

## 1. RESEARCH AND TEACHING METHODOLOGY

### **COURSE OBJECTIVE:**

To improve the research acumen and the teaching ability of the students and help them to probe business issues scientifically.

### **UNIT I:**

RESEARCH – Definition, Objectives, Scope, Scientific, Ethics, Process. Research in Social Sciences – Classification. Need for Research – identification of an issue, formulation of a problem. HYPOTHESIS – Sources, Types, Characteristics. RESEARCH DESIGN - Review of Literature - Primary and Secondary Sources. Measurement – Function, Characteristic, Construction of Measurement Tool. Research Plan. DATA – Meaning, Importance, Sources, applicability. Sources of secondary data. Sources of Primary data. Methods of Collection - Observation, Experimentation, Survey (Types)

### **UNIT II:**

SAMPLING – Definition, Objectives, Characteristics. Sample design - Universe, Sample Unit, Sample Size (Determination), errors (sampling and non sampling) Sampling Techniques (Probability and Non Probability), Advantages and Limitations of each Sampling technique. TOOLS FOR DATA COLLECTION - Choice on Methods of data collection - Nature of Fieldwork, Sampling Frame and Sample Selection. Schedule and Questionnaire – Construction, types of questions, Measurement Scale and Indices, Pilot Study and Pre-test.– Field Operation. DATA PROCESSING -Editing, coding, transcription, Classification and Tabulation of data. Data analysis – meaning, methods, quantitative and qualitative analysis, introduction to uses of Statistics and its limitation, introduction to parametric and non-parametric tests, graphic presentation.

### **UNIT III:**

DATA STATISTICS – measures of central tendency, measures of dispersion, Uni-variate, Bi-variate, Multivariate, Contingent Table, Measure of Association / Relationship. HYPOTHESIS – Formulation, Testing. DATA ANALYSIS (Uni and Bi-variate) – Percentage, Weighted Average, Garret Ranking, correlation and regression, T- test, Z – Test, Run Test, F – Test, One Way ANOVA, Two Way ANOVA, Chi Square Test. MULTIVARIATE ANALYSIS - Multi Dimensional Scaling, Factor Analysis, Conjoint Analysis, MANOVA, Cluster analysis, Discriminate analysis.

**UNIT IV:**

REPORT WRITING – Types, Different stages in research Report. Layout of the research report. Precautions for writing Research Reports. Problems of Inference in Non-experimental Sciences. Uses of footnotes, References and Bibliography. Software Packages for Statistical Tools.

**UNIT V: METHODOLOGY OF TEACHING**

Teaching - Objectives of Teaching, Phases of Teaching - Teaching Methods: Lecture Method, Discussion Method, Discovery Learning, Inquiry, Problem Solving Method, Project Method, Seminar - Integrating ICT in Teaching: Individualized Instruction, Ways for Effective Presentation with PowerPoint - Documentation - Evaluation: Formative, Summative & Continuous and Comprehensive Evaluation - Later Adolescent Psychology: Meaning, Physical, Cognitive, Emotional, Social and Moral Development - Teaching Later Adolescents.

**COURSE OUTCOME:**

After studying this course, the student will be able to improve the research acumen and develop a passion for teaching.

**REFERENCES:**

1. Research Methodology, Methods and Techniques - C.R. Kothari
2. Methodology of Research in social Sciences - O.R. Krishnaswami
3. Business Research Methods - Donald R. Cooper, Pamela S. Schindler
4. Statistics for Management-Richard I.Levin&David S.Rubin
5. Statistical Methods-S.P.Gupta
6. Statistics for Business and Economics- R.P Hooda-Mac Millan India Ltd.
7. Sampath, K., Panneerselvam, A & Santhanam S(1984), Introduction to Educational Technology, (2<sup>nd</sup> Revised Edition), New Delhi: Sterling Publishers.
8. Sharma, S. R. (2003), Effective Classroom Teaching Modern Methods, Tools and Techniques, Jaipur: Mangaldeep
9. Vedanayagam, E. G (1989), Teaching Technology for College Teachers, New York: Sterling Publishers.

