



# SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION (MBA) FOR THE EXAMINATION OF 2013-14

Note:

1. Examination in each subject will be of 3 hours duration.
2. Maximum Marks for external/written examination is 50 marks and internal assessment is 50 marks except for seminar and workshop courses.

Instructions to the paper setters

IF THERE ARE TWO UNITS:

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\*\*Comprehensive VivaVoce of 2<sup>nd</sup>

Note -

Paper Code MBA BI-1001

PRINCIPLES AND PRACTICES OF  
MANAGEMENT

Credit = 4  
Marks = 100

Objectives: The objective of the paper is to acquaint the students with the importance of management in our day to day life, help student to trace the evolution of Management thought and appreciate the various functions of management.

SECTION - A

Management

Objectives: To provide students with an understanding of basic economic principles of production & exchange essential tools in making business decisions in today's global economy. The participant is expected to gain understanding of how the economy works, covering microeconomic description of business applications, including pricing for profit maximization, price elasticity, market structures and modeling of business in varying economic climates.

#### SECTION A

Introduction to Managerial Economics: Nature & Scope and Importance of Managerial Economics.

Basic Concepts in decision making: Opportunity cost principle, incremental principle, time element in decision making.

Distinction between micro and macroeconomics.

#### SECTION B

Demand Concepts and Analysis: Individual Demand, Market Demand, Kinds of Demand, Determinants of Demand, Demand Functions, Demand Schedule and Law of Demand.

Theory of Consumer Behavior: Cardinal Utility Approach and Ordinal Utility (Indifference Curves) Approach

Elasticity of Demand: Concept, Types, Measurement and importance.

Demand Forecasting: Sources of Data & Forecasting: Expert Opinions, Surveys and Market Experiments, Time Series Analysis: Trend Projection, Barometric Forecasting, Leading Indicators, Composite and diffusion Indices.

#### SECTION C

Production Function: Concept, types Cobb Douglas and CES Production Function



Paper Code MBA BI-1004

BUSINESS STATISTICS

Credit = 4  
Marks = 100

Objectives: The objective of the course is to equip the students with techniques for data analysis. Data need to be analyzed, classified and interpreted to facilitate decision making.





Objectives: The objective of the paper is to create Legal Awareness, to give exposure to various laws and acts which have impact on business industry, to give inputs relating to procedure of starting a new company. The paper also aims to make the student understand the concept of Ethics and its role in business life for corporate growth.

#### SECTION A

The Indian Contract Act, 1872: Nature and kinds of contracts Offer and Acceptance

Paper Code MBABI -1007

WORKSHOP ON INFORMATION  
TECHNOLOGY AND SYSTEMS

Credits = 2  
Marks = 50

Objectives: This course aims at understanding of basics of Information Technology. The participants are expected to develop proficiency in the use of personal computers

SECTION A

Introduction to Computers: Classification of computers, Components of Computer System, Introduction to High level and low level languages. Software: System Software and Application Software, Networking concepts and Classification, Internet and intranet, Practical on Internet using emails, Use of search engines

SECTION B

MSSECTc

Objective: To encourage the all round development of participants by focusing on soft skills and to make them aware about the importance, role and the content of soft skills through instruction, knowledge acquisition and practice.

SECTION A

Meaning and importance of communication in business  
Process types of communication: formal and informal and their characteristics  
essentials of effective business communication  
channels of communication, their effectiveness, limitations  
Barriers of communication  
approaches to effective Communication  
Presentations, Book Reviews and Summaries

SECTION B

Time Management and Goal Setting  
Identification of Time Wasters





Objectives: The main aim of the paper is to understand the nature, tasks and the environment under which marketing operates, to study the theory, principles and practical aspects of various marketing functions, and to learn to take marketing decisions.

#### SECTION A

Introduction to Marketing: Definition, Scope and Importance of Marketing, Key Customer Markets Concepts/Philosophies of Marketing, Holistic Marketing Concept, Marketing Tasks, Marketing Mix  
Marketing Environment: Marketing Environment, New Marketing Realities, New Consumer Capabilities  
Demographic Environment, Social-Cultural Environment, Natural Environment, Technological Environment and Political-Legal Environment, SWOT analysis.

#### SECTION B

Analyzing Markets: Marketing Research Process, Sources of data collection, factors influencing Consumer behavior, Buying Decision Process, Post-Purchase Behavior, Organizational Buying, Stages in the Buying Process.

