



SYLLABUS

GLOBAL MBA PROGRAM

TRIMESTER 2

SESSION: 2022-24

Programme: Global MBA
Name of the Course: **Advertising & Brand Management**
Core / Elective : Core
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term II
Course Coordinator: Prof.
Email:

Instructor:
Email:

Instructor:
Email:

Course Objective:

The objective of the course is to enable the students to be able to co-create unique ideas, products and solutions. Students will be able to comprehend global trends influencing the business environment. Students will learn about the Integrated Marketing Communication, which talks about integrating all the elements of marketing to the field of advertising. Be it public relations or sales promotion, they all have to be integrated to give cohesiveness to the advertising campaign.

Learning Outcome:

At the end of this course students should be able to:

1. Produce original ideas with minimal guidance. Implementation solutions have strong evidential support
2. Use multiple idea creation techniques
3. Create new ideas and combines multiple perspectives to develop new solutions
4. Analyse decisions using multiple international information sources
5. Appreciate cultural differences with the available information while making decisions

Course Content:

Module 1

Concepts of Advertising

The Field of Advertising, Introduction, Integrated Marketing Communication, Advertising and its types, Comparative Advertising, case study, Communication Models in Advertising

Module 2

Integrated Advertising Program

Analysis of Mission & Market Objective Setting & Determining Target Audience, Understanding Segmentation, Positioning, Budget Decision, case study on Budgets

Module 3

Understanding Message Strategy

Message & Copy in Advertising, Headlines in Print & TV Advertising, Visualization & Layout, AD Appeals, Testimonials & Celebrity Endorsement

Module 4

Media

Types & Decision Types of Media, Media Selection, Media Planning: New Perspective, Media Decision

Module 5

Campaign Making

Three Phases of Campaign Creation, Steps of Effective Advertising, Upsetting the applecart in the scooterette category In Style! Case study, Understanding Campaigns

Module 6

Advertising

Advertising Stake Holders – Advertising Organization, Evolution & History of advertising Agency, The working of AD agencies, Organization Structure of Advertising Department, Interface with other Departments, Functions of Advertising Agency

Module 7

Basics of Brands and Introduction to Strategic Brand Management Process:

Brands vs Products, Branded offerings, Branding goods, Services, People, Location, Ideas, Digital Brands, Strategic Brand Management Process

Module 8

Building Brand equity – Psychological and Neural sources

Customer Based Brand Equity, Brand Knowledge, Building Brands, Keller's Pyramid Model Aaker's and Kapferer's models

Module 9

Creating Brands

Brand Positioning, Core Brand Associations, Brand Essence, Brand Mantra, Brand Elements, Role of Semiotics, Brand Auditing

Module 10

Marketing Programmes and Brand Communication

Marketing Programmes to build brand equity, Product, Pricing and Channel Strategy, Digital and Conventional Brand Communication, Best and Next practices

Module 11

Brand Research and Valuation

Measuring Brand equity, Brand Value Chain, Brand Tracking Studies, Quantitative and Qualitative Research for Brand Valuation

Brand Strategies for Growth and transition

Brand Strategy, Brand Architecture and Hierarchy, Brand Extensions and New Brands, Co-Branding, Reinforcing, Revitalizing and Adjusting Brand Portfolio, Challenges and Trends

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Advertising Management, Dr. Varma & Aggarwal, King Books
2. Kevin Lane Keller, M.G, Parameswaran MG and Jacob Isaac, (2015), Strategic Brand Management, 4th edition , Pearson education

Reference Books

1. David Aaker(2015), Aaker on Branding: 20 Principles That Drive Success, SAGE
2. Harsh V. Verma (2013), Brand Management Text and Cases, Excel Books
3. Jean Noel Kapferer, (2013), The New Strategic Brand Management, Kogan Page India Pvt Ltd
4. Principles of Marketing, Kotler & Armstrong, Prentice-Hall of India
5. Advertising: An Introduction Text, S. A. Chunawalla, Himalayan Publishing House
6. Advertising Principles and Practice, Wells Burnett Moriarty, PHI

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA

Name of the Course: **Customer Relationship Management**

Core / Elective : Core

Credit: **3 Credits**

Academic Year & Term: 2022-24, Term II

Course Coordinator: Prof.

