissertation - Evaluation & Viva Voce	8	-----	100
MBA – EM -	GroupC Elective Paper I	4	30	70
MBA – EM -	GroupC Elective Paper II	4	30	70
	Total	28	150	450

Minimum credit requirements for the programme = 124 credits.

The following shall be the Choice Based Elective Papers available in different Groups.

ELECTIVE GROUPS:

GROUP A

Consumer Behaviour	MBA – EM -301
Agricultural & Rural Marketing	MBA – EM -302
Retailing	MBA – EM -303

GROUP B

Service Marketing & CRM	MBA – EM -304
Product & Brand Management	MBA – EM -305
Marketing Of Non-Profit Organization	MBA – EM -306

GROUP C

International Marketing	MBA – EM -401
Advertising Management	MBA – EM -402
Industrial Marketing	MBA – EM -403

Admission to MBA (Mktg.)-I Year (Semester II)

Admission to MBA (Mktg)-I year (Semester II) shall be given to those students who have successfully cleared at least five papers out of eight theory papers and not declared as fail.

Admission to MBA (Mktg) II Year (Semester III)

Admission to MBA (Mktg)II year (Semester III) shall be given to those students, who have cleared successfully at least five papers out of eight theory papers offered for MBA (Mktg)-I year (Semester-I) as well as at least five papers out of eight theory papers offered in MBA (Mktg) -I year (Semester II) exams and not declared as fail in any semester.

In Industry Summer Training & Report:At the end of second semester examination, every student of MBA will undergo industrial training of 6 to 8 weeks duration. The student, after the completion of training will submit one copy of the report to the Department, which will form part of third semester examination. The report should ordinarily be based on primary data. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report should have one certificate duly signed by the Reporting Officer of the organization where the student has undergone training. The report must be submitted latest by 31st August during third semester. A late fee of Rs. 1000 will be paid by the student, if he/she fails to submit the report by 31st August.

The **Third and Fourth Semesters** shall contain a combination of core papers and elective papers.

In MBA (Mktg) III Semester a student shall have the **choice** of studying **any two papers out of three papers mentioned in Group A**. Similarly he/she will have the choice to study **any two papers out of three papers mentioned in Group B**.

In MBA IV (Mktg) Semester a student shall have the **choice** of studying **any two papers out of three papers mentioned in Group C**.

Note: A paper from elective group shall only be offered for studying in MBA (Mktg) III/MBA (Mktg) IV Semester if minimum number of students interested in that paper is 20.

A student of MBA (Mktg) – II year (Semester – III) has to study two papers from Group A & two papers from Group B besides compulsory papers.

In MBA (Mktg) – II year (Semester – IV) a student has to study two papers from Group C besides compulsory papers.

Dissertation and its Report: In fourth semester, a student shall be required to prepare a Dissertation under the supervision of a faculty. Evaluation of its report and viva shall be conducted by both external and internal examiners. The dissertation report must contain a certificate of the Supervisor and the Head of the Department certifying the authenticity of the report. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report must be submitted latest by 15th April during fourth semester.

Topic for dissertation shall be allotted in the beginning of Semester III.

1. For Admission in MBA (Mktg) programme minimum percentage of marks required at graduation level is 50 percent (a student having even 49.99% shall not be eligible for admission). Government norms regarding reservation & relaxation in percentage shall be applicable in admission process.
2. English shall be the medium of instruction in lectures, University examinations; Admission test(s) Presentations etc.
3. As far as possible fifty percent paper setters / examiners will be internal and fifty percent external.
4. All students will have to make a presentation of their industry training report which shall be evaluated centrally (by external & internal examiners) and viva voce would be conducted jointly by two examiners

,one internal and one external who shall be the university teacher / senior business executive during the third semester examination. In industry training report shall carry a maximum of 100 marks.

5. The Dissertation shall carry a maximum of 100 marks and the evaluation of the same shall take place in fourth semester. The title for the project work shall be allotted by the concerned faculty / academic committee to a group consisting of not more than five students. After the submission of project report in fourth semester group presentation of the same shall take place & viva-voce held which shall be conducted & evaluated centrally & jointly by the supervisor and external expert.

The academic committee of the department shall comprise of all regular faculty members.

6. For promotion in next semester/clearing the semester it is compulsory for students to pass in the Viva-Voce examination of I Semester/Viva-Voce examination of II Semester/In-Industry Training Report Evaluation of III Semester/Dissertation Evaluation in IV Semester, as the case be, because provision of Back Paper shall not be applicable in these examinations.
7. **End semester examination:** All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 70.
8. **Mid semester examination:** There shall be one mid semester written examination of two hours duration for each paper, which shall carry 20 marks. This examination will be compulsory for the students. In case, if any student fails to appear in one or more papers on **medical ground** then he/she may be provided **one more chance during the same semester with due permission of the Head/Dean on payment of re-examination fee of Rs 1000/- per paper subject to a maximum of Rs 5000/-**
9. **Guidelines for internal evaluation:**
- a) It shall be based on verifiable means.
 - b) The distribution of marks of internal evaluation will be as follows:
 - (i) Written test (Mid Semester Examination) -20 marks

- (ii) Term Assessment based on assignments/ -10 marks
presentations/ LSA / class participation

Whenever the score in internal evaluation is 80% or more (except in papers of quantitative nature) the written test answer books could be re-evaluated by two teachers of the department.

- c) All assignments will be submitted in his/her hand writing only.

10. **The maximum marks allotted for each paper will be as follows:**

- (i) End semester examination 70 marks
(ii) Internal evaluation 30 marks

11. **Back Paper Provision:** The minimum passing marks in each individual paper will be 40% and in aggregate 50% in each semester. This percentage will apply on aggregate marks of internal evaluation and end semester examination. Any candidate who fails to secure minimum of 40% marks but secures 25% or more marks, in three or less than three papers, in first semester of the first academic year will be promoted to the next semester of MBA (Mktg) Part I. Any candidate who fails to secure minimum of 40% marks but secures 25% or more marks, in three or less than three papers, in third semester of the second academic year will be promoted to the next semester of MBA (Mktg) - Part II. However in MBA (Mktg) Part II (III semester), only those candidates will be admitted who have cleared at least five papers in each of the I and II semester of MBA (Mktg) Part I examinations.

A maximum of three back papers are allowed in any semester.

The examinations of the back papers of the I and II semesters will be held along with III and IV semesters respectively. The examinations for the back papers of the III and IV semesters will be held in subsequent year (s) as and when the III and IV semesters examinations of the next batch are held.

A **maximum of two chances shall be available to a candidate to clear his/her back papers.** The candidate has to clear all his/her back papers within a **period of four years from the year of his/her admission. After which he/she will be declared fail.**

If a candidate clears his I, II, III semesters but obtains back (s) only in IV semester then treating it as a special case the examination of back paper (s) of IV semester could be held along with I and III semester examinations or earlier, if possible.

12. A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to maximum of three), according to his choice in order to secure the minimum marks prescribed to pass in the aggregate.

13. **Evaluation Pattern for MBA (Marketing):**

Award of Grades & Grade Points Based on Absolute Marks

Sno	Marks Range (out of 100)	Grade	Grade Point
1	90 – 100	O	10
2	80 – 89	A	9
3	70 – 79	B	8
4	60 – 69	C	7
5	50 – 59	D	6
6	40 – 49	E	5
7	25 – 39	Bp	4
8	00 – 24	F	0
9	Absent	Ab	0

Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that paper (i.e. **passed in paper**).