Market Segmentation: Levels of Market Segmentation, segmenting consumer markets, Niche Marketing, segmenting business markets, Michael Porter's Five Forces Model, Analyzing competitors, strategies for market leader, Targeting and Positioning.

#### SECTION C

Product Decisions: Product characteristics, classifications, differentiation, packaging and labeling, Product Life Cycle.

Pricing Strategies: Understanding Pricing, Setting the Price, Initiating and Responding to Price Changes, Reactions to Competitor Price Changes.

#### SECTION D

Marketing Channels: Marketing Channels, Role of Marketing Channels, Identifying Major Channel Alternatives, Types of Intermediaries, Channel Management Decisions, Retailing, Wholesaling.

Marketing Communication: The Role of Marketing Communication, Communications Mix, Advertising, Sales Promotion, Public Relations and Publicity, Events and Experiences, Direct and Interactive Marketing, Personal Selling.

Suggested Readings:

1. P. Kotler, and K.J. Keller Marketing Manage

Paper Code:





Objectives: The main objective of this course is to help understand the nature, scope, complexities and process of defining a business, research question. The learning focus is on developing business research skills facilitate managerial decision making.

#### SECTION A

Introduction : Meaning, Features, Objectives/Motives & types of Research  
Research Process, Significance of Research in Managerial decision making.  
Research Design Meaning, Characteristics and various concepts  
classification of Research Design, General phases and principles of Research Procedure.

#### SECTION B

Data Collection: Sources of Data  
Primary/Secondary Methods of collecting data  
direct personal interview,





Objectives: Projects are non-recurring activities requiring a different set of skill for planning as compared to regular and operative activities. The course is aimed at developing the understanding of project activities and relevant skills.

#### SECTION A

Introduction to Project Management: Objectives of a Project, Need for Project Management, Project Life cycle, Project Management Framework, Steps in Project Planning, Managing Risk, Components of Risk Management

#### SECTION B

Market Analysis: Market and Demand Analysis, Market Survey, Demand Forecasting, Uncertainties in Demand Forecasting.

Methods of Demand forecasting: Time series projection methods & causal methods

Technical Analysis: Product Mix, Plant Capacity, Materials and Inputs, Machinery and Equipment, Technical arrangements, Environmental aspects

Project Costing and Finance Cost of project, Cost of production, Means of Financing Project, Working capital requirements and its financing, profitability projections, projected cash flow statement, project balance sheet

#### SECTION C

Project Appraisal: Time Value of Money, Project Appraisal Techniques, Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost, Ratio Cost Benefit Analysis, Assessment of various methods.

Risk Analysis: Measures of Risk, Sensitivity Analysis, Scenario analysis, Break even method, Simulation Analysis, Decision Tree Analysis, Application of project appraisal techniques in current environment.

#### SECTION D

Project Scheduling/Network Techniques in Project Management, Concept of EOT, LOT, CPM and PERT Analysis, Float times, Crashing of Activities, Contraction of Network for Cost Optimization.

Suggested Readings:

1. M. Patel: Project Management, Strategic Financial Planning Evaluation and Control, Vikas Publishing
2. Prasama Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Robert K Wysocki, Robert Bick and David B Crane Effective Project Management, John Wiley and Sons



Paper Code MBA BI-3003

MANAGEMENT OF BANKING SERVICE  
OPERATIONS

Credit = 4  
Marks = 100

Objective: The focus of the course is directed towards the various operations performed in banks and the different ways of managing risk faced by banks giving knowledge about the use of technology in banking.

SECTION





Paper Code MBA BI-M-3005

MARKETING RESEARCH AND  
CONSUMER BEHAVIOUR FOR  
FINANCIAL SERVICES

Credit = 4  
Marks = 100

Objectives: The course is intended to help participants get acquainted with various research concepts, techniques and procedures and to develop their ability to conduct, evaluate, use and present findings with special reference to financial services. The course will also help students to understand the various factors affecting consumer behavior and to understand the process of consumer buying of the financial products and services.

SECTION A

Introduction to Consumer Behavior: Introduction, Applications of consumer behavior, Consumer behavior and marketing strategy, Situational

Objectives: The course is designed with an aim to develop an understanding of the decision processes in advertising from a marketer's point of view and to understand the concept, methods and strategies of sales management that are applicable for financial products and services.