Email:

Instructor:

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Course Objective:

At the end of the course, the students will be able to understand the fundamentals of Customer Relationship Management, its scope and concept; familiar with the key concepts like Customer Life Cycle (CLC) & Customer Lifetime Value (CLV), Loyalty Management, Relationship Marketing etc.; equipped with knowledge to understand planning and implementing CRM projects and use it in designing marketing strategies and in enhancing the effectiveness of marketing programs; able to appreciate the role of IT for success of CRM with the emphasis on data handling & specifications of e-CRM.

Learning Outcome:

At the end of this course students should be able to:

1. The students will remember the different CRM concepts
2. They will understand to work in Customer Relationship Projects
3. Apply the knowledge of CLV to maintain the retention
4. Analyze the CRM projects for better results
5. Evaluate the automation of sales, marketing and services by means of CRM

Course Content:

Module 1

Concept of Customer Relationship Management

Evolution and benefits of CRM, Framework - Strategic Imperative-Adoption and implementation of CRM- The CRM Roadmap- Customer Centric Marketing and Internal Marketing; Operational issues in

implementing CRM-Process view, Attraction vs Retention; Conceptual Foundations-Evolution and Benefits of CRM; Building Customer Relationship-Zero Customer Defection, CRM Framework;

Module 2

Architecture of CRM

Fundamental components of CRM- Operational, Analytical and Collaborative, SFA, EMA, CSS, Technical considerations, E CRM.

Module 3

Implementation of CRM

Components of CRM Solution, Campaign Management, Sales Force Automation, Customer Service & Support, CSS Capabilities, CRM Implementation Roadmap, Customer centric Organizational structure, Internal Marketing, Decisions related to CRM implementation, Loyalty Programs, Reward Programs, CRM Programs, Role of Employees, Challenges of CRM Implementation

Module 4

Economics of Customer Relationship Management

Market Share vs Customer Share orientation, CLV and its calculation, Markov Analysis, Analytics in CRM, Activity based Costing, Customer profitability

Module 5

CRM Applications

Characteristics of Services, Service Quality Dimensions, Service Quality, Satisfaction and Loyalty, Customer Defections, Service Recovery, CRM in Healthcare, Hospitality, Banks and Airline, CRM in business markets, Key account Management

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Shainesh, G; Seth Jagdish N, Customer Relationship Management. (2016). A Strategic Perspective, Macmillan Publications.
2. Rai, Alok Kumar. (2013). Customer Relationship Management: Concepts and Cases. PHI

Reference Books

1. Chaturvedi, Mukesh.,Chaturvedi, Abhinav .(2005).Customer Relationship Management.
2. Zikmund, William G.;McLeod, Raymond ;Gilbert, Faye W. (2010). Customer Relationship Management, Wiley.
3. Buttle, Francis, Maklan, Stan. (2015). Customer Relationship Management: Concepts and Technologies, Routledge.
4. Greenberg, Paul. (2010). CRM at the speed of light, McGraw Hill.

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA

Name of the Course: **Financial & Management Accounting**

Core / Elective : Core

Credit: **3 Credits**

Academic Year & Term: 2022-24, Term II

Course Coordinator: Prof.

