

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE**

Lesson Plan

Subject: Business Communication

Session: Jul-Dec

Class: MBA (MM) - I Sem

I: Course Objective:

The objective of the course are to help the students acquire the basic of interpersonal communication and public speaking , so as to improve his communication skills and ability to understand others.

1. To develop effective communication skills, public speaking, and an impressive personality.
2. To create awareness and sensitize management students towards the significance of effective communication and its role in business.
3. To hone up different skills of effective communication viz. listening, speaking, reading and writing of management students
4. To sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome to certain extent the challenges in effective communication
5. To understand and use the basic and advanced writing techniques as per the need of today's business world.

II: Examination scheme:

Student shall be evaluated on two components: 10 internal and 90 end semester examinations.

There will be 10 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 90 marks will have two sections A and B. Section A worth 66 marks will have five theory questions out of which students will be required to attempt any three questions. Section B carrying 24 marks will contain one or more cases.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

III: Course Outcomes (CO): After the completion of the course the students should be able:-

- CO 1. To develop inter-personal skills that may contribute towards satisfying personal, social and professional relationships.
- CO 2. To converse effectively in the basic formats, and styles of business writing so that he/she will be thoroughly prepared to take part in real-world business situations
- CO 3. To respond appropriately in a confident and concise style (oral and written) in a given situation

CO 4. To learn skills related to personality development as per the requirement of the corporate world.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1				1	2	1	3	2
CO 2	1		1			1	2	
CO 3		1		1		2	2	3
CO 4	2	1			2	1	2	3

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction	Defining Communication	B.N.2/B.3
2			Process of Communication explained through various Models	B.N.2/B.N.3
3			Objectives of Communication	B.N.2/B.N. 3
4			Principles of Effective Communication	B.N.2/B.N. 3
5			Importance of Business Communication	B.N.2/B.N. 3
6			Importance of Feedback	B.N.2/B.N. 3
CO: 1,4				
LO: It develops understanding among the students about effective communication in the context of organizational challenges.				
7	2	Factors affecting Communication	Perception and Reality	B.N.2/B.N.3
8			Barriers to communication-physical, psychological and mechanical.	B.N.2/B.N.3/B. N.11
9			Effective Listening	B.N.2/B.N.3/B. N.11
10			Types and essentials of effective listening	B.N.2/B.N.3/B. N.11

Assignment Allotment				
CO: 1,3				
LO: It will develop listening attitude among the students and how to overcome from barriers of communication.				
11	3	Channels, Types and Forms of communication	Verbal Communication	B.N.3/B.N.11
12			Non-Verbal Communication	B.N.2/B.N.3/B.N.11
13			Formal and Informal Communication	B.N.3/B.N.11
14			Internal and External Communication	B.N.3/B.N.11
15			Communication Network	B.N.11
16			Case-study Discussion	B.N.3
CO: 1,3				
LO: It makes the students aware of the verbal and non verbal communication and enhance their communication skills				
17	4	Designing for Effective Communication	Understanding the composition process, define its purpose.	B.N.2/B.N.3/B.N.11
18			Analyzing the audience, Establishing the main idea.	B.N.2/B.N.3/B.N.11
19			Selecting the appropriate channel and medium.	B.N.2
			Transactional Analysis	
Assignment Collection & Group Presentation				
CO: 2,3				
LO: It enhances the skill of composition for effective communication				
21	5	Fundamentals of Business Writing	Adaptation and selection of words Construction of clear sentences and paragraph	B.N.2/B.N.3/B.N.11
22			Basic pattern of Business Letters	B.N.2/B.N.3/B.N.11
23			Directness in Good News and Neutral Situations, Indirectness in Bad News and Persuasive messages	B.N.2
24			Dealing with Print and Electronic Media.	B.N.2
Group Discussion				
CO: 2,3				
LO: It helps in developing the skills to write professional letters.				
25	6	Employment Messages	Writing Resumes: Controlling the format and style	B.N.2
26			Tailoring the Contents and Choosing the Best Organizational Plan	B.N.2

27			Writing the Perfect Resume	B.N.2
28			Application Letters: Writing the Opening Paragraph	B.N.2/B.N.3/ B.N.11
29			Summarizing the Key Selling Points	B.N.2/B.N.3/ B.N.11
30			Writing the Closing Paragraph	B.N.2/B.N.3/ B.N.11
Practice Session				
CO: 2,3				
LO: It enhances the skills of preparing effective job application, covering letter and resumes				
31	7	Reports and Proposals	Using Reports and Proposals as Business Tools	B.N.2
32			Completing and Writing Reports and Proposals	B.N.2
Class test/Quiz				
CO: 2,3				
LO: This unit helps the students to write reports and proposals.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

1. Penrose, Business Communication for Managers, 5th edition, Cengage Learning, India.
2. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, First Edition Pearson Education.
3. Debashish & Das Business Communication, PHI, 2009.
4. Krizan, Effective Business Communication 7th edition. Cengage Learning, India.
5. Courtland L. Bovee, Techniques of Writing Business Letters, Memos and Reports Jaico Publishing House, 2008.
6. Asha Kaul, Business Communication, 2nd edition, 2009, PHI Learning
7. Courtland L. Bovee Business Communication Today, 9th edition, 2008..
8. Urmila Rai & S.M. Rai, Business Communication, 2008, Himalaya Publishing House
9. Madhukar Business Communication, Vikas Publishing House, 2008.
10. Sushil Bahl, Business Communication Today, Response Books, Reprint 2009.
11. Meenakshi Raman & Prakash Singh Business Communication, Oxford Higher Education, 2006.
12. Wren & Martin, High School English Grammar and Composition Book.

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Business Communication			
MBA (MM) I Sem			
Goal : This course provides students with the knowledge and skills to communicate professionally on many levels including writing; speaking; conducting meetings; giving presentations and interpersonal skills.			
Objective: Students acquire the basic of interpersonal communication and public speaking , so as to improve his communication skills and ability to understand others. Students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.			
09-10 Marks	06-08 Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having basics of interpersonal communication, corporate communication, soft skills, communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.	% Students having basics of interpersonal communication, corporate communication and soft skills.	% Students having understanding about management functions.	% Students having need of improvement at their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE**

Lesson Plan

Subject: Computer Applications

Session: July - Dec

Class: MBA(MM) - I Sem

I: Course Objective:

The objective of this course is to help the student acquire the basics of Information Technology, Hardware, Software, applications, database, Internet and related issues. The subject course is to help students to understand the application of computers in Business.

II: Examination Scheme:

The faculty member will award internal marks out of 10. An External viva-voce will be of 20 marks. The end semester examination will be worth 70 marks. There will be 7/8 questions out of which a students will be required to attempt any 5 questions.

III: Course Outcomes (CO):

CO1. Understanding computer fundamentals

CO2. Knowledge of Computer fundamentals and applications of MS-Office in business

CO3. Basic knowledge of operating system

CO4. Learning the basic concepts of IT in business

IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1		1		1		2	
CO 2	1	2	3		1	1	2	
CO 3					1			
CO 4	3	1	3	0	3	3	2	2

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
CO: 1				
LO: Awareness about Basic Computer related hardware, Software applications & computer based Languages also knowledge about Internet.				
1	1	Introduction to Computer	Hardware: Input / Output devices	B.N. 1
2			Computer storage devices	B.N. 1
3			Computer memory	B.N. 1
4			Software: System and Application Software	B.N. 1
5			Compilers, Interpreters and Assemblers	B.N. 1
6			Computer Languages: Levels of languages, Generation and their features	B.N. 1
7			Generation of Computer (Phases of development of computers)	B.N. 1
8			Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system – Part 1	B.N. 1
9			Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system – Part 2	B.N. 1
10			Methods of conversion	B.N. 1
A-1. First assignment, submission within 3 days				
CO: 1, 3				
LO: About the practical application & utility of operating system DOS ,UNIX and Windows				
11	2	Operating Systems	MS DOS: Introduction, Features, Application	B.N. 5
12			MS DOS External and Internal Commands	B.N. 5
13			WINDOWS: Basic Operations, utilities and features	B.N. 5
14	3	UNIX	Unix - Introduction, Features, Application	B.N. 8
15			Basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.)	B.N. 8
A-2. Second assignment, Submission within 3 days				
CO: 1, 2				
LO: About the practical application & utility of MS-Office (MS-Word, MS-Excel MS- Power Point & MS-Access, etc.) in business				

16	4	MS Word 2000	Word basics, formatting text and documents	B.N. 5		
17			Working with headers, footers and footnotes	B.N. 5		
18			Tabs, tables and sorting, working with graphics, templates, wizards and sample documents	B.N. 5		
19			Introduction to mail merge and macro	B.N. 5		
20		MS-Access 2000	Introduction to database	B.N. 5		
21			MS Access 2007: Database creation, screen/form design	B.N. 5		
22			MS Access 2007: Report generation using wizard	B.N. 5		
23			5	MS Excel 2007	Excel basics, rearranging worksheets, excel formatting tips and techniques	B.N. 5
24	Introduction to functions, Excel’s chart features	B.N. 5				
25	Working with graphics, using worksheet as databases, automating “what-if” project	B.N. 5				
26	MS PowerPoint 2007: PowerPoint basics	B.N. 5				
27	Creating presentation the easy way, working with text in PowerPoint	B.N. 5				
28	Working with graphics in power point	B.N. 5				
A-3. Group assignment, Submission within 5 days						
CO: 1, 4						
LO: Use of Internet and its applications						
29	6	Internet	Internet, www	B.N. 5		
30			Modem, e-mail, browser	B.N. 9		
31			Search engine, intranet, extranet	B.N. 7		
CO: 1, 4						
LO: Basics of IT						
32	7	Information Technology	Introduction to IT, Virtual reality, video conferencing, Artificial intelligence	B.N. 5		
A-4. Class test						

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book Reference:

Text Readings:

1. Sinha, Computer Fundamentals, BPB Publications, New Delhi
2. Sumitabha Das, Unix concepts and applications, Tata McGraw Hill publications, New Delhi, 2013
3. Alexis Leon and Mathew Leon, Fundamentals of Information Technology, Vikas Publishers, New Delhi 2009
4. Deepak Bharihoke, Fundamentals of Information Technology, Excel Books, New Delhi, 2000
5. R. K. Taxali, "PC Software for Windows made simple", Tata McGraw Hill publications, Reprint 2009 New Delhi

Suggested Readings:.

1. Balagurusamy Fundamentals of Computer 1e, Tata MacGrawHill
2. Deepak Bharihoke Fundamentals of Information Technology Excel books
3. Manish Mahajan, IT Infrastructure & Management Acme learning
4. Rashi Agarwal, Computer Organisation and Design, Acme learning

VII: Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

VIII Rubric for Internal Assessment			
Subject: Computer Applications			
MBA(MM) I Sem			
Goal: Students acquire the basic knowledge and skills for using computers in Business.			
Objective: Students gain understanding of the functions of computers and its applications in business			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an understanding about basics of Computer, hardware, software, MS Office and Internet.	% Students having understanding about Computer Fundamentals.	% Students having understanding about Basics of computer.	% Need More Efforts to learn about Fundamental of Computer and Its Uses in Business.

IX: Scheme of internal marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Financial Accounting
Class: MBA (MM)– I Sem

Session: Jul-Dec

I: Course Objective:

The objectives of this course are to help the student acquire the ability to record business transactions according to modern methods of accounting, and preparing accounting data as an aid to decision making.

II: Examination scheme:

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The Semester examination will be worth 90 marks. It will have two Sections A and B. Section A, worth 66 marks, will consist of practical problems/cases, and Section B, worth 24 marks, will comprise theory questions.

III: Course Outcomes (CO): After the completion of the course the students should be able: -

CO1 Acquaintance with the basic concept of Financial Accounting

CO2 Preparation of financial statements in accordance with Generally Accepted Accounting Principles.

CO3 Develop critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements

CO4 Demonstrate the ability to communicate accounting data effectively, as well as the ability to provide knowledgeable recommendations.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1			3			2	2	2
CO 2			3			2	1	1
CO 3			3		2			
CO 4			3		1	2	1	1

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Accounting Concepts:	Various Systems of Accounting	B.N. 1
CO: 1				
LO: Describe the conceptual framework of accounting				
2	2	Journalizing Ledger Posting	Double Entry System of Accounting	B.N. 1/ B.N. 3/ B.N. 4
3			Journal entries and Types of Accounts	
4			Subsidiary Books-Cash Book	
5			Sales Book, Purchase Book	
6			Petty Cash Book	
Assignment Allotment				
CO: 1				
LO: Understand the accounting concepts, principles, standards, and processes. Identify events that need to be recorded in the accounting records.				
7	3	Depreciation	Meaning, Objectives,	B.N. 4/ B.N. 5/ B.N. 6
8			SLM and WDV Method-Practical questions	
9			Change in Method of Depreciation	
10			Numerical Questions	
CO: 3				
LO: Compare different depreciation methods, including straight-line methods, and written down value method				
11	4	Preparation of Trial Balances	Preparation of Trial Balances,	B.N.2/B.N.3/B. N.11
12			Numerical Questions	
13			Preparation of Final Accounts:-	B.N.2/B.N.3/B. N.11
14			Trading and Profit and Loss Accounts, Balance Sheet.	
15			Numerical Questions	
CO: 2,3				
LO: Demonstrate the recording of business transactions, preparing accounting adjustments, construct financial statements, and close the books for the accounting period in accordance with Generally Accepted Accounting				
16	5	Definitions : classes of shares, debenture	Types of Shares	B.N.5/B.N.6
17			Types of Debentures	

CO: 1,4				
LO: Describing conceptual framework of Major sources of Finance				
18	6	Issue of shares	application, allotment- Journal Entries	B.N.5/B.N. 6
19			calls, call in advance-Numerical Questions	
20			call in arrears, at premium, at discount- Numerical Questions	
21			Numerical Questions	
CO: 3,4				
LO: It enhances the skills of preparing accounting records of Financial Securities				
22	7	Forfeitures of shares	Issued at par, issued at discount, Issues at premium-Journal Entries, Numerical Questions	B.N.5/B.N. 6
23			when there is an over subscription and prorate allotment. Journal Entries, Numerical Questions	
24			Reissue of forfeiture of share.	
25			Surrender of share- Journal Entries, Numerical Questions	
26			Numerical Questions	
CO: 3,4				
LO: It enhances the skills of preparing accounting records of Financial Securities				
27	8	Issue and redemption of debenture at par premium and discount	Issue of debentures- Journal Entries, Numerical Questions	B.N.5/B.N. 6
28				
29			redemption of debenture at par - Journal Entries, Numerical Questions	
30			redemption of debenture at premium and discount Journal Entries, Numerical Questions	
31			Numerical Questions	
32			Journal Entries, Numerical Questions	
CO :3,4				
LO: it enhances the understanding of corporate accounting				

VI: Book References:

1. T.S. Grewal, Introduction to Accountancy, New Delhi: Sultan Chand and sons
2. T.S. Grewal, Double Entry System of Book Keeping, Sultan Chand and Sons.
3. Maheshwari, Financial Accounting, New Delhi: Vikas Publications
4. M.C. Shukla, T.S. Grewal, S. C. Gupta. Advanced Accounts. New Delhi, Sultanch
5. R. L. Gupta, M. Radhaswamy, Advanced Accountancy, New Delhi. Sultanchand &
6. S.P. Jain and K. L. Narang, Advanced Accountancy, Ludhiana Kalyani Publishers

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Financial Accounting			
MBA (MM) I Sem			
Goal : Students develop the ability to prepare and analyze increasingly complex financial statements. Topics include an overview of corporate financial reporting, transaction analysis, and accounting entries; double-entry accounting systems; merchandising and inventory; internal control, cash, and receivables; long-lived assets and current liabilities; financial reporting concepts and financial statements analysis. This course provides students an opportunity to understand and explore the role and importance of tools of Financial Accounting in the rapidly changing business environment.			
Objective: Students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.			
09-10 Marks	06-08Marks	03-05 Marks	01-02 Marks
___ Students	___ Students	___ Students	___ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having the basic concept of Financial, and Corporate Accounting and further to develop understanding of Accounting for Managers for Decision Making	%Students having the basic concept of Financial Accounting .They are able to Relate theoretical aspects of accounting on practical situation..	% Students having understanding about management functions.	% Have Low degree of understanding for the concepts relating to accounting. They need improvement in their knowledge regarding the theoretical and practical aspects basic Concept of Accounting.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE**

Lesson Plan

Subject: Fundamentals of Management
Class: MBA (MM) – I Sem

Session: July-Dec

I: Course Objective:

Objectives of this course are to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

II: Examination Scheme:

The faculty member will award internal marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 66 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and section B will comprise of one or more case(s) , worth 24 marks.

