

B. Tech. III / M.Sc. III (All Branches), Semester - V

L	T	P	Credit
3	0	0	03

**Marketing Management
Institute Elective – I**

HU 361

Scheme

1. Course Outcomes (COs):

At the end of the course the students will be able to:

CO1	Explain core concepts of Marketing, basic fundamentals of Marketing and Marketing environment
CO2	Develop skills related to Marketing research
CO3	Apply the concepts of Segmentation – Targeting – Positioning
CO4	Analyze Consumer Market and Business Market
CO5	Develop Marketing strategy
CO6	Develop the New Product Development strategy

2. Syllabus:

- **INTRODUCTION (04 Hours)**
Introduction to Marketing, Core concepts of Marketing Scope of Marketing, 4P of Marketing, Various concepts in Marketing
- **DEVELOPING MARKETING STRATEGIES AND PLAN (03 Hours)**
Marketing and Customer value, Corporate and division strategic planning, Business unit strategic planning, product planning
- **GATHERING INFORMATION AND SCANNING ENVIRONMENT (03 Hours)**
Internal records and marketing intelligence, analyzing macro environment, demographic environment, other major macro environment
- **MARKETING RESEARCH AND DEMAND FORECASTING (04 Hours)**
Marketing research system, Marketing research process, methods of demand forecasting
- **CREATING CUSTOMER VALUE, SATISFACTION AND LOYALTY (04 Hours)**
Building customer value, satisfaction and loyalty, Customer life time value, Customer Relationship Management (CRM), Customer database and database marketing

- **ANALYZING CONSUMER MARKET AND BUSINESS MARKET (06 Hours)**
Factors influencing consumer behavior, Psychological process, Buying decision, Organizational buying, Business buying process, Purchasing / procurement process, stages in business buying process, Business to Business CRM, Institutional and Government market
- **SEGMENTATION – TARGETING – POSITIONING (04Hours)**
Levels of market segmentation, basis for segmenting consumer market and business market, targeting, positioning
- **BRAND MANAGEMENT (02 Hours)**
Role and scope of brand, brand equity, Building and measuring brand equity, branding strategy
- **PRODUCT, PRICE, PROMOTION AND PLACE (DISTRIBUTION) STRATEGIES (08 Hours)**
Product characteristics and classifications, differentiation, Pricing concepts, , channel decision, distribution, retailing, wholesaling, logistics, Integrated marketing communication, sales promotion, advertising, public relations, direct marketing, personal selling, Designing and managing services etc.
- **NEW PRODUCT DEVELOPMENT STRATEGY (02 Hours)**
Challenges in new product development, process and strategy for new product development
- **INTERNATIONAL MARKETING (02 Hours)**
Difference between international marketing and domestic marketing, global market etc.

(Total Lecture Hours: 42)

3. Books Recommended:

1. Kotler P, Keller k. L., Koshy A, Jha M; Marketing Management – South Asian Perspective, Pearson, 14ed, 2014
2. Schiffman L. G. and Kanuk Leslie; Consumer Behavior, Pearson, 11th Edition, 2015
3. Baines P., Fill C., Page K; (Adapted by Piyush K. Sinha), Marketing, Oxford Higher Education, Asian edition, 2013
4. Lamb C. W., Hair J. F., Sharma D., MacDaniel C.; MKTG – A South Asian Perspective, Cengage Learning, 2012

B. Tech. III / M.Sc. III (All Branches), Semester - VI

L	T	P	Credit
3	0	0	03

**Personnel Management
Institute Elective – II****HU 362****Scheme****1. Course Outcomes (COs):**

At the end of the course the students will be able to:

CO1	Explain the concepts of Personnel management and the functions of a Personnel manager
CO2	Develop and apply knowledge of Recruitment, Selection, Training and HRD
CO3	Build knowledge of Performance appraisal system and Employee compensation
CO4	Describe the concepts of Leadership, Motivation, Job satisfaction , Morale and Job change
CO5	Explain the concepts of Employee communication, Personnel Research and Audit
CO6	Build knowledge about Employee Discipline, Grievance, Trade unions & Industrial relations

2. Syllabus:

- **INTRODUCTION (03 Hours)**
Introduction to Personnel management, Definitions, Functions of personnel manager, systems, objectives, role of human relations, qualities of a good personnel manager
- **PLANNING AND ORGANIZING PERSONNEL FUNCTION (03 Hours)**
Personnel philosophy, personnel objectives, duties and responsibilities, Personnel policies, formal organization, forms of departmentalization, coordination and span of management, group behavior etc.
- **LEADERSHIP, MOTIVATION AND JOB SATISFACTION & MORALE (03 Hours)**
Definitions, difference between leader and a manager, different approach of leadership, theories of motivation, job satisfaction, morale
- **EMPLOYEE COMMUNICATION, CONTROL AND AUDIT (03 Hours)**
Communication, process of communication, directions of communication, steps in control process, personnel audit
- **PROCUREMENT OF PERSONNEL (08 Hours)**
Man power planning, determination of personnel need, Recruitment and selection process

- **PERFORMANCE APPRAISAL** **(01 Hours)**
Purposes of appraisal, factors affecting appraisal, criteria for performance appraisal, methods etc.
- **TRAINING AND DEVELOPMENT** **(06Hours)**
Training, education and development, Principles of learning, Responsibility of Training and Development, Policy, Need and objectives of training, types and methods of training, Evaluation of training and development, Organization Development (OD)
- **JOB CHANGE** **(02 Hours)**
Resistance to change, job change plans, career planning, promotion , transfer, demotions, separations
- **EMPLOYEE COMPENSATION** **(03 Hours)**
Primary compensation, nominal and real; wages, determination of wages, factors, incentives
- **LABOR WELFARE AND SOCIAL SECURITY** **(02 Hours)**
Labor welfare, principles, labor welfare officer, social security, International Labor Organization (ILO)
- **EMPLOYEE DISCIPLINE, GRIEVANCE, TRADE UNIONS & INDUSTRIAL RELATIO** **(06 ours)**
Meaning, causes of indiscipline, types of discipline, rules, causes of grievances, Model grievances procedure, definition of Trade union, Nature and scope of trade union, functions of trade union, collective bargaining, Industrial relations, Industrial disputes, Methods to solve disputes, workers' participations in management etc.
- **RECORDS AND RESEARCH** **(02 Hours)**
Records, Personnel research
- **HUMAN RESOURCE DEVELOPMENT** **(02 Hours)**
Definition, HRD methods, HRD process, HRD outcomes, Operating mode, HRD manager

(Total Lecture Hours: 42)

3. Books Recommended:

1. Tripathi P.C., Personnel Management and Industrial Relations, Sultan Chand and Sons, 21st Edition, 2013
2. Ashwathappa K., Human Resource Management, Tata McGraw Hill, 8th Edition, 2017