Email:

Instructor:

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Instructor:

Email:

Course Objective:

Students will be able to identify business problems and formulate alternative courses of action

Learning Outcome:

At the end of this course students should be able to:

1. The student is comprehensively able to describe the problem in a decision making
2. The student is able to come up with multiple alternatives to resolve the problem
3. The student is able to suggest a very comprehensive and implementable action plan

Course Content:

Module 1

Accounting Concepts, Principles, Bases and Policies

Accounting Concepts, Principles, Policies and Standards - International Financial Reporting System
Double Entry Accounting: Classification of accounts, Accounting Equation approach, Journal Posting to Ledger accounts

Trial Balance: Objectives of trial balance, Methods of trial balance, adjustment entries, errors and their rectification,

Final Accounts: Adjustments, Provision for doubtful debts, Reserves for Discount on Debtors and Creditors, Trading Account, Profit and Loss Account, Balance Sheet

Depreciation: Importance and Methods of Depreciation

Module 2

Introduction to Management Accounting

Role of Management Accounting and Cost Accounting, distinction between Management Accounting and Financial Accounting

Financial Statement Analysis: Tools and Techniques – Common size statement and comparative statements, Trend analysis.

Ratio Analysis – interpretation – significance of Ratio Analysis – classification of Ratios – Limitations

Module 3

Statement of changes in Equity Cash flow statement

Comparison between funds flow and cash flow statements - preparation of cash flow statement (AS3 Standard)

Module 4

Introduction to Costing

Costing: Objectives, Methods and Techniques of Costing; Classification of Cost - Elements of Cost - Statement of Cost Sheet,

Marginal Costing and Break-Even Analysis: Concept and Characteristics of Marginal Costing, Difference between Absorption Costing and Marginal Costing, Marginal Cost, Contribution, Cost Volume Profit (CVP) Analysis, Break Even Point, Profit Volume ratio, Margin of Safety, Application of Marginal cost, Limitations

Standard Costing: Definition and difference between Standard cost and Budgetary Control, Establishment of standards, Variance analysis, Material cost variance, Material price variance, Labour cost variances, Labour overhead and sales variances.

Module 5

Budgetary Control

Meaning of a Budget, Budgetary control, Objectives of budgetary control, Essential features of Budgetary Control & merits, Steps in budgetary Control, Types of Budgets, Flexible Budget, Limitation of Budget Control

Module 6

Contemporary Issues

Guest Lecture from industry experts on contemporary Accounting practices in decision making.

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Kakani Ramachandran, (2011), Financial Accounting for Management, 3rd edition, McGraw Hill, India
2. Godwin, Alderman, Sanyal (2016), Financial ACCT - Financial Accounting (2016), Cengage Learning.
3. Sawyers, Jackson, Jenkins, Arora Jenkins, Arora (2016), Managerial ACCT - Managerial Accounting, Cengage Learning.

Reference Books

1. Anthony A. Atkinson, Robert S. Kaplan, S. Mark Young, Ella Mae Matsumura, G. Arunkumar (2014), Management Accounting: Information for Decision Making and Strategy Execution, 6th edition, Pearson Education, India.
2. Horngren T. Charles, (2012), Cost Accounting: A Managerial Emphasis, 15th edition, Pearson Education, India.
3. Khatri, (2011), Financial Accounting, 1st edition, McGraw Hill, India.
4. Debarshi Bhattacharyya, (2010), Management Accounting, 1st edition, McGraw Hill, India
5. Khan M.Y, Jain P.K, (2009), Management Accounting, 5th edition, McGraw Hill, India Colin Drury, (2012), Management and Cost Accounting, 8th Edition, Cengage Learning.

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Human Resource Management**
Core / Elective : Core
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term II
Course Coordinator: Prof.
Email:

Instructor:
Email:

Instructor:
Email:

Course Objective:

Students will be able to practice ethical values in achieving stakeholders welfare, students will also be able to involve stakeholders and team members in executing decisions

Learning Outcome:

At the end of this course students should be able to:

6. The student is able to recognize ethical issues that affect multiple stakeholders
7. The student is able to apply multiple ethical concepts in analyzing consequences of decision making
8. The student is able to evaluate the most appropriate perspective in achieving stakeholder welfare
9. The student is able to establish a favorable team climate and ensure enthusiastic decision making
10. The student is able to elicit constructive feedback in conflicting situations
11. The student is able to facilitate enthusiastic stakeholder/team participation and contribution in decision making

Course Content:

Module 1

Introduction to HRM

Meaning and Definition, Characteristics of HRM, Evolution of HRM, Organization and Policies of Personnel Department, Scope of HRM, Functions of HRM, Objectives of HRM, Qualities of HR Manager, Important Trends in HR Management.