III: Course Outcomes (CO):

CO1. Understand the functions and responsibilities of the manager.

CO2. Learn about the tools and techniques for the enhancement of the performance on the managerial profile.

CO3. Enable the understanding of the student for organizational strategies.

CO4. Integrate management principles into management practices

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2				
CO 2								
CO 3		3			3			
CO 4	3			2				

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Concept of Management	Concept and modern view of management.	B.N. 3, 5
2			Trend, development and modern approaches of management.	B.N. 3, 5
3			Functions of Management	B.N.1, 5
4			Roles and Responsibility of managers.	B.N. 3, 5, 6
5			Management Thought- Taylor's Scientific Management theory,	B.N. 3, 5
6			Fayol's Principles of Administrative Management	B.N. 2,3
7			The Human Relations School	B.N. 2,3
8			Systems Theory, Contingency Management,	B.N. 3, 5
9			Developing Excellent Managers Case: Managers and Communication, Robbins, Coulter and Vohra, 10 th Edition, pp. 341	B.N. 3, 5
CO: 1, 2				
LO: It develops managerial skills and knowledge of basic management principles among the students.				
10	2	Planning	Nature and purpose of planning,	B.N. 4,5
11			Planning Process, Principles of Planning,	B.N. 3, 7
12			Types of Planning, advantages and Limitations of planning	B.N. 3, 7
CO:3				
LO: It enhances the planning skills among the students to develop plans of the company and how to take various decisions in the company.				
13	3	Concept and nature of objectives	Importance of objectives, types of objectives	B.N. 3, 7
14			Setting Objectives, Management	

Lecture No.	Unit No.	Topic	Sub Topic	Reference
			by Objectives(MBO), Benefits and weaknesses of MBO.	
Assignment: Analysis of Indian companies plans at different levels				
CO:3				
LO: It enables the students to develop objectives by management.				
15	4	Strategies and Policies	Concept of Corporate Strategy, Formulation of Strategy	B.N. 3, 5,7
16			Types of Strategies, The Strategic Planning Process	B.N. 5, 7
17			SWOT Analysis, The TOWS Matrix, The Portfolio Matrix. Case: C.F. Martin Guitar Company, Robbins and Coulter, 8 th Edition, pp. 155	B.N. 3, 5
18			Three Generic Competitive Strategies by Porter, Effective Implementation of Strategies	B.N. 3, 5
19			Types of Policies, Principles of formulation of policies,	B.N. 1,2
20			Decision making process, Individual decision making models.	B.N. 1,2
Assignment: Submit the Presentation on Current Corporate Affair				
CO: 3,4				
LO: Students will able to formulate different strategies and understand the different competitive strategies.				
20	5	Organizing	Nature and purpose of organizing.	B.N. 3, 5, 8
21			Bases of Departmentation, Span of Management.	B.N. 3, 5
22			Determinants of Span of Management.	B.N. 6,7
23			Line and Staff Relationship	B.N. 3, 7
24			Line and staff conflict,	B.N. 3, 5
25			Bases of delegation, Kinds of delegation	B.N. 3, 5

Lecture No.	Unit No.	Topic	Sub Topic	Reference
26			Delegation and Decentralization, Modes of decentralization	B.N. 3
Assignment: Group Activity; Any organization's structure.				
CO: 3				
LO: It enables the students how to get optimum output from available resources.				
27	5	Controlling	Concept and Process of control,	B.N. 3, 5, 7
28			Human aspects of control, control as a feedback system	B.N. 1,3,5
29			Control Tools and Techniques Case: Wal-Mart in America and Around the Globe, Koontz and Weihrich, 9 th Edition, pp. 424	B.N. 5, 7
30			Feed forward control, preventive control, profit and loss control	B.N. 3,5, 7
31			Control through return on investment, the use of computer for controlling and decision making	B.N. 5
32			The challenges created by IT as control tool.	B.N. 3,5
Assignment: SWOT analysis of discussed case.				
CO: 4				
LO: It develops the skills among the students to control over the resources as per requirement and achieve the objectives.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: TEXT READINGS

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India
2. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective
3. P.Subba Rao, Principles of Management, Himalaya Publishing
4. Mukherjee, Principles of Management and Organizational behavior, Tata McGraw Hill
5. K.Aswathappa, Organizational Behaviour, 5Ed, Himalaya Publishers, 2001.
6. Sridharan Bhat ,Management and Behavioural Process, Text and Cases, Himalaya Publishers
7. L.M.Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.

VII: Note:

1. There will be 5 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for team building exercise.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII Rubric for Internal Assessment**Subject: Fundamentals of Management****MBA (MM) I Sem**

Goal : Students examine a basic framework for understanding the role and functions of management and an explanation for the principles, concepts and techniques that can be used in carrying out these functions. Topics include planning & decision-making, strategies, organizing, staffing, and controlling, as well as managing change.

Objective: The course is designed with the objective of familiarizing the students with the basic concepts of Management to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an understanding about management functions, responsibilities of manager, idea of tools and techniques to be used in the managerial activity.	% Students having understanding about management functions, responsibilities of manager.	% Students having understanding about management functions.	% Need More efforts for Learning about Functions of Management and Its Uses.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Organizational Behavior****Session: July-Dec****Class: MBA(MM) - I Sem**

I: Course Objectives: Objective of this course is to help students to understand human Behavior in organizations so that they improve their managerial effectiveness

II: Examination Scheme: The faculty member will award marks out of maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections A and B. Section A ,worth 66 marks will consist of 5 theory questions out of which students will be required to attempt any 3 questions. Section B carrying will comprise one or more case(s) worth 24 marks.

III: Course Outcomes (CO):

CO 1. Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.

CO 2. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO 3. Understand group behavior in organizations, including leadership, Emotional Intelligence conflict and negotiations

CO 4. Understand the organizational system, including organizational culture, change Time Management and Stress Management.

IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	3		1	2	2		
CO 2	1	1		1			1	3
CO 3	2	3		3	2	2		2
CO 4	1	1		2		3		3

V: Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Foundations of Individual behavior and organizational behavior	Organizational Behavior: Concept and OB models	B.N.1/B.N.2/B.N.6
2			Personality	B.N.1/B.N.2/B.N.6
3			Determinants and Attributes	B.N.1/B.N.2/B.N.6
4			Attitude	B.N.1/B.N.2/B.N.6
5			Learning And Learning Theories	B.N.1/B.N.2/B.N.6
6			Perception and cognitive dissonance theory	B.N.1/B.N.2/B.N.6
7			Case Study	
CO: 1, 2				
LO: This unit will help the students to understand basic concept of OB and various theories of Personality, Learning, Perception and Job Attitudes.				
8	2	Motivation	Definition, concept and theories of motivation - Maslow’s Hierarchy of Needs, Herzberg's Two Factor theory	B.N.1/B.N.3/ B.N.5
9			ERG theory, Vroom's Expectancy theory,	B.N.1/B.N.3/ B.N.5
10			Reinforcement theory and Behavior Modification.	B.N.1/B.N.3/ B.N.5
11			Case Study	
Assignment				
CO: 1,2				
LO: In this unit students will learn various theories of motivation that how motivated employees can lead to increased productivity and allow an organization to achieve higher levels of output.				
12	3	Foundations of Group Behaviour	Defining and Classifying Groups	B.N.2/B.N. 4/B.N. 7
13			Group Structure, Group Processes,Process of group formation	B.N.2/ B.N. 4/B.N. 7
14			Group decision making,Group v/s Team, Team Effectiveness and decision making	B.N.2/ B.N. 4/B.N. 7

15			Case Study	
CO: 2, 3				
LO: Stages of group development, Group Structure, Group Processes, Group Dynamics and importance of Team Effectiveness will be learnt by the students in this unit.				
16	4	Leadership	Introduction of leadership , leadership theories and Styles	B.N.1/B.N.5/ B.N.7
17			Trait theories, Behavioral theories – Ohio state studies , Michigan studies and managerial grid	B.N.1/B.N.5/ B.N.7
18			Contingency theories-- Fiedler’s Model, Hersey and Blanchard's Situational theory	B.N.1/B.N.5/ B.N.7
19			Leader – Member Exchange theory , Path Goal theory and Charismatic leadership	B.N.1/B.N.5/ B.N.7
20			Case Study	
CO: 3				
LO: Various Leadership theories will be learnt by students in this unit. They will also learn leadership effectiveness and recent development in leadership theory.				
21	5	Conflict	Concept, intra-individual conflict, Interpersonal conflict, Intergroup conflict, organizational conflict	B.N.2/ B.N.3
22			Transitions in conflict thought ,Functional versus Dysfunctional conflict	B.N.2/ B.N.6
23			Conflict Process , Conflict management technique	B.N.2/ B.N.7
24			Case study	
CO: 3				
LO: Students will analyze and understand the key practical and theoretical concepts of managing and resolving conflicts and also will able to describe the nature of small and large-scale conflicts.				
25	6	Organizational Change and stress management	Concept, Forces of change	B.N.2/ B.N.6
26			Resistance to change , Lewin’s three step model	B.N.2/ B.N.6
27			Stress management – Potential sources, Consequences and coping strategies for stress	B.N.2/ B.N.6
28			Case study	B.N.2/ B.N.6

CO : 4

LO: This unit will make the students in understanding , analyzing and managing change. They will also learn about stress management and various approaches to managing stress.

29	7	Organizational Culture	Concept and relevance of culture	B.N.1/B.N.2/B.N.6
30			Creating the culture , Sustaining the culture	B.N.1/B.N.2/B.N.6
31			How employees learn culture	B.N.1/B.N.2/B.N.6
32			Case Study	

CO: 4

LO: This unit will make the students understand about organizational culture and relationship of culture with organizational behavior.

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

- 1 Stephen P. Robbins, Timothy A Judge, Seema Sanghi “Organizational Behaviour”, Pearson Education, 13th Ed., 2009.
- 2 K.Aswathappa: Organisation Behaviour, Himalya publishing House
- 3 Fred Luthans, “Organizational Behaviour”, New York, McGraw Hill, 8th Edn.
- 4 John W Newstrom: Organisational Behaviour, Mc Graw Hill
- 5 Kavita Singh : Organisational Behaviour Text and Cases , Pearson.
- 6 Margie Parikh Rajen Gupta: Organisational Behaviour, Mc Graw Hill 2011..
- 7 P G Aquinas: organisational Behaviour, Excel books.
- 8 Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2nd Edition, 2008.

VII: Note:

- 1 There will be 2 group major assignments. Group size will be 4-5 students
- 2 There will be Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 4 The results of each tests and assignments will be declared with in one week.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 6 Attendance will be multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Organisation Behaviour			
MBA(MM) I Sem			
Goal: Students examine the behavior of individuals and how they interact with each other in different workplace organizations. Topics include an orientation to organizational behavior; individual behavior; individual and behavioral processes; team processes; organizational dynamics; and organizational processes.			
Objective: Students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an understanding about Human Behavior in Organizations at cross cultural level so that they improve their managerial effectiveness towards Team.	% Students having to understand about human Behavior in organizations at cross cultural level.	% Students having understanding about management functions.	% Students Need More efforts for Understanding of Human Behavior in Organizations.

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH, IPS ACADEMY**Lesson plan****Subject: Principles of Marketing Management****Session: July - Dec****Class: MBA (MM) – I Sem****I: Course Objective:**

The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

II: Examination Scheme:

The faculty member will award internal marks out of 10 and the bifurcation is mention in the scheme of internal marks. The semester examination will be worth 90 marks. It will have two sections, A and B section. Section A, worth 66 marks, out of which student will be required to attempt any three questions. Section B will comprise one or more cases worth 24 marks.

III: Course Outcomes (CO):

- CO1 Understand the dynamics of marketing in business
- CO2 Relate marketing theories to practical situation
- CO3 Develop unique marketing mix
- CO4 Construct sales plan and professional interactive presentation

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2				1		3	2
CO 2		2						
CO 3		3	2		2		3	2
CO 4		1				3	3	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Marketing Concepts	Concept, Nature, scope and importance of marketing; customer value and satisfaction;	B.N. 1
2			Customer delight; Conceptualizing task and philosophies of marketing management;	B.N. 1, 2
3			Value Chain;	B.N. 1
4			Scanning the Marketing Environment - macro and micro components and their impact	B.N. 1, 4
Assignment: Hyundai's Underlying Dilemma				
CO: 1,2,3				
LO:Identify core concepts of marketing and the role of marketing in business and society.				
5	2	Market Segmentation, Targeting & Positioning	Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation,	B.N. 2, 4
6			Evaluating the Market Segments, Selecting the Market Segments,	B.N. 1, 2
7			Tool for Competitive Differentiation; Developing a Positioning Strategy;	B.N. 1, 2
8			Marketing information system and Marketing research process.	B.N. 3
Assignment: Cadbury's Relaunch of Caramel and Wispa: Reposing faith in Standalone brands?				
CO: 1				
LO:Describe major bases for segmenting consumer and business markets; understand how different situations in the competitive environment will affect choices in target marketing & how to position a product in market.				
9	3	Product Decision	Concept of product, Product Classification;	B.N. 1, 2
10			product mix and product line decisions	B.N. 1, 3
11			Product Life Cycle Strategies,	B.N. 4, 2
12			Equity, Repositioning,Branding,	B.N. 1, 4
13			Introduction and factors contributing the growth pf packaging, Introduction of labelling.	B.N. 2, 4
CO: 2				
LO:Understand the fundamental concepts of product and brand development and management				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
14	4	Pricing Decision	Concept of Pricing, Pricing Objectives, Factors affecting price determination	B.N. 1, 2
15			significance of pricing decisions, Pricing Methods and Strategies	B.N. 1, 4
16			Pricing policies and strategies; Discounts and rebates.	B.N. 1, 3, 4
Assignment: Group Activity on Analyzing Pricing Strategies of Various Companies				
CO: 2				
LO:Understanding different pricing methods its application in the business world.				
17	5	Distribution Decision	Importance and Functions of Distribution Channel,	B.N. 2, 4
18			Considerations in Distribution Channel,	B.N. 1, 2,4
19			Distribution Channel decisions,	B.N. 2
20			Distribution Channel members.	B.N. 1, 2
Assignment: Watch Video Case on <i>Mumbai Dabbawala</i> for In-class Discussion				
CO: 2				
LO:Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels in India.				
21	6	Promotion Decision	Marketing Communication Process,	B.N. 1, 2,4
22			Developing effective communication,	B.N. 1, 2
23			Promotion mix elements,	B.N. 1, 3
24			Case study on digital promotions	B.N. 1, 2
CO: 2, 3				
LO:Understanding the role of promotion mix in marketing.				
25	7	Marketing Strategies for Leaders, Followers and Challengers, Followers and Nichers	Market expansion strategies,	B.N. 4
26			Defining market share, expanding market share,	B.N. 2, 3
27			Defining the specific object and openness, choosing goal attacking strategies,	B. N.1, 3
28			market followersstrategies.	B.N. 1, 2
Assignment: Select a Sector; Find out its Leader, Challenger, Followers and Nicher and Submit a Strategic Analysis				
CO: 1				
LO:Ability to formulate marketing strategies that incorporate leaders, challenges, followers and Nichers.				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
29	8	Emerging Trends in Marketing	Introduction to internet marketing	Book 1, 2, 4
30			Multilevel marketing	Book 1, 2, 4
31			Introduction to CRM and event marketing	Book 1, 4
32			Case study on internet marketing	
CO: 3				
LO:Acknowledge the emerging trends in marketing.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Text reading:

1. Philip Kotler (1999), Principles of marketing, New Delhi: Prentice Hall of India, Millennium edition.
2. William J. Stanton, Michael J. Etzel and Bruce J. Welker (1995), Fundamentals of Marketing Management, Newyork: mc Graw Hill, 10th Edition.
3. Philip Kotler (1998). Marketing management, Planning Analysis and control, New Delhi, Prentice hall of India, 9th Edition.

