

OBJECTIVE: To study and critically analyze the basic concepts in marketing and to cater the needs of marketing industry.

COURSE:

MODULE-I: FUNDAMENTALS OF MARKETING

Introduction-origin of marketing – Concepts of marketing – Nature and scope of marketing – Importance of marketing – Functions of marketing – Need for marketing- Role of marketing manager – Marketing Environment. (Case study)

MODULE-II: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR:

Market Segmentation – Meaning, definition – Segmenting the market – Basis of segmentation – Target and positioning – Marketing Mix – 4p's of Marketing.

Consumer Behavior – Difference between customer and consumer – B2B marketing – B2C marketing – Consumer behavior model – Factors influencing consumer behavior. (Case study)

MODULE-III: PRODUCT AND PRICING : Product – meaning, characteristics – product concept – classification of product – Product life cycle – Branding – Elements of branding – packaging – Importance of packaging in marketing – Pricing – Types of pricing – Factors influencing pricing decisions. (Case study)

MODULE-IV: PROMOTION AND SALES : Promotion – Various types of Promotion – Importance of promotion – Sales – meaning, definition – personal selling – Distribution – channels of distribution – difference between sales and marketing. (Case study)

MODULE-V: COMMUNICATION: Communicating value: Designing and Managing Marketing communications- Advertising-Direct Marketing and Personal selling-Sales promotion- Events and Public relations: Competitive Marketing Strategies-Emerging Trends in Marketing

RECOMMENDED BOOKS:

1. Marketing Management – Philip Kotler
2. Marketing Management – Rajan Nair
3. Marketing Management – Sontaki & Sontaki

OBJECTIVE: To familiarize the students with the processes and mechanism of managing human resources.

COURSE:

MODULE-I: NATURE AND SCOPE OF HRM:

Introduction to HRM – Meaning – Definition – Scope of HRM – Nature of HRM – Importance of HRM – Functions of HRM - Objectives of HRM – Limitations of HRM – Careers in HRM. (Case Study)

MODULE-II: HUMAN RESOURCE PLANNING:

Meaning – Definition – HRP Planning, Objectives – Functions of HRP – Need for HRP – Benefits of HRP – Limitations of HRP. **JOB ANALYSIS** : Meaning – Definition – Use of Job Analysis – Job description, Definition, Contents – Job specification, Definition, Contents – Job Description Vs Job Specification – Job design, definition, objectives. (Case Study)

MODULE-III: RECRUITMENT AND SELECTION: Meaning – Definition – Sources of Recruitment – Process of Recruitment – Selection – Process of Selection – Placement, Definition, Importance – Induction, Objectives, Procedure (Case study)

MODULE-IV: TRAINING AND DEVELOPMENT: Definition – Concept of Training and development – Need and importance of training – Methods of training – Executive Development, Importance, Process. (Case study)

MODULE-V: EMPLOYEE COMPENSATION: Factors affecting compensation-job evaluation-components of wage-monetary and non monetary incentives – fringe benefits. Compensation for different categories : executive, Managerial, Non – Managerial

REFERENCE BOOKS:

1. Human Resource Management : C.B.Gupta
2. Human Resource Management : K.Aswathappa
3. Human Resource Management : P. Subba Rao
4. Personnel management – Mamoria C.B.