Module 2

HR Planning, Recruitment and Selection

Importance of HR Planning, Job Analysis-Job description and job specification, Recruitment- Sources of Recruitment, Selection- Importance of careful selection, Process of selection, Types of Tests for selection, Interview- Methods of Selection Interview, Induction Process.

Module 3

Training and Development & Performance Appraisal

Training and Development: Objectives of training, Identification of Training needs, Concepts of Training, Training methods, Orientation and Placement, Management development, Purposes and Principles of promotion, Bases and types for promotion, Transfer, Separation Performance Appraisal: Introduction, Identification of issues in performance appraisal, Uses of Performance Appraisal, limitations of Performance Appraisal, Performance Management, Career Management Basics, Talent Management, Methods of appraisal

Module 4

Wage and salary administration

Meaning and Definition, Job Evaluation, Basic Factors in Determining Pay Rates, Establishing Pay Rates, Competency-Based Pay, Money and Motivation: An Introduction, Insurance Benefits, Retirement Benefits, Personal Services and Family-Friendly Benefits, Flexible Benefits Programs

Module 5

Industrial Relation, Health and safety

Industrial Relation, Health and safety measures Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes, Occupational Security and Safety: Accidents, Workplace Health Hazards: Problems and Remedies

Module 6

Contemporary Issues

Guest Lecture from industry experts on contemporary developments in HR practices.

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Gary Dessler, Biju Varkkey, (2013), Human Resource Management, 13th edition, Pearson Education.
2. Denisi, Griffin, Sarkar (2016), HR - Human Resource Management, Cengage Learning.
3. George W. Bchlander, Scott A. Snell, (2014), Principles of Human Resource Management, 16th edition, Cengage Learning.

Reference Books

1. Denisi, Griffin, Sarkar, (2016), Human Resource Management, 2nd edition Cengage Learning.
2. Aswathappa K, (2013), Human Resource Management: Text and Cases, 17th edition, Tata McGraw-Hill.
3. Armstrong Michael, (2014), A Handbook of Human Resource Management, 13th edition, Kogan Page.
4. Peter J. Dowling, Marion Festing, Allen D Engle, Sr, (2013), International Human Resource Management, 6th edition, Cengage Learning

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Macro Economics**
Core / Elective : Core
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term II
Course Coordinator: Prof.
Email:

Instructor:
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Course Objective:

Students will be able to comprehend global trends influencing the business environment

Learning Outcome:

At the end of this course:

1. The student is able to analyse decisions using multiple international information sources
2. The student is able to appreciate cultural differences with the available information while making decisions
3. The student is sensitive to consequences of intercultural communication and proposes sensitive ways of communicating in the given context

Course Content:

Module 1

Macroeconomic Indicators

Macroeconomic issues and concepts – The Circular Flow of Income – Concepts of National Income and its Measurement – Gross National Savings – Gross Capital Formation - Consumer Price Index – Whole sale Price Index – Index of Industrial Production (IIP) – Business Cycle Indicators – Leading – Lagging – Coincident Indicators – Unemployment Rate – Importance of Human Development Index (HDI)

Module 2

Aggregate Demand and Supply

The Aggregate Demand and Supply Function - Consumption and Savings function – Investment function – Principles of Multiplier – Paradox of Thrift – Marginal Efficiency of Capital – Accelerator Theory – Tobin's q Theory of Investment – Income-consumption Relationship - Consumption Function in the Income Economy

Module 3

Money Market Analysis and Prices

Nature and Functions of Money – The Supply of Money – Demand for Money and determination of Interest rate – Inflation: Meaning and Types, Measures, Effects of Inflation, Control of Inflation and Unemployment

Banking and Credit Creation: Evolution of Banking – Credit Creation and Control of Credit – Central Bank and its Functions – Commercial Banks – RBI and Monetary Policy