Suggested Readings:

1. Kotler, Keller, Koshy, Jha, Marketing Management– A South Asian Perspective, Pearson, 13th Edition, 2008.
2. Kurtz, Principles of Marketing, Cengage Learning, India, 2008
3. S. Neelamegham, Marketing In India, 3rd Edition, Vikas publishing house, 2009
4. Biplo Bose, Marketing Management, 2008, Himalaya Publishing House.
5. West, Ford, Ibrahim, Strategic Marketing, Oxford University, 2009
6. Evans, Marketing Management Cengage Learning, India, 2008
7. Paul Baines, Chris Fill, Kelly Page, Marketing, Oxford University Press, 1st Edition 2009
8. Winner Marketing Management, 3rd edition Pearson 2009

VII: Note:

1. There will be 8 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII Rubric for Internal Assessment			
Subject: Marketing Management			
MBA II Sem			
Goal : To familiarize the students with the basic concepts and principles of marketing, and help them in understanding the basic marketing language.			
Objective: Provide students the understanding of marketing environment, marketing information system, customer relationship management, strategic issues in marketing for competitiveness. Also give them insight into conceptual framework, covering basic elements of the marketing mix; globalization of marketing for organizational growth.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
__% Students are exceptionally good with the understanding of modern marketing concepts, tools, and techniques, shows the abilities and skills required for the performance of marketing functions.	__% students show high understandings about modern marketing concepts, tools, and techniques, shows reasonably good abilities and skills required for the performance of marketing functions.	__% students show good understandings about modern marketing concepts, tools, and techniques, shows abilities and skills at some extent which required for the performance of marketing functions.	__% students relate very few concepts of marketing and need improvements.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Human Resource Management
Class: MBA(MM)- II Sem

Session: Jul-Dec

I : Course Objective:

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. Attention will also be paid to help them to develop their communication and decision making skills.

II : Examination Scheme:

The faculty member will award internal marks out of 10 (6 for Tests and 4 for class participation). The semester examination carrying 90 marks will have two sections A and B. Section A worth 66 marks will have 5 theory questions out of which students will be required to attempt any three questions. Section B carrying 24 marks will contain one or more cases.

III : Course Outcomes (CO):

- CO1 Demonstrate an understanding of key terms, theories/ concepts and practices within the field of HRM.
- CO2 Demonstrate competence in development and problem solving in the area of HR management.
- CO3 Analyze the key issues related to administrating the human elements such as
Acquisition, Compensation, Appraisal, Career planning, Training Global Challenges.
- CO4 Describe the meaning of terminology and tools used in managing employees effectively.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3			3			
CO 2		1	2	1		3	2	1
CO 3	1	2		3	3	2	2	1
CO 4		1		3	1	2	1	

V: Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	References
1	1	HRM Concept:	An overview of HRM	B.N. 3/B.N.2
2			Definition ,Concept, Evolution	B.N. 3/B.N.2
3			HRM functions	B.N. 3/B.N.2
4			Personal to HRM	B.N. 3/B.N.2
5			ASTD HRM Model	B.N. 3/B.N.2
6			Case Study :Chaitanya Kaushal Trust	
CO:1				
LO: This Unit will help the students to understand the basic concepts of HRM, HRM functions and HR policies. This unit will also help the students to understand the Indian Scenario in HRM.				
7	2	Human Resource Acquisition Process	Objectives, policies and process of Human resource Planning, HRP evolving small and entrepreneurial organisatins.	B.N. 3/B.N.2
8			Job Analysis, Job Specification, Job Analysis Methods	B.N. 3/B.N.2
9			Job design, nature of job ,job characteristics, using teams in job	B.N. 3/B.N.2

10			Recruitment, Sources of recruitment, E-recruitment	B.N. 3/B.N.2
11			Promotion and Transfer	B.N. 3/B.N.2
12			Case Study : Importance of Assumptions	
Assignment (Worksheet)				
CO:1,2				
LO: The second unit makes the students understand the Human Resource Acquisition Process.				
13	3	Human Resource Organizations	Structure of HRM	B.N. 3/B.N.2
14			Administrative, operational and strategic role of HR	B.N. 3/B.N.2
15			Selection ,Induction and Placement Departments role	B.N. 3/B.N.2
CO:1				
LO: This Unit will help the students to understand the structure of human resource management.				
16	4	Human Resource Policies	Formulation and essentials of sound HR policies	B.N. 3/B.N.2
17			Case studies: A multi faceted Role	B.N. 3/B.N.2
CO:1				
LO: This Unit will help the students to understand the basic principles & concepts of formulation and essentials of sound HR policies.				
18	5	Development of Human Resources	Learning,	B.N. 4/B.N. 1
19			Training and Development Process and Methods	B.N. 4/B.N. 1
20			Evaluation of Training and Performance Appraisal, Appraising individual and team performance	B.N. 4/B.N. 1
21			Introduction to career and succession planning	B.N. 4/B.N. 1
22			Case Study: God Helps Celestine	
CO:1,2				
LO: Human Resource Training and Development process and method will help the students to understand the development of effective training programs. HRD mechanism for organizational				

effectiveness will be learnt by the students in this unit.

23		Maintenance of Human Resources	Job Evaluation, Designing and administering the wage and salary structure.	B.N. 3/B.N.2
24			Compensation	B.N. 3/B.N.2
25			Grievance handling procedure	B.N. 3/B.N.2/B.N.5
26			Case Study : Troubles never come singly	

CO:1,3

LO: This Unit will help the students to understand the importance of Job Evaluation Incentive and Reward System. The various methods of calculating the wages will also be learnt by the students.

27		Separation processes	Turnover, Retirement, layoff,	B.N. 1/ B.N.3
28			Retrenchment & discharge, VRS, Rehabilitation of surplus employees	B.N. 1/ B.N.3

CO:1

LO: This Unit will help the students to understand the importance of Job Evaluation Incentive and Reward System. The various methods of calculating the wages will also be learnt by the students.

29		Emerging Trends and challenges in HRM	Economical and technological changes, work force availability and quality, enhancing organizational performance, expanding human capital.	B.N. 1/ B.N.3/B.N.5
30			Ethics and HRM, HR Management competencies and career,	B.N. 1/ B.N.3/B.N.5
31			Influence and change management	B.N. 1/ B.N.3/B.N.5
32			Specific HR knowledge and expertise	B.N. 1/ B.N.3/B.N.5

Assignment (Worksheet)**CO:4**

LO: The last Unit makes the students understand the importance of Emerging Trends and challenges in HRM.

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Text Readings:

1. Bohlander, Human Resource Management, 14th edition Cengage Learning, India, 2009
2. Dessler, Verkey, Human Resource Management, Pearson Education, 2009
3. Monir H. Tayeb, International Human Resource Management, Oxford, 2009
4. Patnaik, Human Resource Management, 3rd edition, PHI, 2009
5. Subba Rao, International Human Resource Management, 2009, Himalaya Publishing House.

VII: Note:

- 1 There will be 2 group major assignments. Group size will be 4-5 students
- 2 There will be Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 4 The results of each tests and assignments will be declared within one week.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.

VIII Rubric for Internal Assessment			
Subject: Human Resource Management			
MBA (MM) II Sem			
Goal: To provide a strong grounding in broad-based fundamental human resource management knowledge and skills to prepare students for meaningful and productive careers as human resource managers and professionals.			
Objective: To develop the student's ability to think critically and analyze opportunities to improve organizational performance through human resources management and also to provide student with analytical skills to utilize Human Resources metrics and technological applications to enhance the effectiveness of recruitment, training, development and retention of human resources.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
___Students	___Students	___Students	___Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
___% Students are exceptionally good with the understanding of the dimensions of the management of human resources, students are able to connect the various theories of human resources with organizational working.	___% students shows good understanding of the dimensions of the management of human resources, students are able to connect the various theories of human resources with organizational working at some extent	___% students show little understanding of the dimensions of the management of human resources but students find it difficult to connect the various theories of human resources with organizational working.	___% students show very basic understanding of subject and incapable to connect various aspects with organizational working.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 10
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	VIVA Out of 20	Internal Out of 20		

Lesson Plan

Subject: Marketing Research

Session: Jan-Jun

Class: MBA (MM) - II Sem

I: Course Objective :

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s)/paper(s).

II: Examination Scheme:

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination worth 90 marks will contain seven questions out of which the students will be required to attempt any five questions.

III: Course Outcomes (CO):

CO 1: To provide deeper knowledge and experience in applying commonly used qualitative and quantitative research methods to the research process.

CO 2: Refine research questions to meet high level research objectives/questions.

CO 3: Develop data collection instrument according to the underlying theoretical framework.

CO 4: Understand the steps of conducting the business research and writing the research report.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			3	1				
CO 2	2		3	2				
CO 3		2	3					
CO 4		2	3					

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub-topic	Reference Book Number
1	Unit 1	Introduction to Research Methods	Role and objectives of Business Research	6&7
2			Types of Research	1,6,
3			Research Process: overview, problems encountered by researchers	6,7
A-1 First Assignment Submission within 3 Days				
CO: 1,2				
LO: Student will able to understand and analyze business problems and find proper and effective ways to answer those problems.				
4	Unit II	Research Design	Selecting research problem,	6,7
5			Defining research problem	6,7
6			Research Design:, Need for Research Design Features of a good research design	6,7
7			Exploratory, descriptive, experimental and diagnostic research	1,6,
8			Hypothesis testing	1,2,3
A-2 Second Assignment Submission within 3 Days				
CO: 1				
LO: It enables the students to formulate clearly research problems and understand and apply the major types of research design.				
9	Unit III	Sampling Theory and Design of sample survey	Census v/s sample enumeration	
10			Objectives and principles of sampling	1,6,
11			Types of sampling	6,7

Lecture No.	Unit No.	Topic	Sub-topic	Reference Book Number
12			Types of sampling	
13			Sampling and non sampling errors	6,7
A-3 Third Assignment Submission within 3 Days				
CO: 3				
LO: Students will gain understanding of various sampling theories and errors.				
14	Unit IV	Data collection and analysis	Collection, Organization and presentation	1,6,7
15			Analysis and inter relation of primary and secondary data	6,8
16			Multiple regression	6,8
17			Multiple regression	2,3
18			Factor analysis	6,8
19			cluster analysis	2,3
20			Perceptual mapping, multidimensional scaling	6,8
21			Discriminant and canonical analysis, conjoint analysis	6,8
A-4 Fourth Assignment Submission within 3 Days				
CO: 3				
LO: Student will able to understand and use various statistical tools available for hypothesis testing.				
22	Unit V	Measurement of scaling concepts	Measurement in research, measurement scales	1,6,7
23			Sources of errors in measurement	1,6,7
24			Techniques of developing measurement tools	2,3

Lecture No.	Unit No.	Topic	Sub-topic	Reference Book Number
25			Classification of testing(reliability, verification, and validity) scales	1,6,7
26			Designing questionnaires and interviews	1,6,7
27			Designing questionnaires and interviews	1,6,7
A-5 Fifth Assignment Submission within 3 Days				
CO: 3				
LO: It helps students to understand and develop measurement tools for research.				
28	Unit VI	Interpretation and report writing	Meaning of interpretation, techniques of interpretation	1,6,7
29			Precautions in interpretation	6,8
30			Significance of report writing	6,8
31			Steps in report writing	
32			Layout of report and precautions in writing research reports.	6,8
A-6 Sixth Assignment Submission within 3 Days				
CO: 4				
LO: Student will able to interpret the research results and formulate research report.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References :

1. William G. Zikmund, Business Research Methods, 7th edi. Cengage Learning, India.
2. K.N. Krishnaswamy, AppalyerSivakumar, M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education 2008
3. K. Sachdeva, Business Research Methodology, 2008, Himalaya Pub. House
4. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI. 5th edition 2008
5. Ranjeet Kumar, Research Methods, Pearson Education 2009
6. C.R.Kothari, Research Methodology Methods and techniques, New Age International Publications, Second Revised Edition
7. PrasantSarangi, Research Methodology, Taxman 2010
8. Bharat Jhunjhunwala, Business Statistics, S.ChandPublication .
9. C. William Emory and Cooper R. Donald(1991). Business Research Methods, Boston, Irwin,4th Edition.
10. Fred N Kerlinger, Foundations of Behavioral Research, New Delhi: Surjeet Publications.

Suggested Readings

1. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th edition, PHI Learning,2009
2. NareshMalhotra and SatyaBhushan Das, Marketing Research: An applied Orientation, Pearson Education, 2008.
3. Mcburney, Research Methods, 7th edition, Cengage Learning, India.
4. David Nachmias and Chava Nachmais, Research Methods in the Social Sciences, New York:St. Marlia's Press.
- 5.

VII: Note:

1. There will be five class tests /assignment/presentation of 10-15 minutes each without declaration of the date. It will be of 4 marks.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. Each carry two marks, marks of best of two major tests will be included in internal marks.
3. There will be two major group assignments; group size will be of 3 or 4 students. Each group will be given separate topic of assignment. Each assignment carry 3 marks.
4. Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
5. The result of each tests/assignment will be declared within one week.
6. If any student doesn't submit assignment on time, half marks credit will be given after submission of the assignment.
7. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Marketing Research			
MBA (MM) II Sem			
Goal: To have a general understanding of research and its use in areas of management research.			
Objective: To grasp and comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research.			
9-10 Marks	6-8 Marks	03-05 Marks	00-02 Marks
Students	Students	Students	Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
__% students show high orientation towards research. Shows complete understanding of research concepts and able to plan business research using scientific methods for managerial decisions.	__% students show good understanding of concepts, but need to correlate these concepts more appropriately with managerial problems.	__% students show little understanding of research concept and need more clarity of concept for correlating and planning researches for managerial decisions.	__% students show very basic understanding of subject and find it difficult to plan or design research for managerial problems. need improvement for conceptual knowledge Need to correlate research concepts with managerial problems

IX: Scheme of internal marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Marketing Strategies****Session: Jul - Dec****Class: MBA (MM) - II Sem****I: Objective of course:**

The course objective is to expose the students to formulation and implementation of various marketing strategies and mechanisms of their application and controls.

II: Examination:

The faculty member will award marks out of a maximum of 10 for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections, A and B. Section A worth 66 marks will comprise of 5 theory questions out of which a student will be required to attempt any three questions. Section B will comprise of one or more case worth 24 marks.

III: Course Outcomes (CO):

- CO1 To understand the concepts of strategic management
- CO2 To develop understanding about role and need of marketing strategies
- CO3 To analyze the market and formulate marketing Strategies
- CO4 To control and evaluate marketing strategies

IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	2			2			
CO 2			3			2		
CO 3			3	2	2	2		
CO 4		3				2		

V: Session plan:

Sr. No	Unit no.	Topics	Sub Topic	Reference
1	1	Meaning, Need and Process of Strategic Management :	Meaning and need of strategic management	B.N 1
2			Process of Strategic management, Business Policy	B.N 1
3			Corporate Planning and Strategic Management	B.N 1
4			Single and Multiple SBU organizations; Strategic Decision-Making Processes - Rational-Analytical, Intuitive-Emotional, Political -	B.N 1
5			Strategic Decision-Making Processes - Behavioral; Universality of Strategic Management	B.N 1
6			Strategists at Corporate Level and at SBU Level	B.N 1
7			Interpersonal, Informational and Decision Roles <i>of a Manager.</i>	B.N 1
CO: 1				
LO: Understand Marketing Management holistically.				
8	2	Mission, Business Definition and Objectives	Need, Formulation and changes in Mission, Business Definition and Objectives	B.N 1
9			Hierarchy of objectives	B.N 1
10			Specificity of Mission and Objectives	B.N 1
CO: 1				
LO: Understand Marketing Management holistically.				
11	3	The strategies role of marketing :	Corporate, business and marketing strategies	B.N 1,2
12			definition, components of strategy	B.N 1,2
13			hierarchy of strategies, strategic planning systems, Characteristics of effective planning systems	B.N 1, 2
Assignment I				
CO: 2				
LO: Foster Analytical and critical thinking abilities for data-based decision making.				