## **2. COMPETENCIES FOR EXCELLENCE**

### **COURSE OBJECTIVES:**

This course will enable the students to

- i. develop an understanding on competency framework, assessment and development of competency.
- ii. inculcate critical thinking process to analyze and solve the problems.
- iii. understand the power of team dynamics.
- iv. learn the value of time and art of managing time.
- v. create an awareness on cause and consequence of stress and to develop strategies to manage stress

### **UNIT I: COMPETENCY DEVELOPMENT**

Meaning-Importance-Framework-Measuring Competency-Developing Competency

### **UNIT II: PROBLEM SOLVING AND DECISION MAKING**

Identifying, Defining and Solving the Problems-Creative Thinking-Group Decision making-Negotiation Skill

### **UNIT III: TEAM BUILDING**

Significance-Understanding role of teams-Strategies and Tools for Team Building-Leadership Skill-Conflict Resolution.

### **UNIT IV: TIME MANAGEMENT**

Significance-Assessment of Time Management- Strategies and Tools.

### **UNIT V STRESS MANAGEMENT:**

Significance-Causes for Stress-Symptoms of Stress- Strategies for Managing and Overcoming Stress

### **COURSE OUTCOME**

On completion of this course, the students will be able to-

- i. critically think on a particular problem and evolve workable solutions to solve the problem.
- ii. understand the dynamics of the team and effectively use them for productive result.
- iii. understand the importance of time, prioritize and schedule the time.
- iv. understand the significance and strategies of managing stress for the wellbeing of both individual and organization

**REFERENCES:**

1. *Barun K Mitra*, Personality Development and Soft Skill, Oxford Publishers.
2. *Alex,K*.Soft Skills: Know Yourself & Know the World,S. Chand & Co
3. *Kalyana*,Soft Skill for Managers,Wiley Publishing Ltd.
4. *Shalini Verma*, Development of Life Skills and Professional Practice,Sultan Chand & Co

**WEBSITES**

[www.mindtools.com](http://www.mindtools.com)

[www.free-management-ebooks.com](http://www.free-management-ebooks.com)

### **3. CONTEMPORARY ISSUES IN FINANCE**

#### **UNIT I**

Finance - Concept, scope, objectives. Profit maximization vs. Wealth maximization; Functions of Finance Manager in Modern Age; Financial decision areas, Time value of money, risk and return analysis

#### **UNIT II**

Long-term finance - sources, equity shares, preference shares, debentures and bonds. Working Capital Financing - Sources, Role of commercial bank, Commercial paper, Factoring and other tools. Capital Structure – Concept, Approaches; NI, NOI, Traditional and Modigliani Miller Approach. Cost of Capital - equity share, preference share, debentures.

#### **UNIT-III**

Working Capital – Concept, Approaches to Working Capital Management, Factors affecting working capital requirement, Management of cash, inventory and receivables. Dividend Decision: Concept of retained earnings and plough back of profits, relevancy and irrelevancy theory of dividend decision; Walter's model; Gordon's Model and Modigliani Miller model; Factor affecting dividend decision.

#### **UNIT-IV**

Investment decision – Appraisal, Capital budgeting, Profitability Index, Capital Rationing, Risk and Uncertainty. Leverage analysis (financing, operating, combined leverage), EBIT, EPS analysis, EVA. Credit rating. Institutional Investors. Mutual Funds. Speculation and Investment. Portfolio Analysis, Venture Capital.

#### **UNIT-V**

Activity Based Costing. Insurance as an Investment. Derivatives. Venture Capital. International Financial Institutions - BoP, Foreign Exchange Rate. Corporate sickness - Turn around strategies. EXIM bank, International Monetary Fund (IMF), Asian Development Bank (ADB), Export Credit Guarantee Corporation (ECGC), World Bank, International Development Association, Bank for International Settlement and such other International financial Institutions.