Letter grade Bp in a paper means that the student has **not been able to clear the paper** and is **entitled to appear in the Back Paper examination** if he/she satisfies **other conditions for Back Paper examination**.

Letter grade F means that the student has failed.

Letter grade Ab means that the student was absent

Calculation of SGPA and CGPA

The following procedure shall be used to calculate the **Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)**:

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA} = \Sigma(C_i \times G_i) / \Sigma C_i$$

Where **C_i** is the number of credits of the **i**th paper and **G_i** is the grade point scored by the student in the **i**th paper.

- The CGPA is also calculated in the same manner taking into account all the papers undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \Sigma(C_j \times S_j) / \Sigma C_j$$

Where **S_j** is the SGPA of the **j**th semester and **C_j** is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration of Calculation of SGPA and CGPA

• **Illustration for SGPA**

Paper	Credit	Grade Letter	Grade Point	Credit Point
Paper 1	4	B	8	4 x 8 = 32
Paper 2	4	C	7	4 x 7 = 28
Paper 3	3	O	10	3 x 10 = 30
Paper 4	4	E	5	4 x 5 = 20
Paper 5	3	D	6	3 x 6 = 18
Paper 6	4	E	5	4 x 5 = 20
Paper 7	4	C	7	4 x 7 = 28
	26			176

Thus, **SGPA = 176/26 = 6.77**

• **Illustration for CGPA**

Semester I	Semester II	Semester III	Semester IV
Credit : 30	Credit : 26	Credit : 32	Credit : 34
SGPA:6.9	SGPA:5.8	SGPA:7.3	SGPA:6.8

$$\text{CGPA} = \Sigma(\text{C}_j \times \text{S}_j) / \Sigma \text{C}_j$$

$$\text{CGPA} = \{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8)\} / \Sigma \text{C}_j$$

Thus, **CGPA = 822.6/122 = 6.74**

14. The conversion formula for **converting CGPA to the corresponding Percentage of Marks** will be as follows:

$$\text{X} = 10 \text{ Y} - 4.5$$

where, **X = Percentage of Marks**

$$\text{Y} = \text{CGPA}$$

15. In the first three semesters, the candidate will be declared only as “Pass” or “Fail” Division will be awarded only on the basis of combined result of all the four semesters of MBA (Mktg) I and II.

16. If a candidate fails to appear in industry training viva voce, viva voce of dissertation or any viva voce then he / she may be provided a second chance with due permission of the Registrar on the Payment of prescribed fee for each viva voce.
 17. No regular admission will be given to failed students. Any candidate who fails in the examination or is entitled to carry over papers as “back papers” may reappear in the next subsequent examinations. However the marks obtained previously by the candidate in the internal evaluation of the paper concerned, shall be retained and added with the marks obtained in the subsequent end semester examinations.
 18. There will be no re-evaluation or supplementary exams. Scrutiny in not more than four papers in each semester is permitted.
 19. The syllabi will be prescribed by the Board of Studies. However, the course outline in detail will be prepared by the department. For the paper setting the course outline thus prepared, will be sent to the examiner concerned.
 20. The award of the division to the successful candidate will be on the basis of the combined results of MBA(Mktg) Part I and II examinations (of all four semesters) as follows:

(i) Candidates securing CGPA 6.45 and above	I Division
(ii) Candidates securing CGPA 5.45 to 6.44	II Division
(iii) Candidates securing CGPA less than 5.45	Fail
- The students will have to fulfill the minimum requirement of attendance as per the rule of the university
21. No person shall be admitted as a candidate for the examinations of any of the part after the lapse of four years after admission to the first year of MBA (Mktg) course. However under special circumstances this period may be extended by one additional year (i.e. total five years) with the special permission of the Head as well as Dean.



MBA(Marketing) -I Semester

Management Concepts & Skill Development

PAPER CODE: MBA-MC11

Objective: The objective of this course is to develop a basic understanding about the management concepts as well as of human in various managerial processes in Organization.

UNIT-I

Management: Definition, nature, process, functions & skills. **Evolution of management thoughts-** F.W.Taylor, Henri Fayol, Max Weber, Elton Mayo. **Management Approaches-** System approach, Contingency approach. **Business Organization-** Types of ownership.

UNIT-II

Planning: Concept and purpose, Planning Process, Management by Objectives (MBO), Decision Making. **Organization:** Concept and purpose of Organization, Types of Organization, Line, Line & Staff, Matrix, Virtual Organization structures. Basis of Departmentation, Concept of Authority, Functional Authority, Delegation of Authority, Centralization and Decentralization of Authority. Coordination. Staffing.

UNIT-III

Directing: Leadership- Concept, Traits, Styles. **Communication:** Concept, Types, process, barriers, making Communication effective. **Controlling:** Concept, process, Requirement for Adequate control, Budgetary Control, Non-Budgetary Control.

UNIT-IV

Business Process Re-engineering- Concept, Process, Redesign, BPR, experiences in Indian Industry. **Total Quality Management (TQM)-** Concept, Systems model of Quality, Deming's approach, TQM as a business Strategy. **Knowledge Management (KM)-** What, why, how, of Knowledge Management, KM process, approach, strategies, tools. **E-commerce-** Ideology, methodology, classification by application/nature of transactions, Driving Forces of EC, Impact of EC, Scope.

UNIT-V

Skill Development- Writing Business Letter, Official letters, 7C's & 4'S in Communication, Report writing Skills, Presentation Skills.

Suggested Readings:

1. Stoner, Freeman, Gilbert Jr.: Management (Pearson education)
2. Kootz, O'Donnell, Weighrich: Essentials of Management
3. Michael, J. Stahl: Management- Total Quality in a global environment (Blackwell Business)
4. Newman, Warren and Summer: The Process of Management, Concept, Behaviour & Practice.
5. Brech, E.F.L.: Principles and Practice of Management
6. Drucker, P.F. : Managements, Tasks, Responsibilities, Practices
7. Asha Kaul: Effective Business Communication (PHI)
8. RonLudlow, Fergus Panton: The Essence of Effective Communication(PHI)
9. Efrain, jae, david, H. Micheal: Electronic Commerce : A Managerial Perspective (Pearson Education)



MBA(Marketing)- I Semester Statistics for Business Decisions *PAPER CODE: MBA-MC12*

Objective: The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.

UNIT-I

Statistics: Concept, Significance and Limitations. Collection of Primary and Secondary Data, Classification and Tabulation, Frequency Distributions and their graphical representation.

UNIT-II

Measures of Central Tendency: Mean, Median and Mode. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Quartile Deviation . Moments, Measures of Skewness and Kurtosis .

UNIT-III

Probability: Classical, Relative and Subjective Probability. Additive and Multiplicative rules; Conditional Probability and Baye's Theorem. Random Variable, Mathematical Expectation, Binomial, Poisson and Normal probability distributions.

UNIT-IV

Sampling: Methods of Sampling; Sampling and Non-Sampling Errors; Law of Large Numbers and Central Limit Theorem (without proof). Estimation, Point & Interval Estimates, Confidence Intervals. Statistical Testing- Hypothesis and Errors; Large and Small One Sample and Two sample Tests- Z test, T-test and F-Test. Chi-Square as a test of Independence and as a test of Goodness of Fit, Analysis of Variance .

UNIT-V

Correlation and Regression Analysis: Two variable case / Index Numbers; Time series- its components and their determination.