14	4	Process of formulating and implementing marketing strategy	Market opportunity analysis,	B.N 1, 2
15			customer analysis,	B.N 1, 2
16			Implementation and control.	B.N 1, 2
CO: 3				
LO: Foster Analytical and critical thinking abilities for data-based decision making.				
17	5	Index Business Strategies and their marketing implications	Defining Strategic Business Unit, Business unit objectives	B.N 2
18			Allocating resources within the business unit, the business unit competitive strategy.	B.N 2
19			BCG Growth share Matrix	B.N 2
20			GE Matrix , Shells Matrix	B.N 2
CO: 3				
LO: Ability to understand, analyze and understand global, economic, legal, local and ethical aspects of marketing				
21	6	Formulation of marketing Strategies	For new market entry, Mass market penetration	B.N 1, 2
22			Niche penetration	B.N 1, 2
23			skimming and early withdrawal	B.N 1, 2
24			Objectives of alternative pioneer strategies	B.N 1, 2
CO: 3				
LO: Ability to lead themselves and others in the achievement of sales targets , contributing effectively to team environment				
25	7	Marketing Strategies	For leaders	B.N 1
26			challengers	B.N 1
27			followers	B.N 1
Assignment II				
CO: 3				
LO: Ability to lead themselves and others in the achievement of sales targets , contributing effectively to team environment				
28	8	Controlling Marketing Strategies and Programs	Control Process ,setting standards of performance	B.N 1
29			Specifying and obtaining feedback data	B.N 1
30			Corrective action	B.N 1

31			Strategic controls	B.N 1
32			Product market entry controls	B.N 1
CO : 4				
LO : Foster Analytical and critical thinking abilities for data-based decision making.				
Assignment III/PPT				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

1. Boyde Walker and Lawreche (1995) Marketing Strategy : Planning and Implementation, Chicago :Irwin Second Edition
2. Philip Kotler (1994) Marketing Management :Analysis Planning and Implementation and Control, New Delhi PHI,8th edition

VII: Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

VIII: Rubric for Internal Assessment			
Subject: Marketing Strategies			
MBA MM II Sem			
Goal: The course introduces the concept of marketing and focuses on the creation of Customer Value. The course emphasizes market analysis, target customer identification, and the development of marketing-mix strategies structured to deliver superior customer value proposition and organizational performance			
Objective: The course objective is to expose the students to formulation and implementation of various marketing strategies and mechanisms of their application and controls.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
%Students can control and evaluate marketing strategies	. % Students can analyze the market and formulate marketing strategies	% Students have to understand the core concept role and need of marketing strategies	% Students understand the basic concept of Marketing Strategies

IX: Scheme of internal marks :

Class Participation				Internal Assessment	Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Purchasing and Materials Management****Session: Jan-June****Class: MBA (MM) – II Sem****I: Course Objective:**

Objective of this course is to help students acquire the basic knowledge and understanding of purchasing and materials management and apply it for making relevant decisions.

II: Examination Scheme:

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections A, and B. Section A, worth 54 marks will consist of five theory questions out of which student will be required to attempt any three questions. Section B worth 36 marks will have two or more numerical problems/cases.

III: Course Outcomes (CO):

CO1 Acquaintance with the concept of Material Management, Material Planning and Material Budgeting

CO2 To understand the concept of material identification, codification and standardization.

CO3 Developing the conceptual understanding of Purchasing research & Value Analysis.

CO4 To develop the skills to learn the concepts of sourcing and inventory.

IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2					
CO 2	3	1	2					
CO 3	2	1			3			
CO 4	2	1					3	

V: Session Plan:

Lecture no.	Unit no.	Topics	Sub Topic	Reference
1	1	Management in Relation & Integrated Material Management	Management in Relation -Meaning, Definition, Areas	B.N. 1 & B.N.4
2			Management in Relation -Importance, Role of Materials Manager	B.N. 1 & B.N.4
3			Integrated Material Management - Concept, Need, Definition	B.N. 1 & B.N.4
4			Integrated Material Management -Scope and Advantages	B.N. 1 & B.N.4
CO: 1				
LO: Describe the material management and integrated material management				
5	2	Materials Planning & Materials Budgeting	Materials Planning: Need and Definition, Factors affecting planning (External and Internal)	B.N. 1 & B.N.2
6			Purchasing and Materials Planning, Techniques of Planning (Only theoretical concepts)	B.N. 1 & B.N.2
7			Guidelines for Planning	B.N. 1 & B.N.2
8			Materials Budgeting: Meaning, Factors Governing materials Budget	B.N. 1 & B.N.2
9			Materials Budgeting :Limitations of Materials budgets.	B.N. 1 & B.N.2
CO: 1				
LO: To understand the concept of material planning and material budgeting				
10	3	Materials Identification, Codification and Standardization	Identification: Need, and Importance,	B.N. 1 & B.N.2
11			Classification of Materials	B.N. 1 & B.N.2
12			Codification of Materials : Codification System	B.N. 1 & B.N.2
13			Standardization: Aims end Advantages, Standards Institutions.	B.N. 1 & B.N.2

14			Stores Layout- Concept & Importance	B.N. 1 & B.N.2
CO: 2				
LO: To develop the concept of material identification, codification and standardization				
15	4	Purchasing	Purchasing: Organization, Principles, Procedures and Systems,	B.N. 1 & B.N.2
16			Organization, Principles, Procedures and Systems,	B.N. 1 & B.N.2
17			Organization, Principles, Procedures and Systems,	B.N. 1 & B.N.2
CO: 3				
LO: To understand the core concept of Purchasing procedures and systems				
18	5	Purchasing research analysis	Purchasing research analysis- Concept	B.N. 1 & B.N.2
19			Purchasing research analysis - Importance	B.N. 1 & B.N.2
20			Purchasing research analysis- Needs, Limitation	B.N. 1 & B.N.2
CO: 3				
LO: Acquaintance with the concept of purchasing research analysis				
21	6	Sourcing	Sourcing: Factors affecting selection of sources	B.N. 1 & B.N.2
22			Vendor evaluation methods -Categorical	B.N. 1 & B.N.2
23			Waited point Plan and Cost Ratio Method	B.N. 1 & B.N.2
24			Negotiation & Buyer-Seller Relations.	B.N. 1 & B.N.2
CO: 4				
LO: To understand the concept of Sourcing, vendor evaluation				
25	7	Inventory	Inventory: Importance and Scope, selective inventory control,	B.N. 1 & B.N.3
26			cost concept in inventory, type of inventory problems,	B.N. 1 & B.N.3
27			Inventory control Models	B.N. 1 & B.N.3
28			Independent Demand Models - Deterministic and Stochastic	B.N. 1 & B.N.3
29			General Economic Order Quantity (EOI)	B.N. 1 & B.N.3

30		Economic Batch Quantity (EBQ) (Single and Multi-products)	B.N. 1 & B.N.3
31		EOI with shortages and EOI with Discounts	B.N. 1 & B.N.3
32		Single Period Model & Periodic Model	B.N. 1 & B.N.3
CO: 4			
LO: Describe the various inventory control models			

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

1. Donald W. Dobler, Lamer Lee Jr. and David N. Burt 1994, Purchasing & Materials Management New Delhi, Tata Mc Graw Hill 4 th edition
2. M.M Verma(1997), Materials Management, New Delhi, Sultan Chand & Sons, 3rd edition.
3. Joseph G Monks(1996), Operations Management, New York, Tata Mc Graw Hill publication.
4. P. Gopal Krishnan and M .Sundaresan(1996), Material Management: Integrated Approach, New Delhi, Prentice hall of India.
5. Richard B Chase and Nicholas J. Aquilano(1996), Production & Operation Management, Manufacturing & services, Chicago:Irwin.

VII: Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

VIII: Rubric for Internal Assessment			
Subject: Purchasing and Materials Management			
MBA MM II Sem			
Goal : Students need to acquire the basic knowledge about purchasing, material management and how to apply the decision making.			
Objective: Students gain understanding of the concept, functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having the basic concept of purchasing and material management.	% Students has to develop the core concept of material planning, budgeting, identification, codification, standardization	% Students having understanding about purchasing research & value analysis.	% Students Need More Efforts to understand the Basic Concept of purchasing and material management.

IX: Scheme of internal marks :

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Out of 10		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Quantitative Techniques****Session: July - Dec****Class: MBA (MM) - II Sem****I: Objective of the Course:**

The Objective of this course are to help the students acquire quantitative tools and use these tools for the analysis and solution of business problems. The emphasis will be on the concept and application rather than derivations.

II: Examination:

The faculty member will award marks out of a maximum of 10 marks for the Internal performance of the students. The semester examination will be worth 90 Marks. It will have two sections A & B, Section A worth 36 marks will consist of 3 theory questions out of which student will be required to attempt any two questions. Section B worth 54 marks will have 5 numerical problem out of which student will be required to attempt any 3 questions.

III: Course Outcomes (CO):

- CO1: Understand the basic concepts of different advanced models of quantitative technique and their applications into business.
- CO2: Apply the models to incorporate rational decision-making process in real life situations.
- CO3: Formulate organizational problems into QT models for seeking optimal solutions.
- CO4: Understand & use analytical and numerical techniques to make predictions and decisions.

IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	-	1	-	2	3	-	-	-
CO 2	-	-	3	2	3	-	-	-
CO 3	1	1	-	2	3	1	-	1
CO 4	1	-	1	3	2	2	-	1

V: Session Plan

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Quantitative Techniques And Operation Research	Meaning, Scope of Quantitative Techniques	B.N:2, B.N:9
2			Operations Research In Management, Advantages And Limitations of Quantitative Techniques.	
CO: 1				
LO1:To familiarize students with the basic concepts, models, and statements of the operations research theory.				
3	2	Linear Programming	Meaning of Linear Programming, Advantage and Limitationsof LPP, General Mathematical Formulation	B.N:2, B.N:9
4			Graphical Analysis of LPP	
5			Simplex Method, Minimization case	
6			Big-M Method	
7			Simplex Method, Maximization case	
8			Two-Phase Method of simplex	
9			Duality And Post Optimality	
First Group Assignment: Importance of LPP in various Management field				
CO: 2,3,4				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
LO2:Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained and translate solutions into directives for action.				
10	3(a)	Transportation Model	Introduction of Model,Basic Feasible Solution through NWCR,LCM, RM,CM & VAM	B.N:5, B.N:9
11			Vogel’s Approximation Method, Optimization (minimization)	
12			Vogel’s Approximation Method, Optimization (maximization)	
13			Modified Distribution Method	
14			Modified Distribution Method	
15			Formulating Word Problem of Transportation Model	
16			Steppingstone Method	
A-1: First Assignment (Worksheet)				
17	3(b)	Assignment Problem	Assignment Model as Particular case of Transportation Problem	B.N:6, B.N7
18			Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization)	
19			Hungarian Method (Maximization), Solution of Assignment	
20			Problems Using Hungarian Method (Route Allocation)	
21			Advance problem of Assignment Model	
22			Travelling Salesman (Stagecoach)	
A-2: Second Assignment (Worksheet)				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
CO: 2,3,4				
LO3:Become familiar with the types of problems that can be solved by applying a transportation model and with the assignment model as a special case of L.P.P. model.				
23	4	Replacement Models	Introduction, Scope in Management, Individual Replacement	B.N:3, B.N:11
24			Individual Replacement with time value of Money	
25			Group Replacement	
A-3: Third Assignment (Worksheet)				
CO: 2,3,4				
LO4: Understanding replacement policy for goods whose cost of maintenance increases with time and the value of money also changes at a constant rate at that time.				
26	5	Game Theory	Introduction to Games,Maximin and Minimax Principles, Pure And Mixed Strategies	B.N:5, B.N:9
27			Solutions of Games Using – Algebraic method	
28			Solution through Graphical Methods	B.N:10, B.N:11
29			Game Theory and Linear Programming	
A-4: Fourth Assignment (Worksheet)				
CO: 2,3,4				
LO5:Represent strategic situation as a game and obtain adequate solution to the situation with the help of game theory.				
30	6	Markov Chain Analysis	Computation of Sequential Probability of States for Different Periods. Steady State Probability of States and Application of Markov Chain	B.N:3, B.N:12
31	7	Simulation & Computer Solutions	Introduction to Simulation, Monte CarloTechnique, and Its Applications	B.N:5, B.N:9
32			Solving Various Management problems	
Second Group Assignment: How QT helps in business decisions?				
CO: 2,3,4				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
LO 6: Delineate the basics of simulation modeling and replicating the practical situations in organizations				

VI: Book References:

- 1 S.D. Sharma, Operations Research, Meenit, Kedar Nath Ram Nath and Co 8 Edn., 2002
- 2 Hamdy A. Taha, Operations Research: An Introduction, Pearson 2008
- 3 H.M. Wagner, Principles of Operations Research with Application to Managerial Decisions,
- 4 Chawla, Operation Research, Kalyani Publication Ludhiyana, 2009
- 5 Sharma Anand, Operation Research, 2008, Himalaya Publishing House
- 6 Kalawati, Operations Research, Vikas Publication Pvt. Ltd. 2008
- 7 Winston, Operation Research Application and Algorithm, Cengage Learning 2008
- 8 P.K. Gupta and D.S. Hira, Operations Research, New Delhi, Sultan Chand Publications, 2000.
- 9 V. K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons, 2001
- 10 R.D. Vohra. Quantitative Techniques, New Delhi, Tata McGraw Hill Publications, 15 Ed., 2003.
- 11 Bobby Srinivasan and C.L. Sandblom, Quantitative Analysis for Business Decisions, Singapore, McGraw Hill Publications, 2001
- 12 C.R. Kothari, An Introduction to Operational Research, New Delhi, Vikas Publications, 3rd Ed., 2009

VII Note:

- 1 There will be Four home assignments, each carry 0.5 marks.
- 2 Two major group Assignments based on the practical aspect of the subject.
- 3 There will be one major Internal Test
- 4 Group size will be 4-5 students, & each group will be given separate topic of assignment
- 5 Class performance & Discipline will be an important factor for assessing internal marks.
- 6 Attendance will be multiplying factor as per given in academic plan

VIII: Rubric for Internal Assessment			
Subject: Quantitative Techniques			
MBA MM II Sem			
Goal : To make students able to use operation research as a helpful tool for solving complex problems under uncertainty, and understand methods that quantify issues and give business managers a better basis for making decisions.			
Objective: The objective of this course is to help the students acquire quantitative tools, and use this tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
.....StudentsStudentsStudentsStudents
Outstanding	Accomplished	Meets the Criteria	Need Improvement
___% Students are exceptionally good with the understanding of quantitative tools. Students are able to analyse these tools and also able to relate application of these tools with real life situations.	___% Shows high understanding of subject and relate tools and techniques with real life managerial problems at some extant.	___% students have basic understanding of concepts and getting stuck between the problems, they find it difficult to relate it with real life managerial problems.	___% of students found difficulty to understand the concept. Students fails to correlate concepts with real life managerial problems, need more practice for improvement.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		TOTAL 90	Final Internal Marks Out of 10
Presentation out of 18	Quiz out of 18	Assignment out of 18	Viva out of 18	Internal Test Out of 18		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**Lesson Plan****Subject: Statistical Methods for Business Decisions****Session: July – Dec.****Class : MBA (MM) - II****I: Objectives of course:**

The objective of the course is to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be given on the concept and application rather than derivations.

II: Examination:

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester Examination will be worth 90 marks, consisting of two sections A and B. Section A worth 36 marks, will consist of three questions out of which students will be required to attempt any two questions. Section B, worth 54 marks will have five numerical / Practical problems out of which a student will be required to attempt any three questions.