SECTION A

Introduction to Advertising: Advertising an element in Marketing Mix, Role and Importance  
Difference between advertisement and publicity  
Advertising as a means of communication, Setting Advertising

Objective: The objective of this course is to develop a conceptual framework of international marketing management so as to provide necessary knowledge and tools to develop marketing strategies for a variety of

Objective: This course aims to provide an in-depth perspective into internet marketing and help participants to appreciate internet as an integral part of an organisation's marketing mix. The primary objective of the course is to focus on how the Internet can serve as an invaluable resource for marketing of financial services

#### SECTION A

Internet Marketing, Definition and Concepts, Fundamentals of Internet Business Models, Revenue models, Localization and Customization, Developing Capabilities for competing on the web. Marketing Perspective in the Internet Age. Internet Marketing Environment. Internet Marketing Information System.

#### SECTION B

Internet marketing mix. Customer satisfaction, loyalty and retention. Customer Relationship Management. Branding in Internet marketing. Marketing and online publishing including digital copyrights, Intellectual Property Rights  
Marketing organization for internet marketing. Marketing control and the impact of internet on it.

#### SECTION C

Interactive Marketing: Online Advertising, Display Advertising, Email Marketing Social and Business Networking. Product Opinion Sites. Measuring Internet Marketing Effectiveness: Strategic planning for e marketing, Strategies for internet Business. Taking Internet Marketing International. Mobile Marketing.

The technology behind Internet Marketing Website publishing, The Website, Search Engine, Web browsers, Website registration and web hoisting, Generating traffic to website, Monitoring web activity

#### SECTION D

Marketing of financial services on internet: E-payment mechanism Website costs.  
Ethical and Legal Issues Protection of cyberconsumers in India and CPA 1986  
IT Act, 2000.  
Case studies on marketing of financial services on internet.

#### Suggested Readings

1. Judy Strauss & Raymond Frost: Marketing, PHI Learning
2. Ravi Kalakota & Andrew B. Whinston, Frontiers of Electronic Commerce, Pearson Press
3. Jeffery F. Rayport & Bernard J. Jaworski: E-Commerce Tata McGraw Hill
4. P.T Joseph: E-Commerce

Objectives: The course has been designed to develop understanding of different concepts relating to analysis of investment and portfolio management and to provide exposure to derivatives market, its working and inputs on strategies used in derivatives market

#### SECTION-A

Introduction to Investment Management: Concept and objectives of investment, Difference between Investment and Speculation, Investment and Gambling, Meaning of Investment Management, Investment Management Process, Investment Alternatives, Features of Investment Avenues, Types of Management Strategies, Approaches to Investment.

Risk and Return: Concept of Risk, Components of Investment Risk, Measurement of Risk through Standard Deviation, Regression Equation, Covariance, Concept of Return, Expected Yield, Actual Yield, Holding Period Yield, Relationship between Risk and Return

Valuation of Security: Valuation of Equity Shares: Balance Sheet Techniques, Relative Valuation Techniques, Discounted Cash Flow Techniques, Valuation of Bonds: Bonds with maturity, Perpetual Bonds, Valuation of Preference Shares.

#### SECTION-B

Efficient Market Theory: Random walk, Weak form, semi-strong and strong form of market, Empirical tests Comparison between random walk.

Economic and Industry Analysis: Macro-Economic Analysis, Forecasting, Industry Analysis, Sensitivity of Business Cycle, Industry Life Cycle Analysis, Porter Model of Assessment of Profit Potential of Industries Company Analysis: Meaning of Company Analysis, Strategy Analysis, Accounting Analysis, Financial Analysis, and Estimation of Intrinsic Value.

#### SECTION-C

Technical Analysis: Meaning, Difference between Technical and Fundamental Analysis, Assumptions, Tools, Dow Theory, Testing Technical Trading Rules, Evaluation of Technical Analysis.

Portfolio Theory:

Objective: To enable the students to understand cost management system and develop an insight into application of cost analysis from strategic perspective.

SECTION A

Strategic Cost Management Meaning, Nature and Significance of Strategic Cost Management, ~~ations~~  
of Traditional Costing, Difference between Conventional Cost Analysis and Strategic Cost Analysis, Financial,  
Operational and Strategic Views of Cost, Cont

Paper Code MBA BI-F-3011

FINANCIAL ENGINEERING

Credit = 4

Marks = 100

Objective: This course aims at developing understanding and analytical skills among participants regarding applications of Financial Engineering

SECTION A

Meaning of Financial Engineering, Factors Contributing to Growth of Financial Engineering, Financial Engineering Process and Strategies.

SECTION B

Credit analysis:

Risks: sovereign and country risks, industry risks, management factor, financial analysis.