Suggested Books:

1. Levin, R.I.: Statistics for Management(PHI)
2. Black, K: Business Statistics(Wiley)
3. Levine, Stephan, Krehbiel & Berenson: Statistics for Managers(Pearson)
4. Gupta, S.P. & Gupta, M.P.: Business Statistics
5. Lapin, Lawrence: Statistics for Modern Business Decisions (HBJ)
6. Shenoy, G.V. & Pant, M: Statistical Methods in Business and Social Science's



MBA(Marketing) - I Semester

Managerial Economics

PAPER CODE: MBA-MC13

Objective: The basic objectives of this course are to familiarise the students with the concepts and tools of managerial Economics as applicable to decisions making in contemporary business environment.

UNIT-I

Nature and scope of Managerial Economics: Nature and scope of Managerial Economics, its relationship with subjects. Objective of Firm, Fundamental Economic concepts- Opportunity cost concept, Incremental concept, Principle of the perspective, Discounting principle and Equimarginal principle.

UNIT-II

Demand Analysis: Concept and importance of Demand & its determinants, Income & Substitution effect, various elasticities of demand, using elasticities in managerial decisions, revenue concepts, relevance of demand forecasting, methods of demand forecasting.

UNIT-III

Cost Concept and Production Theory: Various cost concepts & classifications, Cost output relationship- in short run and in long run, (cost curves), Economies of scale, cost control and cost reduction, Production function, managerial uses of production function, Indifferent curves.

UNIT-IV

Pricing Decisions: Pricing methods, Price Discrimination, Price and output decisions under different market structures- Perfect competition, Monopoly and Monopolistic Competition, Oligopoly.

UNIT-V

Profit & Inflation: Profit, Functions of profit, profit maximization, Break Even analysis, Inflation- Types, in terms of demand pull & cost factors, effects of inflation.

Suggested Readings:

- | | |
|---------------------------|--|
| 1. Varsney & Maheshwari : | Managerial Economics |
| 2. Mote, Paul & Gupta | Managerial Economics: Concepts & Cases |
| 3. D.N. Dwivedi | Managerial Economics |
| 4. D.C. Hague | Managerial Economics |
| 5. Peterson & Lewis | Managerial Economics |
| 6. Trivedi | Managerial Economics |
| 7. D. Gopalkrishan | A study of Managerial Economics |
| 8. Habib-Ur-Rehman | Managerial Economics |



MBA(Marketing)- I Semester **Human Resource Management** ***PAPER CODE: MBA-MC14***

Objective: The course aims at developing a basic understanding in the students of the issues relating to procurement, development, appraisal, compensation, integration etc. of human resource for its optimum utilization and productivity in the Organization in the context of dynamic business environment.

UNIT-I

Human Resource Management: Concept, objectives, scope, functions, importance, Human Resource Planning: Meaning, Objectives, process, limitations, importance, And responsibility for human resource planning.

UNIT-II

Recruitment and Selection: Meaning, sources of recruitment, selection process, induction.

UNIT-III

Training and Development: Meaning, identification of training and development needs methods of training and development, evaluation of training and development programmes, significance of training and development, career development.

UNIT-IV

Performance appraisal: Meaning, process, methods, limitations, importance, internal mobility, separation.

UNIT-V

Wage and Salary Administration: Concept, objectives, factors influencing wage and salary administration. Job evaluation: meaning, principles, methods, limitations, importance, Systems of payment: Time rate system, piece rate system and Incentive payments. Fringe benefits, Executive compensation.

Suggested Readings:

1. David A. De Cenze & Stephen P. Robbins : Personnel/Human Resource management
2. Rudrabasavarj , M.N. : Dynamic Personnel Administration: management of Human Resource
3. P. Subba rao : Essentials of Human Resource Management & Industrial Relations
4. C.B. Mamorai : Personnel Management
5. Dale Yoder & Paul Staudohar : Personnel Management & Industrial Relations
6. Beach : Personnel- The Management of People at work
7. Strauss G & Sayles , L.R. : The Human Problems of Management
8. Jucius , M.C. : Personnel Management
9. Flippo, Edwin ,B : Personnel Management



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing)- I Semester

Marketing Management

PAPER CODE: MBA-MC15

Objective: The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

UNIT-I

Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning– an overview. **Market Analysis and Selection:** Marketing environment– macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer Behaviour; consumer versus organizational buyers; Consumer decision making process.

UNIT-II

Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. **Pricing Decisions:** Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

UNIT-III

Distribution Channels and Physical Distribution Decisions : Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. **Promotion Decisions:** Communication Process; Promotion mix– advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion– tools and techniques.

UNIT-IV

Marketing Research: Meaning and scope of marketing research; Marketing research process.
Marketing Organization and Control: Organising and controlling marketing operations.

UNIT-V

Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

Suggested Readings:

1. **Kotlar, Philip**, Marketing Management, Prentice Hall, New Delhi.
2. **Stanton, Etzel**, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. **Saxena, Rajan**, Marketing Management, Tata-McGraw Hill, New Delhi.
4. **McCarthy, E.J.**, Basic Marketing: A managerial approach, Irwin, New York.



MBA(Marketing) - I Semester

Business Ethics

PAPER CODE: MBA-MC16

Objectives: The course aims to educate that how the adoption of Business Ethics by Organizations not only discourages corporate wrong- doing, but also contributes substantially in the achievement of corporate excellence.

UNIT-I

Business Ethics- An Overview- Concept, nature, Objectives, evolving ethical values, Arguments against business Ethics.

UNIT-II

Work life in Indian Philosophy- Indian ethos for work-life, Difference between ethics and ethos, purpose of Indian ethos, need of Indian ethos, Indian values for the work place, Work-Life Balance, components of work life balance.

UNIT-III

Relationship between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, need for code of ethics ,Types of code of ethics ,Organizational culture, Characteristics of organizational culture ,TQM:Benefits,principles.

UNIT-IV

Gandhian Philosophy of Wealth Management- Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.

UNIT-V

Corporate Social Responsibility- Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Readings:

1. Chakraborty , S.K. : ,Foundations of management Work - Contributions from Indian Thought: Himalaya Publishing House Delhi 1998
2. Griffiths , B. : Themarriage of East and West , colling London 1985
3. Gandhi , M.K. : The Study of My Experience with Truth, Navjivan Publishing House , Ahmedabad , 1972
4. Velasquez , M.G. : Business Ethics
5. Sekhar , R.C. : Ethical Choices in Business .



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing) - I Semester

Financial and Cost Accounting

PAPER CODE: MBA-MC17

Objective: The basic purpose of this course is to develop an insight of postulates, principles and technique of accounting and Cost accounting as well to provide students the basic fundamentals of accounting.

UNIT- I

Financial Accounting- Nature and objectives, Accounting Principles, Accounting Equations, Accounting Standards, Capital and Revenue receipts & payments , Depreciation methods and accounting.

UNIT-II

Origin and Analysis of Business Transactions- Types of Accounts, Journal, Ledger and Trail Balance, Inventory Valuation techniques and accounting.

UNIT-III

Financial Statements of Trading Organization- Preparation with adjustments, Final Accounts of Limited Liability companies- P/L Account, P/L Appropriation Account, Balance Sheet.

UNIT-IV

Cost classification, Analysis and Behaviour- Classification of Cost on different basis and Technique for separation of Costs. Product Costing, Unit Costing, Job Costing and Process Costing.

UNIT-V

Full Costing, Reconciliation and integration between financial and Cost accounting.

Suggested Readings :

1. Horngren , Charles etc. - Principles of Financial & Management Accounting , Eaglewood Cliffs , New Jersey , PHI.
2. Needles Beveled etc. - Financial and Management Accounting , Boston , Houghton Mifflin Co.
3. Bhattacharya - Financial Accounting , PHI .
4. Ravi M . Mohan - Financial Accounting , Taxamann , New Delhi.
5. Vj. madhu - Financial and Management Accounting , Anmol Publications , New Delhi .