III: Course Outcomes (CO):**CO1:** Basic understanding of Statistics and Research methodology**CO2:** Knowledge about Basic concepts of statistics required in Research.**CO3:** Preparing students with the knowledge of basic statistical tools used for business decisions.**CO4:** Develop awareness of contextualizing and findings of Research into practice.**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	-	2	-	-	1	-	-	-
CO 2	-	2	1	-	2	-	-	-
CO 3	3	3	3	1	3	-	2	-
CO 4	3	3	3	2	3	2	2	-

V: Session Plan:

Lecture No	Unit	Topic	Sub Topic	Reference
1	1	Introduction to Statistics	Meaning and Definition of statistics. Scope and Limitations of Statistics.	B.N-1,B.N-2, B.N-7, B.N-8
2			Role of Statistics in Management Decisions.	B.N-1,B.N-2 B.N-7, B.N-8
3			Introduction to Measurement of Central Tendency - Mean	B.N-1,B.N-2 B.N-7, B.N-8
4			Introduction to Measurement of Central Tendency – Mode and Median	B.N-1,B.N-2 B.N-7, B.N-8
5			Introduction to Measurement of Central Tendency – Median	B.N-1,B.N-2 B.N-7, B.N-8
6			Introduction to Measurement Variations.	B.N-1,B.N-2 B.N-7, B.N-8
7			Measurement of Variations.	B.N-1,B.N-2 B.N-7, B.N-8
CO: 1				
LO: To familiarize students with the basic concepts and theory of statistics. Also develops understanding of Central Tendency, Standard Deviation & Coefficient Variation.				
8	2	Probability Thoery and Probability Distribution	Concept of probability, Additive Theorem of Probability.	B.N-1,B.N-5
9			Multiplicative Theorem of Prbability.	
10			Conditional Probability, Bayes Theorem.	B.N-1,B.N-5
11			Binomial Distribution and its Application.	B.N-1,B.N-5
12			Poisson Distribution and its Application.	B.N-1,B.N-5

13			Normal Distribution and its Application.	
Assignment I				
CO: 1, 2, 3.				
LO: Students will understand the basic concepts of Probability and their applications in business. Understanding of Random Variable and Probability distribution and their applications in business.				
14	3	Time Series	Time Series and its component. Models of Time Series.	B.N-3,B.N-5
15			Measurement of trend- Moving Average Method.	B.N-3,B.N-5
16			Measurement of Trend – Exponential Smoothing method.	B.N-3,B.N-5
17			Measurement of Trend - Least Square Method.	B.N-3,B.N-5
18			Measurement of Seasonal Variations: - Simple Average method and Moving Average trend.	B.N-3,B.N-5
19			Measurement of Cyclic variations (Residual Method).	B.N-3,B.N-5
CO: 2, 3				
LO: Become familiar with the concept of Time series and also develops the understanding of forecasting with reference to business decisions.				
20	4	Correlation & Regression	Introduction of Correlation, Karl Pearsons Correlation Coefficient.	B.N-1, B.N-4, B.N-5
21			Spearson’s Correlation Coefficient.	B.N-1, B.N-4, B.N-5
22			Introduction to Regression Analysis.	B.N-1, B.N-4,B.N-5
23			Computation of Regression Analysis	B.N-4,B.N-5
24			Computation of Regression Analysis	B.N-1, B.N-4, B.N-

				5
25			Computation of Regression Analysis	B.N-1, B.N-4, B.N-5
CO: 2, 3				
LO: To understand the concept of correlation between two variables and quantitative measurement of correlation including the interpretation of positive, negative and zero correlation and also understand the concept and implications of regression.				
26	5	Testing of Hypothesis	Introduction to Hypothesis and Statistical Influence.	B.N-2, B.N-3,B.N-4, B.N-6
27			Types of Errors. Introduction to the sample tests for univariate and bivariate analysis using normal distribution.	B.N-2, B.N-3,B.N-4, B.N-6
28			F- test	B.N-2, B.N-3,B.N-4, B.N-6
29			z- test	B.N-2, B.N-3,B.N-4, B.N-6
30			t- test	B.N-2, B.N-3,B.N-4, B.N-6
31			t- test	B.N-2, B.N-3,B.N-4, B.N-6
32			Chi Square test.	B.N-2, B.N-3,B.N-4, B.N-6
Assignment II				
CO: 2, 4				
LO: Developing awareness of Research methodologies and their importance and developing Hypothesis and testing it for the purpose of Research with the help of Statistics.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

1. J. K. Sharma, Mathematics for Management and Computer Applications, New Delhi, Galgotia Publications.
2. R.K. Ghosh and S. Saha (1999). Business mathematics and statistics, Calcutta, New Central Book Agency 9th Edition.
3. S. Saha (2000). Business Mathematics and Quantitative Techniques, Calcutta, New Central Book Agency.
4. Richard I. Levin and D.S. Rubin (2000). Statistics for Management, New Delhi: Prentice Hall of India.
5. S. P. Gupta (2001). Statistcal Methods, New Delhi, Sultan Chan and Sons.
6. J.N. Kapur and H. C. Saxena (2001). Mathematical Statistics, New Delhi Sultan Chand and Company Ltd. 20th ed.
7. D. C. Sancheti and V. K. Kapoor (2001). Statistics: Theory, Methods and Applications, New Delhi: Sultan Chand and Sons.
8. D. N. Elhance, Veena Elhance and B. M. Aggrawal (1996). Fundamentals of Statistics, Allahabad: Kitab Mahal.

VII: Note:

1. There will be 2 individual assignments and 2 group presentations; group size will be 4-5 students.
2. There will be 2 major tests based on the practical and theory aspects of the subjects, each carry 4 marks, the marks of the better of two major tests will be included in internal marks.
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student.
4. Class performance and discipline will be an important factor for assessing internal marks. It carries 4 marks.

VIII Rubric for Internal Assessment			
Subject: Fundamentals Of Operations Management			
MBA II Sem			
Goal : To provide a general introduction to the field and demonstrate how excellence in designing and managing operations is a primary driver of business success. Students will develop an awareness of statistical and research concepts that arise in all businesses, and they will acquire a skill set that will enable them to successfully address these issues.			
Objective: The course will provide the basic terminology, concepts and statistical tools for describing, analyzing and improving business processes, and basic knowledge about statistics and research methodology tools.			
09-10 Marks	06-08 Marks	03-05 Marks	00-02 Marks
___Students	___Students	___Students	___Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
___% students fulfilled the different criteria of assessment excellently. They shown good subject knowledge, used correct terminology to explain the subject. Students showed complete understanding of ideas, questions and process of business decisions and its problems.	___% students are able to articulate some perspectives of subject. Showed substantial understanding about ideas, questions and process of business decisions and its applications.	___% students are able to relate with few perspective of Subject knowledge and showed little understanding of problem ideas and process of business decisions and its applications.	___% students are lacking in concept understanding, they find difficult to relate with concepts of process of business decisions and its applications.

IX: Scheme of internal marks:

Class Participation			Internal Assessment		Total	Final Internal Marks Out of 10
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	VIVA Out of 20	Internal Out of 20	100	

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Advertising, Sales promotion and public relations**Session: Jul-Dec****Class: MBA (MM)– III Sem****I: Course Objective:**

The objective of this course is to explain the students the advertisement function and the methods of sales promotion

II: Examination scheme:

The faculty member will award marks of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks, having two sections A & B. Section A carrying 66 marks, Section B worth 24 marks will have one or more case(s)

III: Course Outcomes (CO): After the completion of the course the students should be able: -

CO1 Identify and respond to clients' advertising and marketing communications objectives by applying principles of communications

CO2 Relate theoretical aspects of advertising on practical situation.

CO3 Develop unique sales and public relation strategies

CO4 Help students to understand and develop Unique promotional strategies.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	2	1	2		2			
CO 2	1	2	3		3	1	1	
CO 3		1		1		3	2	1
CO 4	2	1		2	2	1		3

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Nature Of Advertising	Definition & significance of advertising	B.N.2/B.3
2			Types of Advertising explained through various Models	B.N.2/B.N.3
3			Advertising agency and structure,	B.N.2/B.N. 3
4			Functions and purpose action	B.N.2/B.N. 3
5			Client agency relationship	B.N.2/B.N. 3
6			Responsible Advertising Case Study	B.N.2/B.N. 3
CO: 1,2				
LO: Understand Advertising Agencies, Advertiser and role of advertising in marketing mix and positioning.				
7	2	Campaign planning	Product market analysis	B.N.2/B.N.3
8			Advertising objectives	B.N.2/B.N.3/B. N.11
9			Advertising budget	B.N.2/B.N.3/B. N.11
Assignment Allotment				
CO: 1,2				
LO:Applying knowledge of campaign planning positioning, product perceptual mapping and brand perceptual mapping				
10	3	Media decisions	Types of media	B.N.3/B.N.11
11			Factors affecting media	B.N.2/B.N.3/B. N.11
12			Media selection	B.N.3/B.N.11
13			Media scheduling	B.N.3/B.N.11
CO: 1,2				
LO: Understanding concept of Media & its implementation				
14	4	Media Design	Creative strategy	B.N.2/B.N.3/B. N.11
15			Appeals and message format, copyright	B.N.2/B.N.3/B. N.11

16			Layout and illustration	B.N.2
17			Transactional Analysis	
Assignment Collection & Group Presentation				
CO: 2,3				
LO: Conceptual development of Media and its design				
18	5	Sales promotion	Nature purpose and types of sales promotions	B.N.2/B.N.3/ B.N.11
19			Factors affecting sales promotion	B.N.2/B.N.3/ B.N.11
Group Discussion				
CO: 1,2				
LO:Describing conceptual framework of sales management and develop sales promotion strategies				
20	6	Advertising research	Copy testing	B.N.2
21			Message testing	B.N.2
Practice Session				
CO: 3,4				
LO:It enhances the skills of preparing effective job application, covering letter and resumes				
22	7	Introduction to public relation	History, theory, public relation’s role in organization	B.N.2
23			The PR practitioner as a consultant, stake holder management	B.N.2
24			The nature and role of public relations in a democratic society and world, Activities of public relation professionals	
25			Major influences that affect organizational behavior	
26			Ethics and professional development of practitioners in the private and public firms	
Class test/Quiz				
CO: 3,4				
LO:It enhances the skills public relations on the students				
27	8		Using principles of scientific research to establish, monitor and evaluate communications programs: research planning, theory	
28		Public relation research	Research design- sampling, surveys, experiments, focus groups, content analysis and participant observation.	
29			Quantitative and statistical analysis and reporting of research with advanced technologies	
CO: 3,4				

LO it ensures the understanding of evaluation and measurement of communications programs				
30 31	9	Public relation campaigns	Using the principles and techniques of public relations to create comprehensive campaigns for actual clients	
32			Advertising, periodicals, social events, media, oral and written communication.	
CO :				
LO: it enhances the understanding of comprehensive public relation campaigns				

VI: Book References:

1. Belch, Belch, Advertising & Promotion: An Integrated Marketing Communication
2. Keller, Strategic Brand Management, 3/e, Pearson 2010
3. Kazmi & Batra Advertising & Sales Promotion, Excel Books, 2010
4. Harsh Verma Brand Management, Excel Books, 2010
5. Keller, Best Practice Cases in Branding, 3/e, Pearson 2010
6. Batra-Advertising Management 5/e, Pearson 2010
7. Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases", New Delhi: Prentice Hall of India. Ingram,
8. Laforge, Avila, Schwepker and Williams, "Sales Management",
9. Thomson Watuba R. Thomas, "Sales Management-Texts and Cases", Business Publication Johnson,
10. Kurtz and Scheving "Sales Management, Concept practice & cases, MacGrawHill

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Advertising, Sales promotion and public relations			
MBA (MM) III Sem			
Goal : This course provides students an opportunity to understand and explore the role and importance of tools of promotion mix in the rapidly changing business environment.			
Objective: The objective of this course is to explain the students the advertisement function and the methods of sales promotion			
09-10 Marks	06-08 Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Understands the advertising, sales promotion and public relation process and key decision areas for effective advertisement campaign management. Students are able to understand the process of designing advertising campaign. The student properly understand the use of various tools of sales promotion and public relation and formulate business strategies.	% Understands most the concepts of advertising, sales promotion and public relation. They are able to Relate theoretical aspects of advertising on practical situation. They are able to formulate the strategies of advertising, sales promotion and PR.	% Understands few concepts of the advertising and sales promotion and PR.	% Have Low degree of understanding for the concepts relating to advertising and sales promotion and PR. They need improvement in their knowledge regarding the theoretical and practical aspects of advertising and digital marketing.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**Lesson Plan**

Subject: MM: 304 Consumer Behavior
Class: MBA (MM)-III Sem

Session: July-Dec

I: Course Objective:

The objective of this course is to develop an insight and understanding of Consumer Behavior.

II: Examination:

The faculty member will award marks out of a maximum of 10 marks (As per academic plan) for the internal performance of the student. The Semester Exam shall be worth 90 marks, it will have two sections A and B. Section A worth 66 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 24 marks will contain a case.

III: Course Outcomes(CO):

CO1 Apply basic concepts of consumer behavior to understand the market to create sales.

CO2 Understand consumer behavior in order to develop strategies to increase market share.

CO3 Understand Perception of Consumer Behavior to develop sales.

CO4 Understand Consumer Attitude about overall products sales.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3							1
CO2		3			2			
CO3			1					
CO4				3		3	1	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to the Study of Consumer Behavior	Introduction of consumer behavior	B.N.1,2
2			Nature, Scope and Application	B.N.1,2
Assignment: Explain in detail, Consumer Behavior with example?				
CO:1				
LO: Learning of Basics of Consumer Behavior& Environmental Influences.				
3	2	Environmental Influences on consumer behavior	Meaning of Culture, Social, Personal Influences	B.N.3,4,5
4			Meaning of Family, and Situational Influences	B.N.3,4,5
5			Opinion Leadership and Life Style Marketing	B.N.3,4,5
6			Characteristic of Cultural, Cross Cultural Understanding, Nature of Social Class	B.N.3,4,5
7			Social Class and Consumer Behavior	B.N.3,4,5
8			Nature and Significance of Personal Influences	B.N.3,4,5
9			Marketing implication of Personal Influences	B.N.3,4,5
10			Significance of family in Consumer Behavior and Family Life Cycle, Opinion Leadership Forms.	B.N.3,4,5
Assignment: Elaborate on the importance of cross-cultural analysis for the marketers before entering in the Domestic/ foreign market? Explain with the real case study?				
CO:1, 2				
LO: Understand various cultural aspect according to consumers.				
11	3	Consumer as an Individual	Involvement and motivation	B.N.2,6
12			Knowledge, Attitude, Values	B.N.2,6
13			Personality, Learning and Life Style	B.N.2,6
14			Dimension of Involvement and Its Marketing imprecations	B.N.2,6
15			Nature and Role of Motive, Classifying motive	B.N.2,6

Lecture No.	Unit No.	Topic	Sub Topic	Reference
16			Characteristics, Function and sources of attitudes	B.N.2,6
17			Attitude theory and Model, Characteristics and Classification of learning	B.N.2,6
18			Personality Theory and application, Psychographic	B.N.2,6
Case Study: Students are required to form case study on consumer motives and attitudes and present through PPT.				
CO:3				
LO: Understand Consumer Decision Process				
19	4	Consumer Decision Process	Pre- Purchase Process: Information processing	B.N.1,5,6
20			Consumer Decision Rules	B.N.1,5,6
21			Pre -Purchase Process: Framework Dissonance satisfaction	B.N.1,5,6,
22			Pre -Purchase Process: Framework Dissonance dissatisfaction	B.N.1,5,6
CO:2,3				
LO: Determining Consumer Behavior Model.				
23	5	Consumer Behavior Model	Nicosia Model	B.N.4,5
24			Howard Model	B.N.4,5
25			Engel Blackwell Model	B.N.4,5
26			Miniard Model	B.N.4,5
27			Sheth Family Model	B.N.4,5
28			Sheth Family Decision Making Model	B.N.4,5
Case study: Suitable case study will be discussed on consumer’s perception in the class.				
CO:3				
LO: Understand CRM				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
29	6	CRM	CRM	B.N.5,6
30			CRM and Consumer Behavior	B.N.5,6
31			Consumer Role	B.N.5,6
32			Market Value and CRM	B.N.5,6
CO:4				
LO: Understand CRM and Consumer behavior.				