Module 4

Economic Growth and Business Cycles

Meaning and Measurement of Economic Growth, Nature and Sources of Economics Growth – Business Cycle – Concepts, Phases, Causes and Control Measures

Module 5

Macroeconomic Policies: Monetary and Fiscal Policies & International Aspects of Macroeconomics

Deficits and Macroeconomic Policies - Objectives of Macroeconomic Policy – Different Approaches to Macroeconomic Policy – Monetary Policy: Instruments and its effectiveness, Monetary Policy and Indian Economy – Fiscal Policy: Meaning and Objectives, and Instruments of Fiscal Policy – Nexus between Monetary and Fiscal Policies – Basics of Taxation and Public Debt

Module 6

International Aspects of Macroeconomics

International Monetary Aspect: The Foreign Exchange Rate - Balance of Payments: Current Account – Capital Account – Surplus and Deficit BOP – Twin Deficit – Determinants of Capital Flows – Mundell and Fleming Model on Open Economy – Currency convertibility on Current and Capital Account - Balance of Payments: Disequilibrium and Adjustments

Module 7

Contemporary Issues

Guest Lecture from industry experts on contemporary topics in Economic theories and concepts

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Dwivedi, D.N, (2015), Macroeconomics – Theory and Policy, 4th edition, Tata McGraw_Hill Publications.
2. Vaish MC (2010), Macroeconomic Theory – 14th Edition, Vikas Publishing House Pvt Limited.
3. McEachern, Indira, (2016), MACRO ECON - Principles of Macroeconomics, Cengage Learning.

Reference Books

1. Sullivan Arthur, O' (2014), Macroeconomics, 8th edition, Pearson Education.
2. Moss, David A, (2015), A Concise Guide to Macroeconomics: What Managers, Executives and Student Need to Know, 2nd edition, Harvard Business School Press.
3. Mankiw, Gregory N, (2014), Principles of Macroeconomics, 8th edition, Cengage Learning.

Mode of Evaluation:

Midterm, Quizzes, Assignments, Seminars, Term paper, Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Operations Research I**
Core / Elective : **Core**
Credit: **3 Credits**
Academic Year & Term: 2022-24, Term II
Course Coordinator: Prof.
Email:

Instructor:
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Instructor:
Email:

Course Objective:

Students will be able to identify business problems and formulate alternative courses of action, students will be able to systematically apply qualitative and quantitative techniques to solve business problems

Learning Outcome:

At the end of this course:

1. The student is comprehensively able to describe the problem in a decision making
2. The student is able to come up with multiple alternatives to resolve the problem
3. The student is able to suggest a very comprehensive and implementable action plan
4. The student is able to perform a comprehensive quantitative data analysis
5. The student is able to interpret qualitative information in detail
6. The student is able to represent the analyses as a complete solution to the business problem

Course Content:

Module 1

Introduction to Operations Research

Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR

Module 2

Linear Programming-I

Definition, Allocation of Resources, Mathematical formulation using Inequalities, Constraints and Linearity Requirement, Feasible and Infeasible Regions, Bounded and Unbounded Regions, Restricted and Unrestricted Variables, Graphical Solution to find solutions to maximization and minimization problems

Module 3

Linear programming-II

Simplex method, use of slack and surplus variables, Mixed Linear Programming Problems, Artificial variables, Big M method, Degeneracy and Multiple solutions, Using Simplex method to solve the Maximization and Minimization Problems, Dual Simplex Method

Module 4

Sensitivity Analysis or Post Optimality Analysis

Change in Objectivity Function- basic and Non Basic Variables, Change in Right hand side of constraint

Module 5

Transportation Problem

Allocation of Resources, Balanced and Unbalanced Problems, Use of Dummies, Feasible solution using North West Corner Rule, Lowest Cost method, Vogel Approximation Rule, Finding Optimal Solution using Stepping Stone Method and MODI (Modified Distribution) method, Degeneracy and Multiple Solutions, Maximization and minimization Problems, Transshipment Problems