Paper Setting Guidelines

UNIT-I - One Numerical and one theoretical .

UNIT-II -- One Numerical and one theoretical .

UNIT-III - One Numerical Question Compulsory .

UNIT IV- Two Numerical Questions

UNIT V - Two Numerical Questions



MBA(Marketing)- I Semester

Financial Management

PAPER CODE: MBA-MC18

Objective: The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.

UNIT-I

Introduction- Nature concept of finance function. Distinction between Accounting and Finance function. Objectives of Financial Management- Profitability vs Wealth Maximization. Organization for Finance Function. **Time value of money valuation concept-** Compound value concept and Present value concept. Financial Planning and Financial Forecasting.

UNIT-II

Capital Structure Planning- Patterns of financial requirement, Objectives of an optimum capital structure. Security Mix. **Capitalisation concept-** Causes, Consequences and Remedies of over capitalisation and under capitalisation. Capital structure theories (with numerical problems). **Sources of long term finance-** Shares and Debentures. New financial Instruments and Institutions Leverage Analysis.

UNIT-III

Management of Fixed Capital- Concept, relevance and computation of cost of capital nature and Scope of Capital Budgeting , Capital Budgeting , Analysis of risk and Uncertainty (with numerical problems).

UNIT-IV

Management of Working Capital- Concepts of working capital, Nature and Scope of Working Capital Management, Approaches to the Financing of Current Assets determining the financing mix, Financing of working capital in India. Estimation of working capital (with numerical problem).

UNIT-V

Management of Earnings- Nature and scope of management of earnings, Dividend Policy and Dividend Models, Walter's Model, Gordon's Model, MM Hypothesis, Pattern of dividend policies (with numerical problems). Determinants of Dividend Policy.

Suggested Readings:

1. Brigham : Financial Management Theory and Practice
2. Horne, Wachowicz , Jr. : Fundamentals of : Financial Management
3. Westorn and Brigham : Managerial Finance
4. Van-Horne : Financial Management and Policy
5. I.M. Pandey : Financial Management
6. S.N. Maheshwari : Financial Management



MBA(Marketing)-II Semester Accounting for Managerial Decisions

PAPER CODE: MBA-MC21

Objective: To get acquainted with tools and techniques of Management accounting and their application in decision making process of management.

UNIT-I

Accounting for Management- Nature and scope, Role of Management Accounting, Differences with financial accounting. Analysis of Financial statement- Ratio Analysis- Profitability, Turnover and Solvency Ratios, Funds Flow and cash flow analysis.

UNIT-II

Cost Classifications, Activity based Costing- Kaplan & Cooper's approach to ABC- How to develop ABC system, How ABC system supports corporate strategy. When to use ABC, Learning curve model- learning curve, Value Chain Analysis, Target Costing, Life cycle Costing.

UNIT-III

Marginal Costing and Cost- Volume- Profit Analysis- Practical applications of Marginal Costing techniques, BEP analysis, P/V Ratio and their applications in solutions to business problems.

UNIT-IV

Budgeting and Budgeting Control- Flexible Budgets and cash Budgets, Capital Budgeting- Pay Back Period, NPV, IRR and ARR methods and their practical applications.

UNIT-V

Variance Analysis- Material and labour variances. Capacity Management- Capacity Planning, levels of activity, approaches to capacity determination and utilisation, Guidelines on Capacity Determination. Transfer Pricing Techniques.

Suggested Readings:

1. Anthony R N and Reece JS. Accounting Principles ,Hoomwood illinos ,Richard D. Irvin
2. Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases, New Delhi.
3. Hingorani NL and ramanthan AR - Management Accounting , New Delhi
4. Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi
5. Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi
6. Gupta, SP - Management Accounting, Sahitya Bhawan , Agra .

Paper Setting Guidelines:

UNIT-I- Two Numerical questions.

UNIT-II - One Numerical and one theoretical Question.

UNIT-III- Two Numerical Questions

UNIT IV- Two Numerical Questions

UNIT V - One Numerical and one theoretical Question



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FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing)-II Semester

Sales Management

PAPER CODE: MBA-MC22

Objective: The objective of this course is to provide an extensive picture with regards to theory and practice of managing sales and to inculcate personal selling skills.

UNIT-I

Sales Management and Organization: Objectives and sales management, sales executive as a coordinator, sales management and control, sales Organization- its purpose, setting up a sales Organization, types of sales Organization.

UNIT-II

Personal Selling: Objectives and theories of personal selling, analysing market potential, sales potential and sales forecasting method & evaluation, determining sales related marketing policies- product policies, distribution policies & pricing policies.

UNIT-III

Sales Operations: Sales budget, sales territories, sales Quata's, control of sales, sales meeting and sales contest, organising display, showroom and exhibitions.

UNIT-IV

Salesmanship: Sales manager- Qualities and functions, types of salesman, prospecting, pre-approach & approach, selling sequence, psychology of customers.

UNIT-V

Sales force Management: Recruitment & selection, training, formulation & conduction of sales training programme, motivation of sales personnel, compensation of sales personnel, evaluation and supervision of sales personnel.

Suggested Readings:

1. Still ,Cundiff & Govani : Sales management & Cases
2. McMurry & Arnold : How to build a dynamic Sales Organization
3. Pradhan , Jakate & Mali : Elements of Salesmanship and Publicity
4. Anderson R : Professional Sales Management
5. F.L. Lobo : Successful Selling



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing)-II Semester

Quantitative Techniques

PAPER CODE: MBA-MC23

Objective: This course is designed to acquaint the students with the important quantitative techniques which play an important role in the decision making process. The emphasis will be given on their specific applications to business problems.

UNIT-I

Introduction to Quantitative Techniques & Linear Programming: Concept of Model Building for Business Decisions, Role and Scope of Models in Business and Industry. LPP-Problem formulation, Graphic method, Simplex method including Big M method & Duality.

UNIT-II

Transportation and Assignment Problems: Transportation-NWCR, Matrix Minima & VAM Methods. Degeneracy & Optimum Solution. Assignment Problems & Routing Problems.

UNIT-III

Decision Theory & Games Theory: Decision making under Uncertainty-Criteria of Maximax, Maximin, MiniMax Regret, Laplace & Hurwicz. Decision making under risk- Criteria of EMV & EOL. Decision Tree Approach and its application. Types of Games, Pure Strategy and Mixed Strategy.

UNIT-IV

Inventory Management & Replacement Theory: Types of Inventory, Inventory Management Systems, Safety Stock, Approaches to Inventory Control. Replacement policy for items & staff.

UNIT-V

Queuing Models & Network Techniques: Population and Queue discipline, Channels and Phases, Single Phase-Single Channel Queue Models. CPM and PERT Models.

Suggested Readings:

1. U.K. Srivastava : Quantitative Techniques
2. Levin and Kirpatric : Quantitative Approaches to Management
3. Taha : Operations Research
4. Kothari, C.L. : Quantitative Techniques
5. Kanti Swaroop : Operation Research
6. Ackoff and Saisini : Fundamentals of Operation Research



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing)- II Semester

E-Commerce

PAPER CODE: MBA-MC24

Objective: The basic purpose of this paper is to familiarize the students with the preliminary aspects of e-commerce. So that they may have an overall views while applying the concept of this subject.