Credit ratings: credit spreads, interest coverage ratio and its effect on industries classification, process of credit ratings.

SECTION C

Options:

Principles of options, factor 6.294n145(i)16.6354(ng)] TJ ET BT 181(t)-5.145(e)30.1727(gj)-6.09384(0062(i)16

Objectives: Liberalized economy has generated many opportunities of combining businesses to create wealth. The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how mergers, acquisition and corporate restructuring is implemented.

#### SECTION A

Mergers: Meaning of Merger, Reasons for M&A Classification of Mergers, Types of Merger: Horizontal Mergers, Vertical Mergers, Conglomerate Mergers, Accretive Merger and Dilutive Merger, Reverse Merger: Process and Myths about Reverse Merger.

Acquisition: Meaning of Acquisition, Types of Acquisition: Asset Purchase, Stock Purchase, Difference between Mergers and Acquisition, Motives behind M & A, Value Drivers in M & A, Reasons for failure of M&A, Process of







Objective: The objective of this course is to enhance the understanding of Indian corporate environment relating to legislative framework. Emphasis would be given to provisions and case laws of various acts applicable to the financial sector organizations

#### SECTION -A

The Industrial Disputes Act, 1947: Industry, Workman, Industrial Dispute methods and authorities for the settlement of industrial disputes, Strikes and Lockouts; Layoff and Retrenchment.  
Employees Provident Fund & Miscellaneous Provisions Act, 1952- schemes and authorities,

#### SECTION -B

The Trade Unions Act, 1926: Trade Union, Registration, of Trade Unions, Rights and Liabilities of registered trade unions.  
Payment of Wages Act, 1936 deductions and authorities,  
Minimum wages act, 1948 fair wages, living wages, minimum wages, fixation of minimum rate of wages,

#### SECTION -C

Factories Act, 1948: Fact-5.145(i)-5.145(e)30.7[3(o)-22.7292(n)33.2708(s)-24.8273( )-2 r46(m)48.90624-22.72





Objectives: The paper aims to make the students understand a systems view of operations and to understand the conversion of inputs into outputs with various technologies

SECTION A

Operations Management: Concepts and Functions

Product Design & Development: Product Design and its Characteristics, Product Development Process (Technical) Product Development Techniques.

Process Selection: Project, Job, Batch, Mass & Process types of Production Systems, Product Process Mix

SECTION B

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Objectives: This course is designed to help participants understand the importance of managing Technology and innovation leading to better appreciation of them being a source of competitive advantage in financial sector.

#### SECTION A

Technology Management: Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge; Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad. Technological Intelligence Forecasting, Global Trends in Technology Management.

#### SECTION B

Change Management: Understanding the Nature, Importance, Forces, Types of Change; Diagnosing Organizational Capability to Change; Strategy, Structure, Systems and People; Building Culture and Climate for Change: Role of Leadership; Managing Transformations.

#### SECTION C

Innovations Management: Invention vs. Innovation; Innovation Strategies and Models; ~~Orant~~ Engineering  
Creative and Lateral Thinking Management: Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking.

#### SECTION D

Technology management in financial sector Leveraging technology for growth in financial sector organizations.

Product and process innovations in banking and insurance

Case studies in technology management in financial services.

#### Suggested Readings:

1. Hossein Bidgoli (2010). The Handbook of Technology Management (3 Volume Set), Wiley.
2. Larisa V. Shavinina (2003), The International Handbook of Innovation, First Edition, Wiley Science, Permagon
3. Tushman, Michael L and Philip Anderson (2004). Managing Strategic Innovation and Change, 2nd Edition Oxford University Press.
4. Adair, John (2007). Leadership for Innovation, Kogan Page India Private Limited.
5. Narayanan, V K. (2001). Managing Technology and Innovation for Competitive Advantage. Pearson Education.
6. Frederick Betz (2003), Managing Technological Innovation, Competitive Advantage from change, Second Edition, John Wiley & Sons, Inc. , USA.
7. White, Margaret A. and Bruton, Garry D. (2011) The Management of Technology and Innovation: A Strategic Approach, 2nd Edition, engage Learning



Objective: The objective of this course is to create indepth understanding of various corporate strategies, their formulation, implementation and process of change in strategies. Further the course will participants to appraise various strategies issues.