**REFERENCES:**

1. Financial Management - I M Pandey
2. Financial Management and Policy - James C Varnhorne
3. Financial Management - Theory and practice - Prasanna Chandra
4. Financial Management Principles and Practice - S.N. Maheswari
5. Corporate Finance Theory and Practice - Aswat Damodaran
6. Security Analysis and Portfolio Management – Fischer and Jordan
7. Investments – Sharpe, Bailey and Alexander.
8. Foreign Exchange and Risk Management – C. Jeevanandam
9. Capital Market Management - VA Avadhani
10. Financial Services – MY Khan
11. Project Planning Analysis, Selection and Implementation – Prasanna Chandra.

#### **4. CONTEMPORARY ISSUES IN MANAGING HUMAN RESOURCES**

##### **UNIT - I**

Human Resource – Philosophy, Changing environments. Organization of HR departments. Line and staff functions. Role of HR Managers. Job analysis – Methods, Purpose, Job Description, Job Specification. Man power planning. Recruitment and Selection. Socialization.

##### **UNIT - II**

Performance appraisal - 360 degrees appraisal. Job evaluation and merit rating. Computerized evaluation. Training and Development. Employee compensation and rewards. Mentoring. Discipline administration. Trade unions. Grievance handling. Exit Interview.

##### **UNIT - III**

Labour Welfare: Employees safety and Health. Benefits and services: Statutory benefits – non-statutory (voluntary) benefits Using HRM to attain competitive advantage. HR Audit. Human Information System. Industrial relations. Industrial Disputes.

##### **UNIT - IV**

Understanding Individual – Personality, Perception, Attitude, Values. Development of Individual – Motivation, Leadership, Group dynamics, Transactional analysis, Creativity, Assertiveness training, Team Building. Organisational Climate and Culture. Career management. Organizational development. Managing Self – Mediation for peace – Yoga for Life.

##### **UNIT –V**

Knowledge Management. Employee engagement. Competency Mapping. Retention strategies – Outplacement, Quality of work life, Flexi timing. Stress, Crisis & Conflict Management. Workers participation. Collective bargaining. Counseling – Strategies, Behavior Modification.

**REFERENCES:**

1. Personnel Management & Industrial Relations - P.C. Tripathi.
2. Dynamics of Personnel Management - C.B. Mamoria
3. Human Resource Management - N.G. Nair, Latha Nair.
4. Essential of Human Resource Management and Industrial Relations - P. Subbarao
5. Managerial effectiveness and Quality of Work life: Indian Insights - Chakraborty
6. Managing Human Resource - Wayne Cascio
7. Organization development - Wendell I. French cooil H. Bell, Jr.
8. Managing Stress - Jeff Davidson
9. Elternal Values for a changing society - Swami Ranganathananda
10. Management Development and Training Hand Book - Taylor and Lippiff
11. Management Development and Training Hand Book - L.W. Humble
12. Explorations in Management Development - Lynton & Pareek
13. Total Career Management - Frances A. Clark
14. Successful Negotiation - Rao, S.L.

## **5. CONTEMPORARY ISSUES IN MARKETING**

### **UNIT I**

Marketing – Evolution, Concepts, Purpose, Process, Types, Indian Environment, International Environment. Marketing Mix – Definition, Decision on Components.

### **UNIT II**

Product – Definition, Differentiation, New product development, Product Life cycle, Product mix, Branding. Pricing – Definition, Concepts, Methods. Packaging. Promotion – Definition, Techniques. Promotion mix – Components, Advertising, Sales promotion, Personal selling, Publicity, Public relations. Physical distribution – Definition, Types of channels, Levels, Strategies, Direct marketing

### **UNIT III**

Segmenting – Nature, Characteristics, Process, Bases. Targeting – Bases, Decisions on segments, analyzing consumer behavior, selecting segments. Positioning – Definition, Strategies.

### **UNIT IV**

Customer Relationship Management. Perceptual mapping. Brand building. Rural Marketing. E- Marketing - Online and Web marketing. Marketing ethics. Expanding the Horizon. Multi Level Marketing. Consumerism. Marketing to non-profit organizations. Green Marketing. Consumer research

### **UNIT V**

Marketing Information system. Marketing Intelligence. Scope for Research in Marketing.