UNIT-I

E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Electronic commerce vs Traditional commerce; Challenges of e-commerce.

UNIT-II

Internet: Concept & evaluation, Features of Internet: email, WWW, ftp, telnet, newsgroup & video conferencing; Intranet & Extranet, ISDN, TCP/IP, Limitation of internet, Hardware & software requirement of Internet.

UNIT-III

Electronic Payment Systems: E-Cash, E-Cheque, credit cards, debit cards, smart cards; E-Banking, Manufacturing information systems; Financial information systems; Human resource information system.

UNIT-IV

E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service and Support; EDI: Functions & components.

UNIT-V

Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws – aims and salient provisions; Cyber laws in India and their limitations.

Suggested Readings:

1. Agarwala , K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce , McMillan
2. Frontiers of E-Commerce, Ravi Kalkota , TMH
3. O,Brien J., Management Information System, TMH
4. Oberoi, Sundeep, E-Security and You , TMH
5. Young , Margret Levine, The complete reference to Internet, TMH



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing)- II Semester

Marketing Research

PAPER CODE: MBA-MC25

Objective: The course is designed to inculcate the analytical abilities and research skills among the students.

UNIT-I

Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in decision Making Process.

UNIT-II

Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs.

UNIT-III

Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.

UNIT-IV

Sample Design, Sample Plan, Probability & Non- Probability Sampling, Sample Size, etc., Attitude Measurement through different types of scales.

UNIT-V

Product Research, Advertising Research – Copy Testing – Test Marketing, Media Selection, Research Report

Suggested Readings:

1. Research for Marketing Decisions: Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases: Harper W. Boyd Jr. , Ralph Westfall



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M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing)- II Semester

Business Environment

PAPER CODE: MBA-MC26

Objective: The course aims to educate the student with the different environmental factors which effect business. This course aims to develop ability to understand and scan business environment in order to analyse the opportunities and take decisions under the uncertainty.

UNIT-I

Concept, Significance and nature of Business Environment; Elements of environment - internal and external; Different roles of government in relation to business ; Social Responsibilities of Business .

UNIT-II

Broad profile of Indian Economy, Industrial Policy- its historical perspective (in brief), Industrial Policy Liberalisation. Economic Planning in India; Rationale of economic planning, latest five year plan.

UNIT-III

Public sector- its objectives and working, major problems of public sector enterprises; Privatisation of public sector enterprises- the issue involved. Role of Private and Joint Sectors. Securities Exchange Board of India- Organization and Role, Regulation of Mergers and Acquisitions.

UNIT-IV

Competition Act; Industries Development and Regulation Act; Consumer Protection Act- its main provisions.

UNIT-V

Latest Export- Import Policy; Foreign Exchange Management Act; Globalisation and Business practices, WTO- objectives and Role in International trade.

Suggested Readings:

1. Francis Cherunilam : Business Environment
2. K. Ashwathapa : Business Environment
3. Rudra Dutt : Indian Economy
4. Kuchhal S.C. : Industrial Economy of India
5. Ghose P.K : Government & Industry



MBA(Marketing)- II Semester

Business Communications

PAPER CODE: MBA-MC27

Objective: The objective of this course is to develop a basic understanding about the value of communication, both written and verbal, particularly in business situations. Also to facilitate interaction at personal, interpersonal and team levels for the fulfillment of organizational goals.

UNIT-I

Introduction to Business Communication, Characteristics of Effective Organizational Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication.

UNIT-II

Forms of Business Communication- Oral, Written, Verbal, Non-Verbal, Personal, Interpersonal. Barriers to Communication.

UNIT-III

Sentence structure, Parts of Sentences, Business letters and reports: Introduction to business letters– Writing of routine and persuasive letters– positive and negative messages- writing memos. **Report-** Purpose, kinds and objectives of report writing. **Presentation-** Presentation skills: Elements of presentation, designing a presentation. Advanced visual support for business presentation, types of visual aids.

UNIT-IV

Employment communication: Introduction– writing CVs– Group discussions– interview skills Impact of Technological Advancement on Business Communication. Networks: e-mails– SMS– teleconferencing– video conferencing.

UNIT-V

Group communication: Meetings– Planning meetings– objectives– participants– timing– venue of meetings– leading meetings. Media management– the press release press conference– media interviews Seminars– workshop– conferences.

Suggested Readings:

1. Bovee & Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.
2. Bisen & Priya – Business Communication (New Age International Publication)
3. Kalkar, Suryavanshi, Sengupta-Business Communication(Orient Blackswan)
4. Business Communication : Skill, Concepts And Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education.
5. Business Communication for Managers, Payal Mehra, IIM Lucknow, Pearson.
6. Asha Kaul, Business Communication, Prentice Hall of India.



MBA(Marketing) - II Semester

Computer Application -I

PAPER CODE: MBA-MC28

Objective: The objective of this course is to provide an understanding of Computers, Computer operating system and application of relevant software in managerial decisions making.

UNIT-I: Introduction to Computers

Introduction of Computers, Types of Computer, Organization of Computer, Hardware & Software components, System software & Application software, Memory & types of Memory, Data vs. Information, Application of Computers, Number Systems (Binary, Octal ,Hexadecimal), Binary operations.

UNIT-II: Operating System

Introduction to Operating System, Types of Operating Systems, Functions of Operating system, User Interface-CUI & GUI, Windows: Window Basics-desktop, icons, folders, taskbar, shortcuts, start menu, customizing desktop,

UNIT-III: MS-Office

- (1) **MS Word:** Creation, editing & formatting of a document, Headers & Footers, Find & Replace, Checking spellings & grammar, working with tables, Mail-merge & printing a document
- (2) **MS Excel:** Electronic spreadsheet-basic operations, editing & formatting a worksheet, printing a worksheet, Functions-mathematical, statistical & Financial, Charts
- (3) **MS PowerPoint:** Creation of a presentation, Arranging text in levels, changing fonts, size etc, insertingclip-arts, formatting the slide design, saving & running the presentation.

UNIT-IV: Logic Design & Programming Techniques

Algorithm, Flow Charting: Flow Chart Symbols, Advantages & disadvantages of Flow Chart . Pseudo code, Program, Designing a Program , Computer languages.

UNIT-V: Communication & Network concepts

Introduction of Communication & Network, Network: goals and applications, Switching techniques, Transmission Medias, Types of Networks: LAN, MAN & WAN, Network Topologies, Network Devices-Modem, Ethernet Card, Hub, Switch, Router, Gateways, Bridges

Suggested Readings:

1. Deepak Bharihoke (Excel Books) : Fundamentals of Information Technology.
2. V. Rajaraman : Fundamental of Computers
3. Computer Networks : Tannenbaum
4. Dr. Sushila Madan (Taxmann's) : Information Technology



MBA(Marketing)-III Semester

Strategic Management-I

PAPER CODE: MBA-MC31

Objective: The focus is to critically examine the management of the entire enterprise from the Top Management point of view. Then paper gives learning to the basic concepts related to Strategy formulation, strategy implementation, analysis & choices and strategy evaluation and control.

UNIT-I

Introduction to Strategic Management- Strategic Management Concepts, Vision, Mission, Goals and Objectives. Strategic Management and Competitive Advantages.

UNIT-II

External, Internal and Competitor Analysis- Environment and the Firm, PEST and Scenario Planning. Industry Analysis– Porter's 5 Forces. Applying Porter's Five Forces Analysis. Internal Environment Analysis- Core Competencies, Resource Based View, Competitive Analysis.