#### SECTION A

Introduction: Conceptual framework of strategic management, Strategic formation process, Approaches to strategies decision making, Pitfalls, Techniques for improvement, Missio  
Objectives and Goals Significance, Characteristics and formation Missio  
Porters five force model and strategies groups, Competitive advantage, Distinctive Competencies  
Organizational Analysis through Internal Scanning Value chain analysis, Organization structure and culture, Various strategies issues.

#### SECTION B

Strategy Formulation: SWOT analysis, Strategies Factor Analysis Summary (SFAS), TOWS matrix, Corporate Strategy: Stability, Profit, Growth, Concentration, Diversification, Cost leadership, Differentiation, Focus, Life cycle effects Tactics  
Functional Strategy: Marketing, Financial, Operation, Human resource, Research and development, Risk culture, Strategy in global environment.

#### SECTION C

Building and Restructuring Business: Start up route, Acquisition, Joint venture, Merger, Takeover, Restructuring, Retrenchment, Divestment, Harvest, Liquidation, Turnaround strategy.  
Strategic Choice Concept, Process, BCG Matrix, GE matrix, Corporate parenting, Process of strategic choice, Balance scorecard  
Implementation of Strategy: Designing of structure, Designing of effective control system, ISO 9000, Strategic system, Strategic change process.

#### SECTION D

Strategic Evaluation and Control: Techniques of strategic evaluation and control, Strategic issues in technology management  
Strategic Management of non-profit organization and Entrepreneurial ventures issues in evaluation and control

#### Suggested Readings:

1. Charles W.L.Hill and Gareth P Jones: Strategic Management, Prentice Hall Press.
2. Glueck: Business Policy and Strategic

Objectives: The subject would enable the participants to understand the parameters of accountability, control and reporting system by the corporate board. Participants will have an insight into the interactive relationship

Objectives: The prime focus of this workshop is on developing entrepreneurship skills in participants by sensitizing them of the competencies required and institutional framework promoting entrepreneurial spirit in India. The course also aims at giving insights into the Management of Small and Family Businesses.

## SECTION A

Entrepreneurship: Concept and Definitions, Entrepreneurship and Economic Development, Classification and Types of Entrepreneurs, Entrepreneurial Competencies, Factor Affecting Entrepreneurial Growth Economic, Non-Economic Factors, EDP Programmes, Entrepreneurial Training Traits/Qualities of an Entrepreneur, Entrepreneur Manager Vs. Entrepreneur.

## SECTION B

Identification and Product Selection, Entrepreneurial Opportunity Search and Identification, Criteria to Select a Product, Conducting Feasibility Studies, Project Finalization, Sources of Information.

## SECTION C

Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale, Rationale, Objective, Scope, Role of SME in Economic Development of India, SME Registration, NOC from Pollution Board, Machinery and Equipment Selection, Preparing Project Report, Project Planning and Scheduling.

## SECTION D

Role of Support Institutions: Director of Industries, DIC, SIDO, SIDBI, SIDC, SISI, NSIC, NISBUED, SFC, Management of Small Business, Marketing Management, Production Management, Finance Management, Human Resource Management, Export Marketing.

## Suggested Readings:

1. D.F. Kuratko and R.M. Hodgetts: Entrepreneurship Theory, Process and Practice, Thomson Press
2. J.S. Saini: Entrepreneurship and Small Business in India, Himalaya Publishing House
3. P. Charantimath: Entrepreneurship Development: Small Business Enterprises, Pearson Education.
4. Vasant Desai: Small-Scale Industries and Entrepreneurship, Himalaya Publishing House
5. Otes David: A Guide to Entrepreneurship, Paico Books Publishing House
6. D.H. Holt: Entrepreneurship New Venture Creation, Prentice Hall India.
7. A. Kaulgud: Entrepreneurship Management, Vikas Publishing House.
8. B. Theduri: Entrepreneurship Development: An Analytical Study, Akansha Publishing House.

Objective: To understand the basic concepts of operations research and its usage for business managers. The paper also deals with understanding Total Quality Management concept and principles and the various tools available to achieve Total Quality Management and create awareness about the ISO and QS certification process and its need for the industries.

## SECTION A

Operations Research: Introduction to OR Definition, Characteristics, Scope and Necessity of OR Models Principles and Types

Decision making: Decision making environment, Decision making under certainty, Decision making under uncertainty, Decision making under risk, Decision Tree Analysis.

Modelling with Linear Programming : Two variable LP Model, Graphical LP solution, Simplex Method and Duality.

## SECTION B

Transportation Model and its variants: Definition of Transportation Model, Non-traditional Transportation Models, The Transportation Algorithm, The assignment model, The Transshipment Model.