**References:**

1. Marketing Research - Rajendra Nargundkar
2. Marketing Research - Harper W Boyd, Ralph Westfall, Stanley F Stasch
3. Strategic Brand Management - Kevin Lane Keller
4. Rural Marketing Environment, Problem and Strategies - T.P.Gopaldaswamy
5. Marketing Management, Planning Implementing and Control, An Indian Context – V.S.Ramasamy & Namakumari
6. Advertising & Promotion - George E.Belch & Michael E.Belch
7. Retail Management - Chetan Bajaj, Tuli , Srivastava
8. Retailing - Burman, Evans
9. International Marketing - Philip R. Cateora
10. Hand book of Relationship Marketing - Jagadish N.Sheth and Atul Parvatiyar
11. Key Customer Relationship Management - Ken Burnett
12. Consumer Behavior - Leon G Schiffman, Leslie Lazar Kanuk
13. Marketing management (Millenium edidtion) - Philip Kortler
14. Essential of Marketing Research - Aakar Day, Kumar

## 6. BUSINESS ANALYTICS

### Course Objective:

To enable the scholars to understand the need and importance of Business Analytics in solving business problems. To educate the scholars on different tools of Business Analytics. To understand the opportunities for Business Analytic professionals.

### Unit 1:

Introduction and Definition of Business Analytics – Application of Business Analytics in operations, marketing, finance, and strategic planning

### Unit 2:

Data – Sources of Data – Collecting Data – Data Accuracy – Issues with Missing Data – Data Classification –Methods for Data Analysis – Deciding appropriate method and tool for analysis – Effective Interpretation

### Unit 3:

Introduction to data Mining – Process of Data Mining – Predictive Analysis – Lending Analytics – Recommendation Analytics –Healthcare Analytics – Financial Analytics – Sports Analytics.

### Unit 4:

Prescriptive Analytics – Testing – Simulating the Future – Optimising complex decisions -

### Unit 5:

Basics on Software requirement for business analytics – Decision support Systems – Implementation strategy of the prescriptions.

### References:

1. Data Science for Business, Provost and Fawcett: O'Reilly
2. Data Mining for Business Intelligence, Concepts, Techniques and Applications, Shmueli, Patel, and Bruce: Wiley
3. Management Science: The Art of Modeling with Spreadsheets, Powell and Baker: Wiley

## 7. ENTREPRENEURSHIP ECOSYSTEM

### Unit I:

Basic of Entrepreneurship: Definition- Importance of entrepreneurship- Characteristics of entrepreneurship, Entrepreneurship and economic development- Entrepreneurship process, Challenges in entrepreneurship and its sustainability.

### Unit II:

The fundamental of starting a business, Developing a business plan, Protecting the ideas-IPR-Testing the idea, Operating a business - Financing a business, Market identification and communication, Management of the business

### Unit III:

Entrepreneurship Ecosystem: Elements of the entrepreneurship ecosystem, Frame work of entrepreneurial ecosystems. Environment perspectives for nurturing entrepreneurship, Entrepreneurial support systems such as government policy, services available to entrepreneurs, entrepreneurial culture, infrastructure, promoting institutions.

### Unit IV:

Start up Ecosystem: Individual interest, entrepreneurial behavior - The startup and associated challenges. Basics of starting a business- legal and tax considerations- different types of business structures

### Unit V:

Business clusters-Types of Business Clusters - Cluster effect – Cluster and Entrepreneurship-Famous entrepreneurial clusters - Silicon valley, Digital Media City, Foot wear cluster of Kolkatta, Garments cluster of Tiruppur.

### References:

1. Entrepreneurship Development by Sharma - PHI
2. Entrepreneurial Development by Khanka S.S.- Sultan Chand
3. Global Entrepreneurship: Environment and Strategy by Nir Kshetri
4. Entrepreneurship Development by K Ramachandran
5. Entrepreneurship Development by S Anil Kumar
6. Entrepreneurship Development and Small Business Enterprises, by Charantimath
7. Small scale Enterprises And Entrepreneurship Ecosystem by Dr. Vasant Desai

## **8. CORPORATE FINANCIAL ANALYSIS**

COURSE OBJECTIVE : TO ENRICH THE PH.D LEVEL SCHOLARS WITH SOME HIGHLIGHTING CORPORATE LEVEL FINANCIAL ANALYSIS CONCEPTS AND TOOLS

Unit .1.