UNIT-III

Business Level Strategies- Generic Business Strategies- Cost Leadership, Differentiation Strategy, Focus Strategy & Hybrid Strategy. Business Strategies for Different Industry Conditions

UNIT-IV

Strategic Analysis- Evaluation of Strategic Alternatives. Tools & Techniques for Strategic Analysis.

UNIT-V

Strategy Implementation & Evaluation- Implementing a Formulated Strategy. Balanced Scorecard. Strategy Reformulation. Evaluating and Measuring Strategy Implementation.

Suggested Readings:

1. Ansoff H.Ighor, Implanting Strategic Management, Prentice Hall.
2. Azhar Kazmi & Adela Kazmi: Strategic Management, McGraw-Hill, 4e.
3. Sukul Lomash & P.K. Mishra, Business Policy & Strategic Management, Vikas Publicising house, New Delhi.
4. VSP Rao & V.Hari Krishna, Strategic Management, Text & Cases 2010, Excel Books, New Delhi.
5. Fred R. David, Strategic Management, PHI, New York.
6. P.K. Ghosh : Business Policy , Strategy , Planning and Management
7. Christensen , Andrews Dower: Business Policy- Text and Cases
8. William F. Gkycj : Business Policy – Strategy Formation and Management Action
9. Bongee and Colonan : Concept of Corporate Strategy
10. Peter F. Drucker : Management Tasks, Responsibilities, Practices



MBA(Marketing)- III Semester

International Business

PAPER CODE: MBA-MC32

Objective: This course exposes the student to the environmental dynamics of international business and its impact on international business operations of a firm.

UNIT-I

Concept; Domestic to Transnational Business; Driving and Restraining Forces; Characteristics and role of MNCs. Advantages and Disadvantages of Free trade; The case for protection; Forms of Restriction; Effects of protection.

UNIT-II

Classical trade theory; Theory of comparative costs in terms of money; Evaluation of comparative costs theory; General Equilibrium Approach; Heckscher-Ohlin Factor– Price Equalisation theory; Influence of factor mobility on volume of trade; country similarity theory. Gains and terms of trade; Balance of trade and Balance of payments.

UNIT-III

International business environment– The economic environment; social and cultural environment, political, legal and regulatory environment, natural environment. Technological environment.

UNIT-IV

International Institution Systems– IMF, World Bank and WTO (all in brief), / Regional economic integration; impact of integration; European Union; NAFTA; ASEAN; SAARC.

UNIT-V

Strategy of International Business– Strategy, planning, Organizational structure and process of control. Recent developments in international business.

Suggested Readings:

- 1 Cherunilam, Francis – International Business(PHI)
- 2 Aswathapa, K – International Business (Tata McGraw Hill)
- 3 Sharan, Vyuptakesh – International Business (Pearson Education)
- 4 Varshney R.L. and Bhattacharya ,B– International Marketing Management (Sultan Chand & Sons)



MBA(Marketing) -III Semester Management Information System *PAPER CODE: MBA-MC33*

Objective: The objective of the course is to introduce students to Management Information System, designing decision support system and appropriate applications of information management, strategic advantages, and effective decision making with data and people in global and complex business organizations.

UNIT-I

Introduction: Need, Purpose, Objective and role of MIS in organization, MIS as an evolving concept, Meaning and role of MIS with respect to management levels, MIS growth and development, Information for decision making in MIS.

UNIT-II

Information Concepts and Information Technology: Definition and difference between data and information, information as a resource, Relevance of information to Decision making, Source and types of information, Relevance of information in MIS, Assessing information Needs of the organization, Trends in information technology-Hardware and Software.

UNIT-III

Developing MIS Systems: Types of information systems, System Development Life Cycle., Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance.

UNIT-IV

Internet and networks: History and Future of Internet and WWW. Web -client and web servers. Web page and web site. Web site strategies and Web site design principles. Domain Name System (DNS). Uses of computer networks, types of computer networks, network topologies, Internet and intranet.

UNIT-V

MIS Applications and Issues : Enterprise Resource Planning (ERP); Customer Relationship Management (CRM); Supply Chain Management (SCM); Transaction processing; Artificial intelligent technologies in business; Information Security and Control – Quality Assurance -Ethical and Social Dimensions, Cyber Crime and Privacy Issues.

Suggested Readings:

1. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
2. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
3. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
- 4 ITL ESL – Introduction to Computer science (Pearson, 2nd Edition).
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
6. Leon - Fundamentals of Information Technology, (Vikas)



MBA(Marketing)-III Semester

Consumer Behaviour

PAPER CODE : MBA-EM-301

Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT-I

Introduction to Consumer Behaviour (CB): Nature and Importance of CB, application of CB in Marketing, Consumer Research process.

UNIT-II

Individual Determinants of CB: Perception: Process, Consumer Imagery, perceived risk. Learning: principles, theories. Personality: nature, theories, self-concept, psychographic and life style. Attitude: Structural model of attitude, attitude formation & change. Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories.

UNIT-III

Group Determinants of CB: Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept. Family: functions of family, family decision making, family life cycle (FLC). Opinion Leadership and Personal influence. Diffusion of Innovation: Adoption process. Diffusion process.

UNIT- IV

Environmental Influences on CB: Social class, Life style Profile of Social class, application to CB. Culture: characteristics cross cultural understanding.

UNIT-V

Consumer Decision making Process: Problem recognition. Information Search Process and Evaluation. Purchasing process. Post purchase behaviour. Models of CB- Nicosia, Howard & Sheth, Engel- Kollat Blackwell.

Suggested Readings:

1. Loudan, David L and Bitta, A.J. Della Consumer Behaviour
2. Schiffman LG and Kanuk LL Consumer Behaviour
3. Nair, Suja R, Consumer Behaviour in Indian Perspective
4. Bennet and Kasarjian Consumer Behaviour
5. Mowen, John Consumer Behaviour



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA (Marketing) -III Semester Agricultural and Rural Marketing *PAPER CODE: MBA-EM-302*

Objective: The objective of this course is to acquaint the students to the agriculture and rural marketing environment so that they can understand the consumer's Behaviour and marketing characteristics of the same to contribute emerging challenges in the upcoming global economic scenario.

UNIT-I

Concept and scope of rural market, efforts put for rural development by government, characteristics of rural consumers, environmental factor affecting rural market. Emerging profile of rural market in India.

UNIT-II

Rural Consumer Behaviour, Rural consumers v/s urban consumers, Relevance of marketing mix for rural market, Problems in rural markets. Role of IT in Rural Marketing-Infrastructure importance & Scope. Modern techniques for distribution (Case study of ITC "e-choupal" initiative.

UNIT-III

Rural market segmentation, targeting and positioning. Rural marketing strategies-Product, Pricing, Distribution and Production strategies, distribution channels in rural markets like Haats, Mandis, co-operative societies and public distribution system(PDS) etc.

UNIT-IV

Agriculture markets- Nature and Scope, role of Government in the development of Agricultural market, Role of Agencies like Council of State, Agricultural marketing Boards, National Agricultural Cooperative Marketing Federation (NAFED), National Cooperative Development Cooperation (NCDC), Self Help Groups (SHG's).

UNIT-V

Export Potential for Agricultural products, Products and agricultural credit policy, Institutional agreements for agricultural insurance, crop insurance like "Fasal Bima Yojna"

Suggested Readings:

1. Badi & Badi: Rural Marketing
2. Memoria, C.B & Badri Vishal: Agriculture problems in India
3. Arora, R.C: Integrated Rural Development
4. Raj Gopal: Managing Rural Business
5. Gopaldaswamy, T.P: Rural Marketing



MBA(Marketing) -III Semester

Retailing

PAPER CODE: MBA-EM-303

Objective: The course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools & techniques.