VI: Book References:

1. Ramneek Kapoor, Consumer Behaviour: Text and Cases, Tata McGraw Hill, New Delhi
2. Ramanuj Majumdar, Consumer Behaviour, PHI Learning, New Delhi
3. Dr.Rajeev Kumra, Consumer Behaviour, Himalaya Publishing House
4. Satish K.Batra & S.H.H.Kazmi, Consumer Behaviour, Excel Books
5. Leon G.Schiffman & Leslie Lazar Kanuk, Consumer Behavior, Eastern Economy Edition
6. C.N. Sontakki, Consumer Behaviour, Himalaya Publishing House

VII: Note:

1. There will be unit wise class tests/assignments/presentations of equal weightage.
2. There will be two to three major group assignments, group size 3-4, each group will be given separate topics for understanding the subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Consumer Behavior
MBA (MM) III Sem

Goal : To equip students with skills and expertise to minutely understand the consumer behavior and accordingly prepare business strategies.

Objective: The objective of this course is to develop an insight and understanding of consumer behavior.

9-10 Marks	6-8 Marks	03-5 Marks	01-02 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% is best prepared to understand and respond to consumers' behavior through effective product and marketing management.	% enough knowledge and understanding of consumer behavior, having better understanding of factors drawing behavior in the market and respond efficiently to them.	% are quite low in concept understanding, weaker in estimating future behavior of the customers, Required more efforts for gaining knowledge of the subject.	% have poor understanding of subject, concepts are unclear or misunderstood. Majority of concepts are incorrect and required to put extra attention to develop subject based knowledge.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Internal Out of 10	VIVA Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: INFORMATION TECHNOLOGY**Session: Jul-Dec****Class: MBA (MM) - III Sem****I: Course Objective:**

The objective of the course is to help students understand the basics of information systems, issues related to design and development of information systems.

II: Examination scheme:

Student shall be evaluated on two components: 10 internal and 90 end semester examinations.

The semester examination will be of 90 marks. The student is required to attempt any five questions out of eight.

III: Course Outcomes (CO): After the completion of the course the students should be able:-

CO1. Develop Basic understanding of Information systems

CO2. Use of information systems in business

CO3. Awareness of different information systems used in organization

CO4. Learning to plan and design the information system

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1		1	2		2		1	
CO 2	1	2	3		2		1	
CO 3	2	1	2		1	3		
CO 4		2	2		1	2		

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to Information systems	Understanding information systems	B.N.1
2			Technological aspects	B.N.1
3			End users in information	B.N.1
4			Concept of system	B.N.1
5			Business as a system	B.N.1
6			Information processing	B.N.1
CO: 1,2				
LO: Helps the student to understand the use of information system in business activities.				
7	2	Information systems for operations, management and strategic advantage	Understanding Information systems	B.N.1
8			Information system for business operations	B.N.1
9			Decision making and information systems	B.N.1
10			Strategic role of information system	B.N.1
11			Strategic role of information system and managerial end users	B.N.1
Assignment Allotment				
CO: 1,2				
LO: Understanding Strategic role of information system and managerial end users				
12	3	A systems approach to problem solving	Systems approach	B.N.2
13			Steps to problem solving	B.N.2
14			Developing a solution	B.N.2
15			Implementing a solution	B.N.2
16			System solution methodology	B.N.2
CO: 1,2				
LO: Steps to problem solving				
17			Transaction processing system	B.N.1

18	4	Types of information processing system	Office automation system	B.N.1
19			Knowledge work system	B.N.1
20			Management information system	B.N.1
21			Decision support system	B.N.1
22	Executive support system		B.N.1	
Assignment Collection & Group Presentation				
CO: 2,3				
LO: Learning information systems at different levels of organization				
23	5	System concepts and the information system environment	Characteristics of a system	B.N.2
24			Elements of a system, Types of system	B.N.2
25			System development life cycle, Role of system analyst	B.N.2
Group Discussion				
CO: 2,3				
LO: Steps used in developing a system				
26	6	System analysis	DFD, Decision tree,	B.N.1
27			Decision tables	B.N.1
28			Cost benefit analysis	B.N.1
Practice Session				
CO: 2,3				
LO: It enhances the skills of preparing effective job application, covering letter and resumes				
29	7	System design	Input, output design	B.N.1
30			forms design	B.N.1
31			IPO,HIPO,	B.N.1
32			online dialogue, Program design	B.N.1
Class test/Quiz				
CO: 2,4				
LO: learning to design input,output, forms and program				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

1. James O Brien, 1996, Management information system, Galgotia publications pvt. Ltd, New Delhi.
2. Elias M. Awad, 2001, System analysis and design, Galgotia publications pvt. Ltd, New Delhi.

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Information Technology			
MBA (MM) III Sem			
Goal : This course provides students with the knowledge of information systems, its strategic use and design of information system for organization			
Objective: help students understand the basics of information systems, issues related to design and development of information systems			
09-10 Marks	06-08 Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students understand basics of information system, applications in business, strategic advantage and design of information system.	% Students understand basics of information systems and types of information systems	% Students having understanding about basics of information system.	% Students having need of improvement in differentiating different information systems and their use in organization.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

Lesson Plan

Subject: International Marketing
Class: MBA(MM)- III Semester

Session: July.–Dec.

I: Course Objectives:

The objectives of this course are to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

II: Examination: The faculty member will award marks out of a maximum of 10 marks for the internal performance to the student. The semester examination, carrying 90 marks, will have two sections, A and B. Section A worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B, carrying 24 marks, will contain one or more cases.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

III: Course Outcomes (CO):

After the completion of the course the students should be able

- CO1 Inculcate basic knowledge of international marketing theories and concepts to understand the Marketing environment, differentiate between domestic and global market, relevance of EXIM policy, significance of WTO & IMF and various regional integrations.
- CO2 Understand International Marketing in order to develop appropriate international marketing objectives and strategies, significance of export-import documentation, procedure and institutional support for international trade promotion.
- CO3 Getting knowledge of product development, aspects of marketing mix, international product adopt and diffusion process, various pricing strategies, effect of exchange rate on pricing.
- CO4 Understanding international distribution channel and develop strategies including various international regulations.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3				1	2
CO 2		2	1	2	2	
CO 3	1	3				
CO 4			2	1		2

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	International Marketing	Basics of international trade- trends and scenario	B.N. 1
2			International marketing management process Basis of International Trade	B.N. 1,2,3
3			International trade theories	B.N.1,2,3
4			Difference between Domestic, International, Multinational, Global Markets	B.N.1,2,3
5			EPRG Frame work	B.N.1,2
Assignment: 1				
CO: 1				
LO:To understand the differences between domestic marketing and international marketing by Referring various international trade theories.				
6	2	Scanning of International Environment	Understanding International Market configuration, characteristics and dynamics	B.N.1,2,6,8
7			Types of Marketing Environment- Socio-cultural environment	B.N.1,2,9
8			Economic & Political Environment	B.N.1,2,7
9			Technological Environment	B.N.1,2,8
CO: 2				
LO: Understanding international marketing environment and their influence on trade.				
10	3	Factors Affecting International Trade	Foreign Market Entry Strategies	B.N.4,5,7
11			Regional Agreements	B.N.4,5,7
12			IMF & WTO	B.N.4,5,7
CO: 2				
LO:Get to know about IMF & WTO and its importance to global trade.				
13	4	Foreign Trade Policy	Exim Policy 2002-2007	B.N.1,4,5,7
Assignment: 2				
CO: 3				
LO:To know arrangements, features, provisions and policies designed under EXIM policy				
14	5	Export Documentation and Procedure	Export Documentation & Procedure	B.N.4,6,7
15			Export Promotion in India	B.N.1,2,7
CO: 2, 3				
LO: To know about important export-import documents and legitimate procedure of trade.				
16	6	Product	Defining product, types and classification	B.N.4,5,6

17			New product development and international product planning	B.N.4,5,10
18			Product related strategies like-innovation, stretching, retrenchment.	B.N.4,5,11
19			Diffusion and adoption process	B.N.3,5,9
CO: 4				
LO:				
20	7	Pricing Strategies	Defining pricing, factors affecting pricing in international trade	B.N.5,6
21			Types of pricing	B.N.10, 11
22			Types of pricing	B.N.5,6
23			Exchange rate role in setting international pricing	B.N.5,10
24			Transfer and high sea pricing	B.N.1,2,
CO: 3, 4				
LO:Understanding international pricing mechanism and its types				
25	8	Distribution System for International Markets	Direct and indirect distribution channel	B.N.5, 7,9
26			Factors affecting international channel	B.N.1, 5,10
27			Channel management	B.N.2,6, 9
28			Wholesaling and retailing, industry self-regulation	B.N.3, 6
CO: 4				
LO: Gaining knowledge of international distribution channel and its management.				
29	9	Promoting Products and Services in Overseas Markets	International Advertising	B.N.5,6, 11
30			Product Standardization v/s localization	B.N. 4, 6, 11
31			Global media decision	B.N 6, 9, 10
32			Advertising regulations	B.N.5,6, 7
Assignment: 3				
CO: 4				
LO:Understand the role of advertising & various media in global marketing.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI:Reference Books:

1. W J Keegan (1997) Global Marketing Management, New Delhi PHI 5 Edition
2. Subhash S Jain (1997) International Marketing Management, Delhi CBS Publishing
3. Cateora Phillip, International Marketing (SIE) 13e 2011Tata McGraw Hill.
4. Czinkota, International Marketing, 8th, 2008 Cengage Learning.
5. Gillespie International Marketing South-Western© 2009.
6. Kotabe,International Marketing: An Asia Pacific Focus, Wiley India.
7. Onkwisit& Shaw, International Marketing,2010, PHI Learning.
8. Francis CherunilamInternational Marketing, 2010, Himalaya Pub.House.
9. Paul, Justin, International Marketing: Text & Cases1e2011Tata McGraw Hill
10. Lee, Global Marketing Management, Oxford Press.
11. Shaw, International Marketing Analysis and Strategy Wiley India

VII:Note:

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of International Marketing.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII Rubric for Internal Assessment			
Subject: International Marketing			
MBA(MM) III Sem.			
Goal : Students will be able to gain a solid understanding of the theoretical and conceptual principles of International marketing and understand how to develop and manage a strategic international marketing initiative.			
Objective: To gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.			
09-10 Marks	06-08Marks	03-05 Marks	01-02 Marks
.....StudentsStudentsStudentsStudents
Outstanding	Accomplished	Meets the Criteria	Need Improvement
%.... students were outstanding and able to describe the strategies and tactics that can lead to successful international marketing given those environmental constraints; Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations;	%.... students were accomplished and able to articulate some perspectives of International Marketing. Some of the students were able to demonstrate strategies and tactics that can lead to successful international marketing given those environmental constraints.	%.... students fall in this criteria. They showed minimal knowledge of the subject.	%....student fall in this criteria. They were not able to demonstrate strategies and tactics that can lead to successful international marketing given those environmental constraints.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	VIVA Out of 10	Internal Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Sales Management & Merchandising
Class: MBA (MM) - III Sem

Session: Jul-Dec

I: Course Objective:

The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

II: Examination scheme:

Student shall be evaluated on two components: 10 internal and 90 end semester examinations.

There will be 10 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 90 marks will have two sections A and B. Section A worth 66 marks will have five theory questions out of which students will be required to attempt any three questions. Section B carrying 24 marks will contain one or more cases.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

III: Course Outcomes (CO): After the completion of the course the students should be able:-

- CO1. Identify and respond to clients' selling and distribution needs.
- CO2. Relate theoretical aspects of sales theories to practical aspects.
- CO3. Develop unique sales and retailing strategies.
- CO4. Design effective distribution channels.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	1	1		1	2	1		
CO 2		3	2		1	2		
CO 3	1				2	3		
CO 4		2			3			1

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Personal selling	The Role of personal selling in marketing mix	B.N. 1, B.N.7
2			The personal selling process	B.N. 1, B.N.8
3			Personal selling objectives, Types of sales job	B.N. 2, B.N.7
4			Case Study	B.N. 2, B.N.8
CO: 1,3				
LO: Understanding personal selling with respect to marketing mix , also comparing it with advertising				
5	2	Theories of Sales Management	Objectives, Nature and Scope. Buyer - Seller Dyads	B.N. 1,,8
6			Theories of selling - AIDAS Theory	B.N. 1,,8
7			Right set of circumstances” Theory	B.N. 3,8
8			“Buying Formula” Theory, and Behavioral Equation, Theory of selling.	B.N. 2,7
Assignment Allotment				
CO: 2				
LO: To get the knowledge about essential theories of selling.				
9	3	Sales planning	Sales Organization, Sales Forecasting, Sales Budgeting,	B.N. 1,,8
10			Territory Design and setting Quotas	B.N. 1,,8
11			Case Study	B.N. 2,9
CO: 1				
LO: Understanding sales planning and sales control concept				
12	4	Operational Sales Management	Selection, Training	B.N. 1, B.N.7
13			Motivation and Compensation	B.N. 2, B.N.7
14			Evaluation and Control of Sales Force	B.N. 2, B.N.7
15			Case Study	B.N. 2, B.N.9
16			Presentation	
CO: 1,3				
LO: Developing the concept of operational sales management				
17	5	Distribution	Design of Distribution Channels	B.N. 3, B.N.9
18			Management of channels	B.N. 5, B.N.10

19			Managing Co-operation, Conflict and Competition,	B.N. 6, B.N.10
20			Vertical and Horizontal Marketing Systems	B.N. 6, B.N.10
21			Case Study	B.N. 2, B.N.9
CO:4				
LO: Conceptual knowledge of different distribution channels.				
22	6	Wholesaling and Retailing	Importance, Types,	B.N. 5, B.N.10
23			Marketing Decisions for Wholesalers	B.N. 5, B.N.10
24			Retailing: Importance, Types	B.N. 6, B.N.10
25			Retailer Marketing Decisions.	B.N. 6, B.N.10
26			Case Study	B.N. 2, B.N.9
27			Presentation	
CO: 3				
LO: Comparative study on wholesale and retailing for marketing decision				
28	7	Physical Distribution	Objectives, Order Processing	B.N. 6, B.N.10
29			Warehousing Inventory , Transportation,	B.N. 6, B.N.10
30			Organizing for physical distribution	B.N. 2, B.N.9
31			EDI and supply chain	B.N. 2, B.N.9
32			Internet as a medium for order processing and information	B.N. 2, B.N.9
Class test/ Quiz				
CO: 4				
LO: Understanding physical distribution with transportation, SCM , and warehousing.				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

- 1 S L Gupta, Sales and Distribution Management, Excel Books,2010
- 2 Cron ,Sales Management: Concepts and Cases, 10 Edn ,2010,
- 3 Wiley Havaladar, Krishana - Sales & Distribution Management, 2e TMH 2009
- 4 Spiro, Stanton - Management of a Sales Force, 11e TMH 2008
- 5 Tanner-Sales Management, Pearson,2010
- 6 Still-Sales Management Decisions, Strategies and Cases, 5/e, Pearson,2010

- 7 Cundiff and Govni, “Sales Management - Decisions, Strategy and Cases”, New Delhi: Prentice Hall of India. Ingram,
- 8 Laforge, Avila, Schwepker and Williams, “Sales Management”,
- 9 Thomson Watuba R. Thomas, “Sales Management-Texts and Cases”, Business Publication Johnson,
- 10 Kurtz and Scheving, “Sales Management, Concept practice& cases, Mc. GrawHill

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Sales Management & Merchandising			
MBA (MM) III Sem			
Goal : This course develops an understanding and appreciation of the Sales & Distribution processes in organizations.			
Objective: Students gain understanding of the various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.			
09-10 Marks	06-08 Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% students understand the Sales & Distribution functions as an integral part of marketing functions in a business firm	% understands most the sales and distribution process and key decision areas for effective management.	% understands few concepts of the sales and distribution process	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Supply Chain Management
Class: MBA (MM) - III Sem

Session: Jul-Dec

I: Course Objective:

The course is design to explain basic theory and techniques of logistics to examine the issues associated with logistics in a changing business environment, and to show how logistics can improve an enterprises effectiveness and competitiveness. Students would be encouraged to use computer software packages problem solving.