Company accounts – kinds of joint stock companies---- Shares, and share capital --- different types of shares---different types of share capital --- Debentures—different types of debentures --- Acquisition of Business --- profit prior to incorporation --- Underwriting.

Unit . 2.

Horizontal form of company Balance sheet – Vertical form Of Balance sheet – contents as per Companies Act --- Form and contents of Profit and Loss Account.

Unit . 3.

Financial Statements --- Nature – Analysis and Interpretation—Different accounting Ratios, their nature, application, uses, and their limitations.

Unit .4 .

Fund flow statement --- theory – construction—sources of funds—uses of funds---- Usefulness of fund flow statements to the society and to the Company.----Cash flow statement--- its construction ----uses

Unit . 5.

Case study: Relating to the use of ratios, fund flow statements, cash flow statements and peer analysis to assess earning dynamics and asset efficiency of companies.--- application of all the tools of financial analysis to a company to make a balanced assessment of its operational performance and funding structure

## 9. INVESTMENT AVENUES AND INVESTORS BEHAVIOUR

### OBJECTIVE:

The objective of this course is to impart knowledge to students regarding the theory and practice of investors' behaviour towards the various investment alternatives.

### UNIT – I

Definition, Micro & macroeconomic concepts relating to investment, Investment objective, Investment process, Investment constraints, Investment strategy, Investment v/s Speculation, Arbitrage, Gambling, Types of investors.

### UNIT – II

Investment goals, Liquidity, Investment horizons and taxation, Alternatives for investment, Equity market, Mutual funds, Pension funds, Endowment funds, Insurance (life and nonlife), Banks, Money market, T-bills, Commercial paper, Certificates of deposit, Repos and reverses, Bond market, Treasury notes (T-notes) and T-bonds, bonds, Fixed income securities, Time value of money, Interest rates, Bond pricing bond yields, Coupon yield.

### UNIT – III

Risk and Return, Historical and Expected return, Measurement, Risk and its measurement, Systematic and Unsystematic risk, Types, Measurement and significance of Beta.

### UNIT – IV

History of Behavioural Finance, Psychology: Concept, Nature, Importance, The psychology of financial markets, The psychology of investor behaviour, Behavioural Finance Market Strategies, Prospect Theory, Loss aversion theory under Prospect Theory & mental accounting, Investors Disposition effect .

### UNIT – V

External factors and investor behaviour: Fear & Greed in Financial Market, Emotions and financial markets: Geomagnetic storm, Statistical methodology for capturing the effects of external influence onto stock market returns.

### OUTCOME:

To gain knowledge about various investment alternatives and to identify persistent or systematic behavioural factors that influence investment behaviour.

**Reference Books:**

1. Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.
2. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2012.
3. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th Edition, 2011.
4. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2015, Second Edition .
5. V.A.Avadhani, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2016.
6. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012.
7. Bisen,pandey-Learning Behavioural Finance(Excel Books).
8. Forbes- Behavioural Finance (Wiley India).
9. The Little Book of Behavioral Investing James (Montier) 2010.

## **10. RISK MANAGEMENT TECHNIQUES**

### **OBJECTIVE:**

The objective of this course is to provide in depth knowledge of risk management.

### **UNIT – I**

Introduction to risk management, Definition, Objectives of risk management and tools, Need for a risk management, Types of risk, Sources of risk, Risk identification.

### **UNIT – II**

Management of risk, Risk management process, Risk management policies, Value of risk management, Risk management v/s Risk avoidance, Risk retention, Risk transfer, Risk immunization strategies, Measurement and control of risk, Measurement and controlling risk.

### **UNIT – III**

Foreign Exchange Markets, Spot Prices and Forward Prices, Exchange control, Fixation of exchange rate, The effects of Exchange rates in Foreign Trade, Factors influencing Exchange rates, Exchange control in India, Tools for hedging against Exchange rate variations, Forward, Futures and Currency options, FEMA, Determination of Foreign Exchange rate and Forecasting.