UNIT-I

Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing. Building and Sustaining Relationships, Strategic Planning, Structural Change, Classification of Retail Outlets, Market Structure, Retail Planning, Development and Control. The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out Society, Learning, Attitude. Motivation and Perception.

UNIT-II

Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Forms of Non Traditional Retailing. Targeting Customers and Gathering Information. Communicating with Customers. Promotional Strategies used in retailing. Choosing a Store Location: Trading Area Analysis, Site Selection, Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospheric.

UNIT-III

Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.

UNIT-IV

Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International Management.

UNIT-V

Understanding consumer Behaviour Establishing and maintaining a retail image, and promotional strategy Integrating and controlling the retail strategy .Retail Management Decisions, Organizational buying formats and processes. Logistics issues in Retailing; Inventory Management and Replenishment Systems; Functions, Costs, and Modes of Transportation, Selection of Transport Mode; Transportation Network and Decision.

Suggested Readings :

1. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.)
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)
3. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.)
4. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.)
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
6. Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)
7. Vedmani G. Gibson - Retail Management - Functional Principles & Practice (Jaico Publications, 1st Ed.)



MBA(Marketing)- III Semester

Service Marketing & CRM

PAPER CODE: MBA-EM-304

Objective: To enable the students in evolving marketing strategies that meets the unique challenges and opportunities of the services sector. The course also aims at upgrading the students with the concept and techniques of customer relationship management (CRM) in different market situations, including international markets.

UNIT-I

Services Marketing: Meaning and nature of services; Distinctive characteristics of services; Trends and developments in service sector; Classification and marketing implications; Services marketing trilogy; The Seven Ps.

UNIT-II

Assessing Business Opportunity: Analysing services marketing environment; STP Strength, Understanding Customers–Buying influences and decision making process; Customer expectations and perceptions; Service Quality– determinants of service quality; Gap Model, Gronross Model.

UNIT-III

Services Marketing Strategies: Developing Services product-New service development, Core and supplementary services, Branding; Service distribution- through physical and electronic channels (E-services), Challenges in distributing services in domestic and international markets; Physical evidence –role of servicescape; People – employee role in service delivery, service failure and recovery, matching demand with service capacity; Service process- developing service blueprint, Self-service technologies.

UNIT-IV

Customer Relationship Management: Definition; CRM Ladder. Customer Relationships: Rise of relationship marketing; Nature of customer relationships; Firm and customer motivations for relationships; relationship development process; Customer life cycle and customer lifetime value; Customer acquisition, retention and development.

UNIT-V

Service Marketing in Practice: Hospitals, Educational Institutions, Hotel industry, Tourism; Challenges in Marketing of Services.

Suggested Readings:

1. Christopher, H. Lovelock, Services Marketing, Prentice Hall International, New Jersey.
2. Payne, Adrian, The Essence of Services Marketing, Prentice Hall of India Ltd.
3. Shankar, Ravi, Services Marketing: The Indian Experience, South Asia Publications, New Delhi.
4. Zeithmal, V.A. and Bitner, M.J., Services Marketing, McGraw Hill.
5. Verma, Harsh V., Services Marketing: Text and Cases, Pearson.
6. Seth, Jagdish N., Parvativar, Atul & Sainesh G.:Customer Relationship Management
7. C.Bhattacharjee. Service Marketing, Excel Books India.
8. S.M.Jha Service Marketing, Himalaya Publishing House.



MBA(Marketing) - III Semester

Product & Brand Management

PAPER CODE: MBA-EM-305

Objective: Introduction to Product & Brand Management, Emergence as a separate area of study, Product, Product Levels, Product Hierarchy, Classification of Product.

UNIT-I

Introduction to Product Management & Brand Management, Emergence as separate areas of study, Product, Classification of Product, Product Levels, Product Hierarchy.

UNIT-II

Product Mix- A Strategic issue. Product Mix decisions, Product Line decision- strategic decision involving adding or pruning product lines.

UNIT-III

Concept of STP (Segmentation, Targeting & Positioning) & Strategies, Product Positioning, Developing Positioning Strategy, Elements of Positioning, Positioning Methods, Communicating the Positioning Strategy.

UNIT-IV

Product Research- Importance, tools and analysis, Product Development & Product Testing, Product Launch Decisions.

UNIT-V

Brand, Branding, Need for Branding, Related concepts: Brand Equity, Brand Life Cycle, Brand Positioning & Repositioning, Branding decisions, Family vs. individual Branding, Multiple branding, brand extension, Branding in specific sectors like Industrial, retail, service ,e-branding.

Suggested Readings:

1. Product Management: Ramanujam
2. Product Management: Chunawalla
3. Product Management: Lehmann DR; Russel S Winner
4. Brand Management: Y L R Moorthi
5. Brand Positioning: Subratu Sen Gupta



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing) - III Semester Marketing of Non-Profit Organization *PAPER CODE: MBA-EM-306*

Objective: The course aims at familiarizing the students with the application of the concept & need of marketing in Non-Profit organization.

UNIT-I

Introduction: Non Profit Organization, Concept, Non Profit Organization in India, types, problems. Characteristics, Need of Marketing of Non Profit Organization.

UNIT-II

Differentiation of NPOs: Concept of Responsive Organization- Image management, image causation, image modification, Mission, Exchange, Environment affecting operations of NPOs (Publics), Image & Satisfaction measurement.

UNIT-III

Managing Marketing efforts: Understanding Consumer. **Product**, Product Mix, Product Mix decisions for Non-profit Organization Pricing for Non Profit Organizations.

UNIT-IV

Market **Segmentation** for Nonprofit organization, Target Marketing. **Promotion:** Advertising, personal selling, sales promotion and Public Relations for Non-profit Organization.

UNIT-V

Managing Human Resource: Attracting People, Analysing people, Recruitment, Members and membership criterion, Volunteers. **Managing Financial Resource:** Donor Marketing, Attracting Funds, Analysing Donor markets, Fund raising- goals and strategy.

Suggested Readings :

1. Philip Kotler: Marketing of Non-Profit Organizations.
2. Andreasen Alan R: Strategic marketing for NPOs
3. Roberto Eduardo L: Social Marketing



MBA(Marketing)-IV Semester

Strategic Management-II

PAPER CODE: MBA-MC41

Objective: The objective of this course is to enlighten the students on the practical implementation of strategies while detailing the implementation of strategies while detailing the environment and governance in the corporate world. The course structure is aimed at analyzing various aspects of strategic decision at the top level.

UNIT-I

Introductory concepts: Corporate Strategy. Strategic Decision Making.

Unit-II

Modifying Scope of the Firm- Corporate advantage. Mergers and acquisitions. Strategic Alliance. Internationalization.

UNIT-III

Influencers & Outcomes of Corporate Strategy- Structure and Corporate Strategy. Knowledge Management. Family & Micro Business Strategy. Corporate venturing. Blue ocean strategy.

UNIT-IV

Leadership and Corporate Governance- Strategic Leadership. Corporate governance. Strategic CSR.

UNIT-V

Strategic Planning & Control- Strategic Planning. Change Management. Strategic Control.