Module 6

Assignment problem

Balanced and Unbalanced Problems, Use of Dummy Variables and Sources, Hungarian Method to find the optimal solution, Maximization and Minimization Problems, Traveling salesman problem

Module 7

Sequencing and replacement model

Sequencing problem – processing through 2 machines, 3 machines – s jobs and k machines and traveling salesman problem. Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – group replacement

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. G. Hadley: Linear Programming. Narosa, Reprint, 2002

Reference Books

1. G. Hadley: Linear Algebra, Narosa, Reprint, 2002.
2. Hamdy A. Taha: Operations Research-An Introduction, Prentice Hall, 9th Edition, 2010.
3. A. Ravindran, D. T. Phillips and James J. Solberg: Operations Research- Principles and Practice, John Wiley & Sons, 2005.
4. F.S. Hillier. G.J. Lieberman: Introduction to Operations Research- Concepts and Cases, 9th Edition, Tata Mc-Graw Hill, 2010.

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA

Name of the Course: **Sales & Distribution Management**

Core / Elective : Core

Credit: **3 Credits**

Academic Year & Term: 2022-24, Term II

Course Coordinator: Prof.

Email:

Instructor:

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Email:

Course Objective:

The course aims to impart skills and knowledge needed to manage sales force and distribution function so as to gain competitive advantage for the firm inside the market. It includes focuses on the sales process, the key decisions in the area of marketing intermediaries (including technology aspects) and other inter-related concepts to improve understanding of sales and distribution function

Learning Outcome:

At the end of this course students should be able to:

6. Understand the roles and responsibilities of the Sales Managers
7. Manage and enhance the sales force productivity and performance
8. Plan and implement an effective sales strategy for their organizations
9. Design and implement distribution channel strategy
10. Manage the Channels efficiency and effectiveness wholesaling, and retailing

Course Content:

Module 1

Sales Management

Nature, Meaning and Significance of Sales Management and Personal selling; Evolution of Sales Management, Role of Selling in Marketing, Characteristics of a successful Salesman; Types of Selling, Selling

Functions, Sales Funnel; Process of Effective Selling: Sales strategies; Prospecting: Meaning, process & methods; Ways to approach a customer; Sales presentation; Handling objections; Closing a sale; Current issues in sales management; Case lets and applications.

Module 2

Sales Force Management

Meaning of Sales Force Management; Determining the sales force and size of the sales force; Hiring Procedure: Job Analysis, description and specifications for the sales personnel, Recruiting, Selecting & Socializing the sales personnel; Introduction to: Training & Development of the sales force; Sales force motivation and Compensation plans; Sales Contests, Sales meetings. Case lets and applications.

Module 3

Sales Organization

Introduction to: Sales organization concepts; Sales territories; Sales quotas; Sales budgeting; Routing and scheduling of the sales force; Evaluating and controlling Sales Performance; Case lets and applications.

Module 4

Distribution- The Concept, Philosophy and Design

Integrating sales with distribution, Marketing Intermediaries: Type, Role and Functions of Marketing Intermediaries; Different types of Channels of Distribution, Choice of Channel of Distribution; Channel Management Decisions: Selecting, Training, Motivating, Evaluating and Modifying channel members; Channel Power; Channel Conflict: Types of Conflict, Managing Conflict to increase channel coordination; Vertical Marketing System and Horizontal Marketing System. Channel performance evaluation, International Channels, Mode of entry decision

Module 5

Logistics and Emerging Trends

Structure, Flow, Scope Inventory management, Outbound and Reverse Logistic management: Meaning, Objective, Functions and Significance; Logistics integration for customer service satisfaction; Major forms of transportation & their characteristics; Overview of warehousing management: Location/ types of warehouses; Retailing as last resort of outbound logistics.

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Text Book(s)

1. Krishna K Havaladar And Vasant M Cavale, '**Sales And Distribution Management: Text And Cases**', (3rd Edition, 2017), TATA McGraw Hill India
2. Panda, T. K., & Sahadev, S. (2nd Edition, 2011). **Sales and distribution management**. Oxford Publication.