### **UNIT – IV**

Trading, Futures trading system, Entities in the trading system, Commodity futures trading cycle, Order types and trading, Margins for trading in futures, Charges, Clearing, Settlement, Risk management, Margining at NCDEX and Standard Portfolio Analysis of Risk (SPAN).

### **UNIT – V**

Evolution of Derivatives Market in India, Regulations, Framework, Trading at NSE and BSE Regulations of financial derivatives, Futures Vs. Forward contracts, Hedging strategy using futures Stock index futures, Interest rate futures, Hedge ratio, Stock index futures and Indian stock market.

### **OUTCOME:**

To gain knowledge about different types of risks.

**Reference Books:**

1. Jeevanandam, C, Risk Management, Sultan Chand and Sons, 2005.
2. Emmett J. Vaughan, Risk Management, John Wiley & Sons, Inc.
3. Jeevanandham C.Foreign Exchange & Risk management, Sultan chand & sons.
4. Stephens, John. (2001), Managing Commodity Risk, John Wiley & Sons.
5. S.L.Gupta, Financial Derivaties- Theory, Concepts and Practice, Prentice Hall Of India, 2017, Second Edition.
6. Stulz, Risk Management and Derivaties, Cengage Learning, 2nd Edition, 2011.

## **11. HUMAN RESOURCE DYNAMICS**

### **Unit-I**

**Cognitive Processes:** Thinking and Problems Solving – Thinking – Concept – Theoretical Perspectives; Types – Convergent – Divergent Lateral – Reasoning – Decision Making Process – Approaches – People Focused & Product focused – Strategies employed – Creating Positive Mindsets Problem Solving – Concept – Approaches in Managerial Perspectives – Brain Storming, Sensitivity Training – T Groups – Encounter Groups. Emotional Intelligence – Concept – Nature – E.Q. for Improving Emotional Intelligence.

### **Unit-II**

**Personality:** Concept, Theoretical perspective- Trait & Type Approach (Brief); Self Concept, Meaning & Nature, Self Growth Movement, Type A, B, C, Personality, Healthy Personality (All port's Mature), Jungs Personality Indicators.

### **Unit-III**

**Mental Health:** Concept Principles of Deviance and Disability, Act; Stigma, National Mental Health Act Provision for the Attitude Job Satisfaction and Mental Health & Work Ethics; Parameters of Positive Mental Health; National Services for the Mentally ill.

### **Unit IV**

**Stress:** Concept Types, Physiological Arousal as Base Reactions and Coping (Task Oriented, Ego Defense Mechanism), and Managing Stress – Time Management Skills Relaxation Exercises Handling External Toxins. Behavioral Change: Concept Significance Self Awareness, Methods and Techniques of Self Development.

### **Unit IV:**

**Intergroup Dynamics-**Intergroup behavior – Working in group – Task types & group performance – Task interdependence – Goal differences – Difference in time horizons – Perceptual differences – Emphasis on loyalty – Managing intergroup conflict (Conflict – resolution grid) – Group influence [Conformity, Social Pressure, Compliance & Underlying principles] – Pro social Behavior – Groups affecting Task performance – Social facilitation effect & Social loafing – Cooperation and group impact – Coalitions – Resistances to change.

**Recommended books:**

1. Arnold, John, Robertson, Iran T. and Cooper, Cary L., Work Psychology- Understanding Human Behaviour in the Work Place.
2. Mac Millan Baron, Robert A. and Greenberg, Jerald, Behaviour in Organizations, Prentice Hall International.
3. McConnel, James V., Understanding Human Behaviour, Holt Rinehart and Winston.
4. Spencer, Christopher and Scelt, Peter, Psychology : A Contemporary Introduction, Black Well.
5. Tiffin, J. and McGormick, B.J., Industrial Psychology, Prentice Hall of India .
6. C.S. Venkata Ratnam, Globalization And Labour-Management Relations-Dynamics Of Change, Response Books,2001.
7. E;ezmol A : The Dynamics of Inter-personnel Behaviour, John Wiley & Sons., Inc., New York, 1969.
8. Mamoria CB, Mamoria, Gankar-Dynamics of Industrial Relations (Himalayan Publication, 2003)