Suggested Readings:

1. Michael Porter: Competitive Advantage Simon and Schuster.
2. Thomas Jacobs: Strategic Management-Text & Cases; Pearson
3. Azhar Kazmi : Strategic Management and Business Policy, Tata Mcgraw Hill.
4. N.Chandrasekaran,P.S.Ananthanarayanan:Strategicmanagement, Oxford University Press.
5. P.K.Ghosh: Business Policy and Strategic Management.
6. Andrews : Concept of Corporate Strategy, Irwin
7. Ansoff, H. Ighor : Implanting Strategic Management, Prentice Hall
8. P. Subha Rao : Strategic Management, Himalaya Publication House
9. A.K. Chaudhary, Chitralekha Sinha, Jyoti Kumari Sharma, Aprajta Chaudhary: Strategic Management and Business Policy, A.B.Publications, Delhi.



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA (Marketing) -IV Semester

Logistics and Supply Chain Management

PAPER CODE: MBA-MC42

Objective: The objective of this course is to acquaint the students with the concepts and tools of supply chain and logistics management.

UNIT-I

Introduction: Basic concepts of Supply Chain management (SCM), Essential features of SCM, SCM and Trade logistics, Push and pull of SCM, Key issues in SCM, Benefits and case studies related to SCM.

UNIT-II

Warehousing and Inventory Management: Objective and functions of warehousing, concept of inventory management, various costs associated with inventory, Economic Order Quantity(EOQ), Buffer stock, Lead time reduction, re-order point, ABC Analysis, SDE Analysis.

UNIT-III

Purchasing and Vendor Management: Purchasing process, Centralized and decentralized purchasing, Functions of purchase department & purchase policies, Use of mathematical model for vendor rating/evaluation, single vendor concept, Management of stores, Account for material, Just in Time (JIT) and Kanban system of inventory Management.

UNIT-IV

Logistics Management: Concept: Objective and Scope of Logistics, Logistic Costs, different models, logistics and subsystems, inbound and outbound logistics, Role of transportation in supply chain, Factors affecting transportation decisions.

UNIT-V

Role of IT in Supply Chain Management: Role of e-business in supply chain management, CRM V/s SCM, Benchmarking- concept, features and implementation, Outsourcing-basic concepts, role of relationship marketing in SCM.

Suggested Readings :

1. G. Raghuram- Logistics and Supply Chain Management, Macmillan, 2000
2. Dr. Gopal Krishnan-Material Management Review, 2002, Pearson Education New- Delhi
3. B.S. Sahay, Macmillan- Supply Chain Management,2000, Pearson Education
4. Chopra & Meindl - Supply Chain Management-Strategy planning & operation, Pearson Education
5. Janat Shah -Supply Chain Management, Pearson Education



MBA(Marketing) – IV Semester

Computer Application - II

PAPER CODE: MBA-MC43

Objective: This course aims at familiarizing students with the environment conducive for web page design and developing programming skills thereof web publishing.

UNIT-I

Internet : Introduction to Internet, WWW, web browsers: IE & Netscape Navigator, web server; HTTP and concepts of URL, Hypertext and Hyperlink, Web's Languages and protocols.

UNIT-II

Design Web Site: Needs of web sites, Home page and web page, components of web site, objectives of web site, planning your web site; Web server: Loading a web server, setting your own web server.

UNIT-III

HTML: Basics of HTML, linking HTML pages, linking to URLs; Creating a web pages: Text formatting, alignment, colors, preformatted text; Adding imaged and background to HTML pages. Tables, Frames: Introduction of frames, creating frame, frames attributes and Linking.

UNIT-IV

DHTML and Style Sheets: Introduction to DHTML, Cascading Style Sheet: Adding style in document-Linking to a style sheet. Style sheet properties: Font, text, box, color and background properties.

UNIT-V

Search Engines and Internet Security: Concept and technology of search engines, popular search engines, overview of internet security threats, Firewalls.

Suggested Readings :

1. Comer Douglas : The Internet Book –PHI, New York
2. Leon, Alexis and Mathews Leon : Internet for Everyone
3. Xavier : World Wide Web Design with HTML, PHI, Delhi



MBA(Marketing) - IV Semester

International Marketing

PAPER CODE: MBA-EM-401

Objective: The purpose of this paper is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations.

UNIT - I

Introduction to International Marketing, Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade.

UNIT - II

Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure.

UNIT - III

Concept of Free Trade and Regional Economic Groupings, Basis of International Trade, India and World Trade. Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.

UNIT - IV

Market Entry and overseas distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in International Marketing.

UNIT - V

Management of Risks in international marketing, Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

Suggested Readings :

1. Varshney and Bhattacharya : International Marketing management.
2. Philip B. Cateora nad John M. Hess : International Marketing.
3. Alexender C. Stanley : Handbook of International Marketing.
4. John Fayerweather : International Marketing
5. David Carson : International Marketing
6. Philip Kotler : Marketing Management



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA(Marketing) - IV Semester

Advertising Management

PAPER CODE: MBA-EM-402

Objective: The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

UNIT - I

Advertising; Legal, Ethical and Social aspects of advertising. Communication; Integrated marketing communications, Its evolution, Its growth and its role to facilitate marketing.

UNIT - II

The promotional mix; segmentation, Targeting and positioning and their role in promotion. Promotional objectives, determination, types and approaches, DAGMAR approach, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.

UNIT - III

Advertisement copy, its layout components, Types; The importance of creativity in advertising, creative advertising strategy and process, implementation and evaluation of strategy.

UNIT - IV

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; Role of computers in Media planning.

UNIT - V

Effectiveness of promotional programs its measurement, Advertising Research, Internet – an effective medium of Market testing, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

Suggested Readings :

1. Aaker, David A. etc., Advertising Management, 4th edition, PHI, 1985
2. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi
3. Ogilvy David, Ogilvy on Advertising, London, Longman.
4. Jones, John Philip, What's in a brand, Tata McGraw Hill, New Delhi
5. Chunawalla, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House, Mumbai.
6. Mohan, Manendra; Advertising Management, Tata McGraw Hill, New Delhi
7. Sandage and Fry burger, Advertising Management



Department of Business Administration

FACULTY OF MANAGEMENT

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

MBA (Marketing)-IV Semester

Industrial Marketing

PAPER CODE: MBA-EM-403

Objective: The purpose of this course is to develop an understanding among the students about the various concepts of Industrial marketing, which help in developing sound marketing policies for industrial goods.

UNIT-I

The environment of marketing system & the industrial marketing concept, industrial goods demand and product characteristics, market levels and product types, the industrial customers, buying motives, business and institutional buyers, Evaluation of industrial marketing strategy, norms and standards, control & monitoring of industrial marketing process.

UNIT-II

Organizational buying Behaviour, Access marketing opportunities, Industrial market planning, BUYGRID Model, phases in purchasing decision process and their marketing implications. Buying Centers, Value analysis & Vendor analysis.

UNIT-III

Industrial market Segmentation, Basis for Segmentation, targeting and positioning the industrial products, Product Mix, industrial product Life Cycle, Service components like technical assistance, provision of parts & terms of sales and after sale service.

UNIT-IV

Distribution channels in industrial market-industrial distributors, formulation of channel strategy, marketing logistics, conditions affecting price competition, cost factor, the nature of demand, pricing policies.

UNIT-V

The Promotional component, advertising functions, role of a Sales man, supporting and motivating Salesman, distributors measurement of advertising effectiveness, personal selling, Sales promotion and Public Relations-Trade shows & other promotional activities. Industrial Marketing Research, control & monitoring of Industrial marketing process.

Suggested Readings :

1. Alexander Cross & Hill, Industrial Marketing
2. Hass W; Industrial Marketing Management
3. Mayers; Industrial Relations in India
4. Reider and Reider, Industrial Marketing.