II: Examination scheme:

Student shall be evaluated on two components: 10 internal and 90 end semester examinations. There will be 10 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks. The semester examination carrying 90 marks will have two sections A and B. Section A worth 66 marks will have five theory questions out of which students will be required to attempt any three questions. Section B carrying 24 marks will contain one or more cases.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

III: Course Outcomes (CO): After the completion of the course the students should be able:-

- CO 1. To understand the distribution of goods and services by logistics management, structure of supply chains and the different ways through which supply chains can become competitive in the market.
- CO 2. To demonstrate the logistics system, warehousing, transportation through dispatch and different models.
- CO 3. To use analytical tools and conceptual frameworks for Inventory management. Learn the procedure used by organizations for Logistics audit and packaging.
- CO 4. To provide an insight into the role of International Logistics management and logistics future directions.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	3	1	1					
CO 2		2	1	1				
CO 3	1	1	3					
CO 4	1	1			3			

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to logistics	Concept, features of Logistics management	B.N. 1 & B.N.4
2			Importance of Logistics management with suitable example	B.N. 1 & B.N.4
3			Its interface with production	B.N. 1 & B.N.4
4			Its interface with marketing	B.N. 1 & B.N.4
5			Measures of logistics management	B.N. 1 & B.N.4
CO: 1				
LO: Understand the meaning of logistics management in interface with production & marketing				
6	2	Supply Chain Management	Introduction, Concept, features Supply Chain Management	B.N. 5 & B.N.8
7			Importance & operations of Supply Chain Management with suitable example	B.N. 5 & B.N.8
8			Case Study	B.N. 5 & B.N.7
Assignment Allotment				
CO: 1				
LO: To understand how supply chain management operations are useful for organization				
9	3	Logistics system	Introduction and concept of Logistics system analysis	B.N. 1 & B.N.2
10			Concept of Logistics design, Different types of logistics design	B.N. 1 & B.N.2

11			Case-study	B.N. 1 & B.N.7
CO: 2				
LO: To understand the core concept of Logistics system and design				
12	4	Warehousing, distribution and transportation	Meaning, features of Warehousing, distribution centers	B.N. 1 & B.N.4
13			Locations of warehousing & distribution centers	B.N. 1 & B.N.4
14			Introduction about transportation system	B.N. 1 & B.N.4
15			Facilities offered by transportation system	B.N. 1 & B.N.4
16			Various types Services of transportation system	B.N. 1 & B.N.4
CO: 2				
LO: To understand Transportation Management, and the concept of Warehouse/Distribution Center Management, sourcing and selection of supplier				
17	5	Dispatch & routing decisions & models	Dispatch Process in SCM	B.N. 1 & B.N.4
18			Routing Decision making process	B.N. 1 & B.N.4
19			Different models of Dispatch & Decision	B.N. 1 & B.N.4
Group Discussion				
CO: 2				
LO: Learn the process of getting dispatch routing decisions & models				
20	6	Inventory management decision	Meaning, Concept of Inventory management	B.N. 5 & B.N.8
21			Features, Importance Inventory management	B.N. 5 & B.N.8
22			Various Inventory management decision	B.N. 5 & B.N.8
CO: 3				
LO: To understand various inventory management decision				
23	7	Logistics audit & control	Concept of Logistics audit & control	B.N. 1 & B.N.2
24			Case study	B.N. 1 & B.N.7
CO:3				
LO: Demonstrate the Logistics audit & control				
25	8	Packaging & material handling	Introduction & Concept of Packaging with suitable example	B.N. 1 & B.N.4
26			Meaning & Concept of material handling	B.N. 1 & B.N.4
27			Process & Equipment of material handling	B.N. 1 & B.N.4
28			Group Presentations	
CO:3				

LO: To understand the fundamental concepts of Packaging & material handling in Supply chain management				
29	9	International Logistics management	Introduction & Concept International Logistics management	B.N. 1 & B.N.4
30			Case study	B.N. 1 & B.N.7
CO:4				
LO: Understand the concept of International Logistics management				
31	10	Logistics Future Decisions	Concept of Logistics Future Decisions	B.N. 1 & B.N.4
32			Group Presentations	B.N. 1 & B.N.4
CO: 4				
LO: To understand Logistics Future Decisions				

Note: Apart from the mentioned lecture schedule faculty members compulsorily have to take 08 to 10 lectures on any of the topic related to the subject.

VI: Book References:

1. Ballau Renald H.(1992), Business logistics Management, Englewood Cliffs, New York: Prentice Hall Inc.
2. Beal K. (1990), A Management Guide to logistics Engineering, U.S.A Institute of Production Engineering.
3. Benjamin S. B. (1996), Logistics Engineering and Management, Englewood Cliffs, New York: Prentice Hall Inc.
4. Bowersox, D J and closs, D.J 1996 Logistics Management: A system integration of physical distribution ; New York Macmillan.
5. Chalstopher, M (1992); Logistics & Supply Chain Management: Strategies for reducing costs & improving services, London Pitsman.
6. James C.J and Wood Donald F.(1990), Contemporary Logistics: New York Macmillan.
7. Shappro, R.(1995) Logistics Strategy: Cases & Concepts, St. Paul west.
8. B.S Sahay (1994), Supply Chain Management, New Delhi: Wheele.

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Supply Chain Management			
MBA (MM) III Sem			
<p>Goal: This course would help students develop an understanding about the role of supply chain management, logistics system, Inventory management, Packaging, Transportation and warehousing facilities/services.</p>			
<p>Objective: The course is design to explain basic theory and techniques of logistics to examine the issues associated with logistics in a changing business environment, and to show how logistics can improve an enterprises effectiveness and competitiveness. Students would be encouraged to use computer software packages problem solving. Students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.</p>			
09-10 Marks	06-08 Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having basics knowledge of supply chain management, logistics management, Inventory management and Transportation and warehousing facilities/services.	% Students having basics of supply chain management.	% Students having understanding about logistics & supply chain management functions.	% Students has not appropriate understanding about logistics and supply chain management.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE**

Lesson Plan

Subject: Direct & Event Marketing
Class: MBA (MM) – IV Sem

Session: Jan.-June

I: Course Objective:

The objective of this course are to expose the students to various aspects of rural, event and direct marketing as an integral part of marketing management and developed an understanding of rural, event and rural marketing.

II: Examination scheme:

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination carrying 90 marks will have two sections A& B. Section A worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B carrying 24 marks will contain one or more cases.

III: Course Outcomes (CO): After the completion of the course the students should be able: -

CO1: Acquaintance with the concept of Event Management.

CO2: To understand the concept of Organizing the Events.

CO3: Developing the conceptual understanding of Sponsorship and type and event evaluation.

CO4: To develop the skills to learn the concepts of Direct Marketing.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	2	3	1					
CO 2	3	1	2	1				
CO 3	2	3	1					
CO 4	2	1					3	

V: Session Plan:

VII Session Plan				
Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Event management	Concept, significance of events	B.N.1
2			Designing of an event	B.N.1
3			Types of events	B.N.1
4			Event management in rural & urban areas	B.N.1
CO: 1				
LO: Understand the concept of Event Management & Designing of an event				
5	2	Organizing the events	Structure & manage an event planning schedule to improve profitability	B.N.2/B.3
6			Conduct comprehensive needs assessments	B.N.2/B.3
7			Concept of feasibility studies	B.N.2/B.3
8			Identify and prioritize event goals & objectives	B.N.2/B.3
9			Establish an organizational chart that best suits your event & details staff & Volunteer duties	B.N.2/B.3
10			Implement effective record keeping systems that meet local, state & federal requirements	B.N.2/B.3
11			Implement effective record keeping systems that meet federal requirements	B.N.2/B.3
12			Develop & conduct staff & volunteer evaluations & performance reviews	B.N.2/B.3
13			Implement through training for event staff & Volunteers	B.N.2/B.3
14			Identify & develop a total promotional strategy	B.N.2/B.3
15			Identify & develop a total promotional strategy including the event proposal ,	

16			Invitations, Advertising	B.N.2/B.3
17			publicity, contests	B.N.2/B.3
18			Promotional merchandise	B.N.2/B.3
19			Sales promotions	B.N.2/B.3
20			Packaging & even personal appearances	B.N.2/B.3
			Assignment Allotment	
CO: 2				
LO: Applying the knowledge how to plan, organize & manage the event				
21	3	Sponsorship & type & event evaluation	Concept of Sponsorship	B.N.1
22			Different types, Event evaluation	B.N.1
23			Assignment Collection & Group Presentation	B.N.1
CO: 3				
LO: Describing conceptual framework of Sponsorship & type & event evaluation				
24	4	Direct Marketing	Basic concepts of direct marketing in the changing marketing scenario	B.N.2/B.3
25			Importance of direct marketing in the changing marketing scenario	B.N.2/B.3
26			Tools of direct marketing	B.N.2/B.3
27			Concept of Strategic Planning	B.N.2/B.3
28			Strategic Planning of direct marketing operations	B.N.2/B.3
29			Preparations of direct marketing	B.N.2/B.3
30			Direct marketing strategies	B.N.2/B.3
31			Control of Direct Marketing	B.N.2/B.3
32			Evaluations of Direct Marketing	B.N.2/B.3
CO: 4				
LO: Understand the concept, importance, control & evaluations of Direct Marketing				

VI: Book References:

1. S.S Gaur and S. V Saggare (1997), Event marketing & management, Vikas Publishing House, New Delhi.
2. Marry Robert (1999), Direct Marketing Management, London: Prentice Hall, 2nd Edition.
3. Gordon Lewis(1995), Direct Marketing Strategies & Tactics, New Delhi, Vision Book.

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Direct & Event Marketing			
MBA (MM) IV Sem			
Goal : This course provides students an opportunity to understand and explore the role and importance of tools of Direct Marketing & Event Management.			
Objective: The objective of this course are to expose the students to various aspects of rural, event and direct marketing as an integral part of marketing management and developed an understanding of rural, event and rural marketing.			
09-10 Marks	06-08Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Understands the event management, how to organize & plan event management. Direct marketing concept, tools of direct marketing and strategic planning & operations.	% Understands most the organizing the events, sponsorship and types of event evaluation	% Understands few concepts of the Direct Marketing & Event Management.	% Have Low degree of understanding for the concepts Event management. They need improvement in their knowledge regarding the theoretical and practical aspects of event management and direct marketing.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Industrial Marketing**Session: Jan-June****Class: MBA (MM)–IV Sem****I: Course Objective:**

The objective of this course is to expose the students to the various aspects of Industrial Marketing and develop abilities in industrial marketing.

II: Examination scheme:

The faculty member will award marks of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks, having two sections A & B. Section A carrying 66 marks, Section B worth 24 marks will have one or more case(s)

III: Course Outcomes (CO): After the completion of the course the students should be able: -

CO1 To build an understanding on the characteristic of business-to-business marketing and decision process within the industrial marketing and purchasing.

CO2. To develop skills in identifying an interesting industrial marketing problem to study, as well as finding relevant facts

CO3 To be able to critically analyze firm specific industrial marketing issues

CO4. To be able to understand and formulate the marketing mix for Business-to-Business Marketing.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	3	1	2		2			
CO 2	1	2	3		3	1	1	
CO 3		1		1		3	2	1
CO 4	2	1		2	2	1		3

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	The nature and the concept of the industrial Marketing	Industrial Marketing	B.N.2/B.3
2			Consumer marketing	B.N.2/B.N.3
3			Industrial Marketing v/s Consumer marketing	B.N.2/B.N. 3
4			Economics of industrial demand	B.N.2/B.N. 3
5			Resellers marketing	B.N.2/B.N. 3
6			Case Study	B.N.1/B.N. 3
CO: 1,2				
LO:To provide an overview of Industrial marketing				
7	2	Understanding Industrial marketing	Organizational customer, Government Agencies, Institutions	B.N.2/B.N.3
8			Classifying industrial products,	B.N.2/B.N.3
9			Characteristics of industrial procurement.	B.N.2/B.N.3
Assignment Allotment				
CO: 1,2				
LO:To provide an overview ofindustrial products and procurement.				
10		Industrial	Strategies for managing the industrial marketing environment	B.N.3/B.N.1
11			Strategies for managing the industrial	B.N.2/B.N.3

	3	marketing Environment	marketing environment	
12			Case Study	B.N.1
13			Case Study	B.N.1
CO: 1,2				
LO:To provide an overview ofstrategies for managing industrial marketing environment.				
14	4	Organizational buying and buyer behavior	Concept of organizational buying behavior	B.N.2/B.N.3
15			Models of organizational buying behavior	B.N.2/B.N.3
16			Models of organizational buying behavior	B.N.2
17			Case Study	B.N.1
Assignment Collection				
CO: 2,3				
LO: Conceptual framework of Organizational customers				
18	5	Interpersonal dynamics of Industrial buying behavior	Buying center involvement, joint decision making,	B.N.1/B.N.2/ B.N.3
19			Conflict and resolution in joint decision making	B.N.2/B.N.3/ B.N.1
20			The buying committee	B.N.2
21			Supplier choice and evaluation	B.N.2
Practice Session				
CO: 3,4				
LO: It enhances the practical applicability of the Industrial marketing decisions				
22		The strategic planning	Basis for segmenting industrial markets	B.N.2
23			Target marketing and positioning	B.N.2
24			Marketing channel participants,	B.N.2/B.N.3

	6	process in industrial marketing	physical distribution	
25			Formulating the marketing communication- personal selling, Advertising	B.N.2/B.N.3/
26			Sales promotion and publicity	B.N.1/B.N.2
Class test/Quiz				
CO: 3,4				
LO: It enhances the understanding of comprehensive Promotional campaigns in industrial marketing				
27	8	Rural marketing	Price determinants	B.N.1/B.N.2
28			Pricing decision	B.N.1/B.N.2
29			Group presentation	
30			Group presentation	
31			Group discussion	
32			Group discussion	
CO :				
LO: it enhances the understanding of comprehensive pricing strategies				

VI:Book References:

1. Robert R. Reeder, Edward G Briety, and Betty h. Reeder(1998).Industrial Marketing anamysis , Planning and control, New delhi, Edward, PHI, @nd Edition.
2. Krishna K. Havidar(2002). Industrial Marketing, Tatamc Graw Hill, Delhi.
3. Michael H. Morris(1992).Industrial and Organizational Marketing, new York, Macmilian, and Edition.

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Industrial Marketing			
MBA (MM) IV Sem			
Goal : This course provides students an opportunity to understand and explore the conceptual framework of Industrial Marketing			
Objective: The objective of this course is to expose the students to the various aspects of Industrial Marketing and develop abilities in industrial marketing.			
09-10 Marks	06-08 Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Understands few concepts of the Industrial Marketing environment and organizational buying and buyer behavior and the dynamics of industrial buying behavior. The student also has an understanding of the strategic planning process which includes segmentation, distribution channel and pricing strategies.	% Understands few concepts of the Industrial Marketing environment and organizational buying and buyer behavior and the dynamics of industrial buying behavior. The student should have a basic understanding of industrial strategic planning process.	% Understands few concepts of the Industrial Marketing environment and organizational buying and buyer behavior.	% Have Low degree of understanding for the basic concepts relating to Industrial marketing.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE**

Lesson Plan

Subject: Product and Brand Management

Session: Jan-Jun

I: Course Objective:

The objectives of this course are to expose the students to basics of product management and various aspects of advertising and brand management as an integral part of marketing management and provide abilities in advertising and brand management.