## **12. PERSPECTIVES ON KNOWLEDGE MANAGEMENT**

### **Unit I**

Overview of Knowledge Management - Nature of Knowledge - Subjective View of knowledge - Objective View of knowledge - Need for Knowledge Management - Valuation of Intellectual Capital - Human vs. Structural Capital - Forces Driving Knowledge Management - Issues in Knowledge Management.

### **Unit II**

Types of Knowledge - Procedural vs. Declarative Knowledge - Tacit vs. Explicit Knowledge - General vs. Specific Knowledge - Technically vs. Contextually Specific Knowledge - Knowledge and Expertise - Types of Expertise - Specificity of Knowledge - Reservoirs of Knowledge - Characteristics of Knowledge.

### **Unit III**

Knowledge Management Systems Life Cycle - Challenges in KM Systems Development - Conventional Vs KM Systems Life Cycle (KMSLC) - Key Differences - Key Similarities - KMSLC Approaches - Technologies to Manage Knowledge - Advantage and disadvantage of Knowledge Based Systems.

### **Unit IV**

Knowledge Creation & Knowledge Architecture - Nonaka's Model of Knowledge Creation & Transformation - Knowledge Architecture - Acquiring the KM System - Capturing the Tacit Knowledge - Expert Evaluation - Developing Relationship with Experts - Fuzzy Reasoning & Quality of Knowledge Capture - Interviewing as a Tacit Knowledge Capture Tool.

### **Unit V**

Knowledge Capturing Techniques - On-Site Observation (Action Protocol) – Brainstorming - Electronic Brainstorming - Protocol Analysis (Think-Aloud Method) - Consensus Decision Making - Repertory Grid - Nominal Group Technique (NGT) Delphi Method - Concept Mapping -Black boarding - Modes of Knowledge Conversion - Codifying Knowledge - Codification Tools.

### 13. DIGITAL MARKETING

#### Course Objective:

To enable the scholars to understand issues in online Marketing and the strategies adopted by different companies. To educate the scholars on the dynamics in Digital Marketing Field. To understand and analyse the opportunities and their attractiveness for professionals.

#### Unit 1:

Principles of digital marketing – E-Commerce Marketing – E-Mail Marketing – Mobile Marketing – Affiliate marketing – Infographic Content Marketing

#### Unit 2:

Social Media Marketing - Social Media Optimisation – Facebook Marketing – Google + Marketing –Twitter Marketing- LinkedIn Marketing – Video Marketing – Social Media Strategy

#### Unit 3:

Social Shopping and Opinions – Social Events and Wikis – Social News and Social Book Marking – Blogging and Micro Blogging - Posting on Forums, Guestbooks, and free Classified

#### Unit 4:

Website development – Search Engine Optimisation– Optimising for Google, Yahoo, and Bing –Keyword research And Analysis – basics of SEO friendly web design – Website Architecture Analysis – Web Master tool–Directory Submission on Web – Google Analytics – Google algorithms – Google Adwords – Google Adsense – Google Sandbox Effect – Search Engine Spam

#### Unit 5:

Digital Marketing Strategy – Competitor analysis – LSI (Latent Semantic Indexing) – Online reputation management – Advanced Link Building and Concept of Link Popularity– App Store Optimisation – Career Opportunities in Digital Marketing

#### References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Damian Ryan
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Ian Dodson
3. Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kingsnorth.

## **14. RURAL MARKETING STRATEGIES**

**OBJECTIVES:** The objective of this course is to make the doctoral students understand the basic theories and functions of Rural Marketing with regard to the rural business in the current economic scenario.