Reference Books

7. Spiro, R. L., Rich, G. A., & Stanton, W. J. (12th Edition, 2008). Management of a sales force. McGraw-Hill/Irwin
8. Still, R. R., Cundiff, E. W., & Govoni, N. A. (1988). Sales management: decisions, strategies and cases, New Jersey: Prentice-Hall
9. Coughlan, A. T., Anderson, E., Stern, L. W., & Adel, I. (2006). El-Ansary. Marketing Channels. Prentice-Hall.
10. Jobber, D., & Lancaster, G. (2007). Selling and sales management. Pains. Harlow: Pearson Education

Mode of Evaluation:

Midterm, Quizzes , Assignments , Seminars , Term paper , Mini Projects and FAT

Programme: Global MBA
Name of the Course: **Ex Comm II – Communication for Success**
Core / Elective: **Core**
Credit: 3 **Credits**
Academic Year & Term: 2022-24, Term II
Course Coordinator: Prof.
Email:

Instructor:
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Instructor:
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Course Objective

The participants in these sessions would understand the importance of 3 M's in effective communication namely: Messenger, Medium and Message. The participants shall be sensitised to the difference between Hearing and Listening and would cover aspects of Verbal and Non-Verbal Communication and also improving their presentation skills

Learning Outcome

At the end of this course students will:

1. understand the importance of 3 M's
2. learn the difference between Hearing and Listening
3. learn about Verbal and Non-Verbal Communication
4. learn about improving their presentation skills

Course Content

Module 1

3M's in Effective Communication

What is effective communication, 3M's in effective communication: Messenger, Medium and Message, importance of 3M's, how to choose the Messenger, Medium and Message, Keeping it Short and Simple (KISS)

Module 2

Difference between Hearing and Listening

What is hearing, what is listening, difference between hearing and listening, importance of listening, benefits of listening

Module 3

Verbal and Non-Verbal Communication

Difference between verbal and non-verbal communication, components of verbal communication, components of non verbal communication, how people respond to non verbal communication

Module 4

Presentation Skills

Why is presentation important? Components of presentation, importance of research in presentation, creating an effective presentation, key skills required for creating and delivering effective presentation, evaluating your presentation

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Programme: Global MBA

Name of the Course: **EAWP 2 - Project Management, Art of Giving and Receiving Feedback**

Core / Elective: **Core**

Credit: **1 Credits**

Academic Year & Term: 2022-24, Term II

Course Coordinator: Prof.

Email:

Instructor:

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Instructor:

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Course Objective

In this course students will gain an immersive understanding of the practices and skills needed to for project management. Student will also apply effective feedback giving and receiving techniques, Build an engaging, honest, and safe conversation, Reflect on thinking and teaching as a feedback giver, Inter-professional collaboration: Learn with, from, and about each other.

Learning Outcome

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

1. Create effective project documentation and artifacts throughout the various phases of a project
2. Explain foundations of Agile project management, with a focus on implementing Scrum events, building Scrum artifacts and understanding Scrum roles
3. Practice strategic communication, problem-solving and stakeholder management through real world scenarios
4. Understand the nature and purpose of giving feedback and how miscommunication takes place
5. Use a step-by-step technique to praise and reinforce specific behaviours of others
6. Criticise a person in a senior position without jeopardising your own position
7. Receive feedback in a way to encourage the other person to give as much information as possible while being able to handle aggressive criticism

Course Content

Module 1

Project Management

Foundations of Project Management, Project Initiation: Starting a Successful Project, Project Planning: Putting It All Together, Project Execution: Running the Project, Agile Project Management, Capstone: Applying Project Management in the Real World

Module 2

Art of Giving and Receiving Feedback

What is Feedback, Self-Criticism, How to Give Feedback, Power of Appreciation, How to Praise, How to Criticise Senior People, How to Receive Feedback

Pedagogy

Lectures, Case Discussion, Simulation and Role Plays

Mode of Evaluation

Midterm, Quizzes, Assignments, Seminars, Term Paper, Mini Projects and FAT