II: Examination scheme:

The faculty member will award marks of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks, having two sections A & B. Section A carrying 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B worth 24 marks will have one or more case(s).

III: Course Outcomes (CO): After the completion of the course the students should be able: -

CO1 Understand product mechanism, its types and close relationship with competition and marketing strategies.

CO2 Can analyze product life cycle, take effective decision for product and brand management..

CO3 Develop product and brand related strategies.

CO4 Help students to understand and develop competent product strategies.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	2		2	3	1	1		3
CO 2	2	3		3		2	2	
CO 3			2		2	3		3
CO 4		1	1		3		2	1

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Why Product Marketing	Defining Product with examples	B.N.2,,3
2			Product Classification	B.N.2, 3
3			Product Mgt. and New Pdt. Devt.	B.N.1, 3
4			Product Management Process	B.N. 1, 2
5			Relationship with competition	B.N. 1, 2
6			Relationship with strategies	B.N. 1, 2
CO: 1,2				
LO: Understand product autonomy, its types and management.				
7	2	Product Manager	Product Manager, types	B.N. 3, 4
8			Functions of product manager	B.N. 3, 4
9			Roles and responsibilities of product manager	B.N. 3, 4
Assignment Allotment				
CO: 2,2				
LO: Understanding role, functions and responsibilities of a product manager.				
10	3	Product Life Cycle	Concept of PLC and relevance in marketing	B.N. 5, 6
11			Stages of PLC	B.N. 5, 6
12			Marketing Mix strategies for each stage of PLC	B.N. 5, 6
13			Case study	B.N. 5, 6
CO: 1,2				
LO: Getting knowledge of PLC and understanding business strategy.				
14	4	New Product Development	Creative strategy	B.N. 4, 5, 6
15			Concept of new product development	B.N. 4, 5, 6
16			Nature, need and importance of NPD	B.N. 4, 5, 6
17			NPD Process	B.N. 4, 5, 6

Assignment Collection & Group Presentation				
CO: 2,3				
LO: Understanding new product development process, need and significance.				
18	5	Brand Management	Defining Brand, its concept and basic elements	B.N. 3, 5
19			Brand development and related decisions	B.N. 3, 5
20			Types of Brand	B.N. 3, 5
21			Brand portfolio	B.N. 3, 5
22			Brand extension	B.N. 3, 5
23			Brand retrenchment	B.N. 3, 5
Group Discussion				
CO: 1,2				
LO: Understanding concept of brand, its types and strategic decisions.				
24	6	Brand Association	Brand Awareness	B.N.2, 3, 4
25			Brand Identity and Equity	B.N.2, 3, 4
26			Brand Image	B.N.2, 3, 4
27			Brand Personality and Locality	B.N.2, 3, 4
28			Managing Brand Equity	B.N.2, 3, 4
29			Creating and managing brand equity	B.N.2, 3, 4
Practice Session				
CO: 3,4				
LO: Getting insights of various aspects of brand for business decisions.				
30	7	Brand Strategies	Brand Evaluation	B.N.2, 5, 6
31			Brand Positioning	B.N.2, 5, 6
32			Brand Extension Decision	B.N.2, 5, 6
Class test/Quiz				
CO: 3,4				
LO: Get to know the brand planning and competitive strategies.				

VI: Book References:

1. Wind Yoram J. (1999). Product Policy: Concepts, Methods and Strategies, Masschusetts, Addison-Wesley Pub. Co., USA
2. Baker Michael and Hart Susan (1999). Product Strategy and Management, London, Prentice Hall.
3. Ramanuj Mujumdar (1999). Product Management in India, New Delhi, Prentice Hall India.
4. David, A. Aker (1991). Management Brand Equity, New York, Freepress.
5. Jean Noel Kapfers (1994). Strategic Brand Management, New York, Freepress.
6. David A Aker (1997) Building Strong Brand, New York, Freepress.

VII: Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Product and Brand Management			
MBA (MM) IV Sem.			
Goal: This course provides students an opportunity to understand and explore various aspects of product and brand management.			
Objective: The objective of this course is to explain various dimensions of product and a brand. Also to design workable strategy for market leadership.			
09-10 Marks	06-08Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Understands the advertising, sales promotion and public relation process and key decision areas for effective advertisement campaign management. Students are able to understand the process of designing advertising campaign. The student properly understand the use of various tools of sales promotion and public relation and formulate business strategies.	% Understands most the concepts of advertising, sales promotion and public relation. They are able to Relate theoretical aspects of advertising on practical situation. They are able to formulate the strategies of advertising, sales promotion and PR.	% Understands few concepts of the advertising and sales promotion and PR.	% Have Low degree of understanding for the concepts relating to advertising and sales promotion and PR. They need improvement in their knowledge regarding the theoretical and practical aspects of advertising and digital marketing.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE
Lesson Plan**

Subject: Rural Marketing
Class: MBA (MM)–IV Sem

Session: Jan-June

I: Course Objective:

The objective of this course is to expose the students to the various aspects of rural, event and direct as an integral part of management and develop an understanding of rural, event and direct marketing.

II: Examination scheme:

The faculty member will award marks of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks, having two sections A& B. Section A carrying 66 marks, Section B worth 24 marks will have one or more case(s)

III: Course Outcomes (CO): After the completion of the course the students should be able: -

CO1 To objective of this course is to develop understanding of issues in rural markets

CO2. To provide an overview of marketing environment, consumer behavior, distribution channels, marketing strategies, etc. in the context of rural markets in India.

CO3 To explore the students to the Special Areas in Rural Marketing Environment

CO4. To help students to understand opportunities and emerging challenges in the upcoming rural markets.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO8
CO 1	2	1	2		2			
CO 2	1	2	3		3	1	1	
CO 3		1		1		3	2	1
CO 4	2	1		2	2	1		3

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Rural Marketing	Concept and importance of rural marketing	B.N.2/B.3
2			Understanding rural market	B.N.2/B.N.3
3			Rural marketing environment	B.N.2/B.N. 3
4			Infrastructure of rural marketing	B.N.2/B.N. 3
5			Rural marketing practices	B.N.2/B.N. 3
6			Case Study	B.N.2/B.N. 3
CO: 1,2				
LO:To provide an overview of marketing environment				
7	2	Rural marketing	Consumer behavior	B.N.2/B.N.3
8			Psychology of rural customer	B.N.2/B.N.3
9			Case study	B.N.2/B.N.3
Assignment Allotment				
CO: 1,2				
LO:To provide an overview of rural consumer				
10	3	Rural marketing	Product	B.N.3/B.N.1
11			Branding	B.N.2/B.N.3
12			packaging	B.N.3/B.N.1
13			Case Study	B.N.3/B.N.1
CO: 1,2				
LO:To provide an overview of rural product strategy				
14	4	Rural marketing	Distribution in rural markets	B.N.2/B.N.3/ B.N.1
15			Types of rural channels	B.N.2/B.N.3/ B.N.1
16			Selection of channels	B.N.2
17			Management of rural channels	B.N.1
Assignment Collection				
CO: 2,3				
LO: Conceptual framework of distribution decision in rural marketing				

18	5	Rural marketing	Group Presentation	B.N.2/B.N.3/ B.N.1
19			Group Presentation	B.N.2/B.N.3/ B.N.1
20			Group Discussion	B.N.2
21			Group Discussion	B.N.2
Practice Session				
CO: 3,4				
LO:It enhances the practical applicability of the rural marketing decisions				
22	6	Rural marketing	Factors influencing channel decisions	B.N.2
23			Retailing	B.N.2
24			Transportation	B.N.2/B.N.3/ B.N.1
25			Warehousing	B.N.2/B.N.3/ B.N.1
26			Case study	
Class test/Quiz				
CO: 3,4				
LO:It enhances the understanding of distribution related decisions				
27	7	Rural marketing	Promotion in Rural Marketing	B.N.1/B.N.2
28			Role of advertising	B.N.1/B.N.2
29			Sales promotion	
30			Publicity	B.N.1/B.N.2
31			Personal selling	B.N.1/B.N.2
32			Case Study	
CO :				
LO: it enhances the understanding of comprehensive Promotional campaigns in rural marketing				

VI:Book References:

1. CSG Krishnamacharyulu and Lalita Ramakrishnan(2000). Rural marketing- Text and cases, Singapore : Pearson education asia , Ist edition.
2. T.P. Gopal Swamy(1998). Rural marketing – Enviroment problems and strategies , Wheeler Publishing.
3. Balram Dogra, Rural Marketing,Tata McGraw-Hill Education, 2010.

VII:Notes:

1. Class tests/ assignment/presentation will be conducted.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best two major tests will be included in internal marks.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Attendance will be a multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment			
Subject: Rural Marketing			
MBA (MM) IV Sem			
Goal: This course provides students an opportunity to understand and explore the conceptual framework of Rural Marketing			
Objective: The objective of this course is to expose the students to the various aspects of rural, event and direct as an integral part of management and develop an understanding of rural, event and direct marketing.			
09-10 Marks	06-08Marks	03-05 Marks	01-02 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Understands the concepts of rural marketing and its environment. Also, there is understandability on the concepts of consumer behavior, brand and product decisions together with distribution decisions. Also, the student understands the concept of various tools of promotion and their applicability on rural marketing.	% Understands most the concepts of rural marketing and its environment. Also, there is understandability on the concepts of consumer behavior, brand and product decisions together with distribution decisions.	% Understands few concepts of the rural Marketing environment and rural consumer behavior	% Have Low degree of understanding for the basic concepts relating to rural marketing.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 50	Final Internal Marks Out of 10
Presentation Out of 10	Quiz Out of 10	Assignment Out of 10	Viva Out of 10	Internal Test Out of 10		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Service Marketing
Class: MBA (MM) – IV Sem

Session: Jan-Jun.

I: Course Objective:

The objective of the course is to expose students to the nature of Industrial and service markets and develop abilities to help them apply marketing concepts in these markets.

II: Examination:

The faculty member will award marks out of a maximum of 10 marks (As per academic plan) for the internal performance of the student. The semester examination, carrying 90 marks will have two sections, A and B. Section A worth 66 marks will have 5 theory questions, out of which the students will be required to attempt three questions. Section B, worth 24 marks, will have one or more cases.

III: Course Outcomes (CO):

- CO1: Understand the nature of Industrial and service markets & its application in varied segments
- CO2: Understand how to integrate various strategic issues in service marketing to develop effective service delivery plan in order to achieve sustainable customer value.
- CO3: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix.
- CO4: Explain designing a service strategy, the integration of service productivity & quality measurements to build customer loyalty.

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	1					2	2
CO 2					2	2		
CO 3							2	
CO 4			1			1	2	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Understanding Services	Service Sector and Economic Growth	B.N. 1
2			Service Concept and Characteristics	B.N. 1, 2
3			Classifying Services	B.N. 1, 3
4			Challenges in Service Marketing	B.N. 1, 4
Assignment: Choose one Service Sector and Prepare a Report on its Growth in India				
CO: 1				
LO1: Understanding the concept of service sector				
5	2	Strategic Issues in Service Marketing	Strategic Issues	B.N. 2, 3
6			Service Segmentation	B.N. 2, 3
7			Service Differentiation	B.N. 2, 3
8			Service Positioning	B.N. 2, 3
CO: 2				
Case Study: Starbucks : Delivering Customer Service by their value propostion,channels of distribution , delivering on service, measuring & driving customer satisfaction				
LO2: Understand the Strategic Issues in Service Marketing , Segmentation Differentiation & Positioning of service marketing				
9	3	Product	Product - Service Offer	B.N. 2, 3
10			Features and Benefits	B.N. 2, 3
11			Types of New Services	B.N. 2, 3
12			New Service Development Stages	B.N. 2, 3
CO: 3				
LO3: Understand the fundamental concept of marketing mix & new product concepts				
13	4	Price	Reaction to Price Change	B.N. 2, 3
14			Service Pricing Methods	B.N. 2, 3
15			Price Adjustments, Quality/Price	B.N. 2, 3
CO: 3				
LO4: Understand different pricing methods & its application in business world				
16	5	Place & Promotion	Distribution of Services	B.N. 2, 3

Lecture No.	Unit No.	Topic	Sub Topic	Reference
17			Major Intermediaries	B.N. 2, 3
18			Identifying Target Market , Determining Promotion Objectives	B.N. 2, 3
19			Setting Promotion Objectives	B.N. 2, 3
CO: 3				
LO5: Identify the distribution of services & Identifying the target market for service promotions				
20	6	People, Physical Evidence & Process Decisions		B.N. 2, 3
21			Training and Development , Employee Motivation , Employee Empowerment	B.N. 2, 3
22			Ensuring Proper Physical Evidence, Relevance ,Using Physical Evidence in Service Delivery	B.N. 2, 3
23			Introduction and Understanding of Process Decisions - Building a Blue Print for Service Industry	B.N. 2, 3
CO: 4				
LO6: Developing & empowering the employees, Identify the concept & relevance of physical evidence & concept of blue printing in service process				
Case Study : Giordano : Understanding the Marketing Mix by their mission of Value-for-Money products, professional customer service, & a comfortable shopping experience at convenient locations				
24	7	Designing a Service Strategy	Designing process of a Service Strategy	B.N. 2, 3
25			Service Management Process	B.N. 2, 3
26			Internal Interactive Marketing Strategy	B.N. 2, 3
27			External Interactive Marketing Strategy	B.N. 2, 3
CO: 4				
LO7: Identify the process of Designing a Service Strategy & it’s internal & external interactive marketing strategies				
28	8	Managing Service Quality & Productivity	Concepts,Dimentions & Process	B.N. 2, 3
29			Service Quality Models (Gronnos & Parsuraman)	B.N. 2, 3

Lecture No.	Unit No.	Topic	Sub Topic	Reference
30			Applications & Limitations	B.N. 2, 3
CO: 1,4				
LO8: Understanding the concepts , dimensions ,process & models of Service Quality & its applications & limitations				
31	9	Managing Service Quality & Productivity	Productivity in Services	B.N. 2, 3
CO: 4				
LO9: Understanding the concept of productivity in services				
32	10	Applications of Service Marketing	Marketing for Various Institutions like Financial,Hospitality,Health,Educational, Professional Service, Marketing for Non-Profit Organization & NGO's	B.N. 2, 3
CO: 1,4				
Assignment: Select a Service Industry, Identify the Factors which Affects CRM and Prepare a Report.				
LO10: Understanding the concept of service marketing applications for various profitable , non-profitable institutions, professional services				

VI: Book References:

1. Christopher H. Lovelock, —Services Marketing”, New Delhi: Prentice Hall of India, Latest edition
2. Zeithaml and Bitner - Services Marketing – The McGraw-Hill
3. Dr. S. Shajahan - - Services Marketing - Himalaya Publishing House
4. Ravi Shankar - Service Marketing- Excel Books
5. B.balaji, S. Chand and Co.- Service Marketing

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII: Rubrics for Internal Assessment For Service Marketing			
MBA IV Sem (MM)			
Goal : Students will be able to define service marketing and understand what marketing means to business executives and academics and understand the ways that retailers use marketing tools and techniques to interact with their customers.			
Objective: Adapt the nature of retail and service markets and develop abilities to help them apply marketing concepts in these markets.			
09-10 Marks	06-08Marks	03-05 Marks	01-02 Marks
.....StudentsStudentsStudentsStudents
Outstanding	Accomplished	Meets the Criteria	Need Improvement
%.... students were outstanding and able to understand the conceptual and organizational aspects of the service sector, including strategic planning and management in the service industry. Understand the key elements in planning, managing, and executing the service marketing concepts.	%.... students were accomplished and able to articulate some perspectives of the service sector, including strategic planning and management in the service industry. Understand the key elements in planning, managing, and executing the service marketing concepts.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... student fall in this criterion. They all were not able to articulate some perspectives of the service sector, including strategic planning and management in the service industry. Understand the key elements in planning, managing, and executing the service marketing concepts.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		TOTAL 50	Final Internal Marks Out of 10
Presentation out of 10	Quiz out of 10	Assignment out of 10	Viva out of 10	Internal Out of 10		