### **UNIT I**

Introduction to Rural market – Definition – Rural Marketing – Scope and Limitations – Rural Market in India - Characteristics of Indian rural market environment – Demographic details – Marketing challenges and opportunities under rural setting

### **UNIT II**

Rural buyers – understanding Rural buyer behavior – Rural Demand and Consumption pattern Purchase decision making process – Influencing factors – changes in behavioral pattern

### **UNIT III**

Relevance of Marketing mix for rural market – Product types in rural market setting – Product strategies – Nature of Rural market competition – Packing and Packaging strategies

### **UNIT IV**

Pricing objectives and strategies - Market segmentation – Targeting – Positioning products in rural market - Rural market channels – Haats – Mandis – Society – PDS – strategies and current trends in rural distribution – Channel management - Examples

### **UNIT V**

Communication to rural market – Communication objectives – strategies – challenges Advertising strategy for rural buyers – Rural media - Personalised communication - Mass media - Conventional media and its types - sales promotion under rural setting – conduct of marketing research in rural markets

**OUTCOMES:** After undergoing this course the scholars could able to understand the problems with regard to the subject and formulate objectives for further research.

## References

1. *T P Gopalsamy*, Rural Marketing Environment, Problem and Strategies -, Vikas Publishing House, Pvt. Ltd.
2. *Dogra and Ghuman*, Rural Marketing TATA McGraw Hill
3. *U C Mathu*, Rural Marketing, Excel Books
4. Badi & Badi, Rural Marketing
5. *Krishnamacharyalu and Ramkrishnan*, Rural Marketing, Pearson Education
6. *Sukhpal Singh*, Rural Marketing, Vikas Publishing House, Pvt. Ltd.
7. Rajagopal – Managing Rural Business

## 15. SERVICES AND LOGISTICS PRACTICES

**OBJECTIVES:** The objective of this course is to make the doctoral students understand the basic theories and practices of Services marketing and Logistics management in modern and liberalized business dynamics.

### UNIT I

Introduction to Services in recent economy- Classification of services - Meaning – Nature of services – Types and importance – Relationship Marketing – Services market segmentation

### UNIT II

Customer loyalty – Positioning of services – Planning and Branding of service deliveries – New Service development – Service pricing objectives – Price mix - GAPS Model of service quality – Consumer behaviour in services – Consumer expectations in services – Consumer perceptions in services – understanding customer requirements - CRM

### UNIT III

Service recovery - Delivery of service – Services promotion strategies – Role of intermediaries – marketing strategy formulation – Managing Demand – Marketing of Non- profit organisations, Financial Services, Hospitality Services, Leisure Services

### UNIT IV

Logistics - definition – objectives - importance – Scope - Functions - need for planning  
Logistics - Role of logistics in SCM – Functional Applications of Logistics – Logistics organisation Activities of Logistics – 3PL – 4PL – Reverse Logistics - Packaging -Principles, Functions – Types – Concepts - Materials and Cost - Consumer and Industrial Packaging - Infrastructure - Customs Issue - Service utilization Models. Logistics Costs –Concept - Identification of Costs - Accounting methods - Logistics Audit

### UNIT V

Transporting system - Infrastructure and Networks - Freight Management -Route Planning – Containerization - Inter-modal Operators and Transport Economies - Transportation model - Transshipment model - Traveling Sales man technique Logistics Information Systems – Needs - Characteristics – Design - E-Logistics – Structure and Operation. Logistics Resource Management - Global Logistics - Operational and Strategic Issues, Strategic Logistics Planning – Role of government in domestic and international logistics - challenges

**OUTCOMES:** After studying this course the doctoral students could able to understand the basic principles of practices of the subject in current scenario for development of research problems and for further discussions.

### References

1. *S.M.Jha, Services Marketing, Himalaya Publishing Company.*
2. *Cristopher Lovelock, Services Marketing, Prentice Hall.*
3. *Valarie A Zeitmanl and Mary Jo Bitmer, Services Marketing, Tata Mc Graw Hill.*
4. *Apte, Services Marketing, Oxford*
5. *Rao, Services Marketing, Pearson Education*
6. *Stock & Lambert Strategic Logistics Management*
7. *Raghuram & Rangraj Logistics & Supply chain management; cases & concepts*
8. *Bowersox, Closs& Cooper Supply Chain Logistics Management*