Network Models: Scope and Definition of Network Model, PERT, CPM, Phases of a Project, Network Arrow Diagrams, Slack, Critical Path, Float, Crashing the Network

## SECTION C

Total Quality Management (TQM): Concept and definition of quality, Dimensions of quality, Obstacles and benefits of TQM, Leadership, Customer satisfaction, Employee Involvement, Total Quality Management (TQM) [119.8 Tm [(T)21.8316(s

Objectives: The course has been designed to develop understanding of basic requirements of various legal & regulatory aspects of Banking & Insurance.

SECTION

Paper Code MBABI -4008

MARKETING OF FINANCIAL SERVICES

Credit = 4  
Marks = 100

Objective: The objective of the course is to acquaint the students with the various aspects of Marketing of Financial Services

SECTION A

Objectives: This course provides an introduction to risk management and the issues involved in identifying, measuring, computing and managing various risks.

SECTION A

Introduction of Risk: Risk vs Return for investors and companies. Risk identification, Systematic and unsystematic risk, Key risks interest rate risk, market risk, currency risk, credit risk, liquidity risk, legal and operational risk.

Measurement of Risk.

Risk Managem





Objectives: Participants are expected to appreciate importance of integrated marketing communications used in financial organizations Purpose is to equip participants to develop a basic integrated marketing communications plan for financial products and services.

## SECTION A

Role of IMC in marketing process, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications.

Advertising: Purpose, Role, Functions, Types, Advertising at various stages of PLC.

Advertising objectives and Budgeting: Goal setting, DAGMAR approach.

## SECTION B

Media planning: Developing Media plan, Problems encountered, Media Evaluation, Print, Broadcast media, Support media in advertising. Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy.

## SECTION C

Promotion: Meaning, Importance, tools used, conventional/unconventional, drawbacks, push pull strategies

Public relation Publicity:- Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising Role, Types, Limitations, PR Vs Publicity. Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre testing, Post testing.

## SECTION D

Integrated Marketing Communications for financial products and services

Event Management: Introduction Purpose of organizing an Event, Key elements of Events, Concepts of promotion and pricing in events.

Ethics and social responsibility in IMC campaigns. Evaluating Marketing Communication Program

Direct Marketing of financial products and services Features, Functions, Growth, Advantages Disadvantages Direct Marketing Strategies.

Case studies.

Suggested Readings:

1. Don Schultz and Heidi Schultz: IMC: The Next Generation, McGraw Hill

2. Tom Duncan: Principles of Advertising and IMC, McGraw Hill.

3. M Dahlen, F Lange and T. Smith: Marketing Communications: A Brand Narrative Approach, Wiley

4. Belch and Belch: Advertising and Promotions Integrated Marketing Communication Perspective, Tata Mc Graw Hill.

5. S. N. Murthy and UBhojanna: Advertising An IMC Perspective, Excel Books.

6. Clow, Baack: Integrated Advertising, Promotion, and Marketing Communications, Pearson Education

7. Rajeev Batra, John G Myers & Aaker: Advertising Management, PHI.

8. Sanjaya Singh: Event Marketing and Management, Vikas Publications.

9. Kenneth Clow & Donald Bach: Integrated Marketing Communications, Prentice Hall





Paper Code:

Objective: The objective of the course is to provide participants with the necessary skills and understanding of the training and development concepts that will help them in designing and delivering better training for employees in financial organizations.

#### SECTION A

Introduction to Training and Development- Definition, Objectives, Benefits, Role and Responsibility of Training, Forces influencing working and learning

Training Needs Assessment- Concept, Process of Training Needs Assessment, Levels of Training Needs Analysis- Organisational Analysis, Task Analysis, Person Analysis; Significance of Training Needs Analysis Learning Concept, Principles of Learning, Kolb's Learning Cycle, Conditions for Transfer of Learning

#### SECTION B

Training Design- Defining objectives of Training, Make or Buy Decision, Selecting the Trainer, Preparing Lesson Plans, Selecting Training Methods and Media, Preparing Training Materials, Scheduling the Training Programme, Factors influencing Transfer of Training

Training Methods- Classification of Training Methods- On-the job training, Classroom methods and Self paced method- Job instruction, Job rotation, Coaching, Mentoring, Lectures, Conference, Audio Visual (Static and Dynamic Media), Assessment Centres, Role Exercises, Case study, Role playing, Discussion Method,

Objectives:

