



MU BMS MARKETING Sem 2 syllabus

Principles of Management

UNIT 1 - Nature of Management

- Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid.
- Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach.

UNIT 2 -Planning and Decision Making

- Planning: Meaning, Importance, Elements, Process, Limitations and MBO.
- Decision Making: Meaning, Importance, Process, Techniques of Decision Making.

UNIT 3 - Organizing

- Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations
- Departmentation: Meaning, Basis and Significance
- Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control
Centralization vs Decentralization
- Delegation: Authority & Responsibility relationship

UNIT 4 - Directing, Leadership, Co-ordination and Controlling

- Directing: Meaning and Process
- Leadership: Meaning, Styles and Qualities of Good Leader
- Co-ordination as an Essence of Management
- Controlling: Meaning, Process and Techniques

- Recent Trends: Green Management & CSR

Principle of Marketing

Principles of Marketing

Introduction to Marketing

- Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function
- Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.
- Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.

Marketing Environment, Research and Consumer Behaviour

2 Marketing Environment, Research and Consumer Behaviour

- The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.
 - Macro environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (PEST Analysis)
 - Marketing research: Meaning, features, Importance of marketing research.
- Types of marketing research: Product research; Sales research; consumer/customer research; production research
- MIS: Meaning, features and Importance
 - Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour

Marketing Mix

- Marketing mix: Meaning -elements of Marketing Mix.
- Product-product mix-product line lifecycle-product planning - New product

development- failure of new product-levels of product.

- Branding -Packing and packaging - role and importance
- Pricing - objectives- factors influencing pricing policy and Pricing strategy.
- Physical distribution - meaning - factor affecting channel selection- types of marketing channels
- Promotion - meaning and significance of promotion. Promotion tools (brief)

Segmentation, Targeting and Positioning and Trends In Marketing

- Segmentation - meaning , importance , basis
- Targeting - meaning , types
- Positioning - meaning - strategies
- New trends in marketing - E-marketing , Internet marketing and marketing using Social network
- Social marketing/ Relationship marketing

Business Communication-II

Presentation Skills

Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation

Effective use of OHP

Effective use of Transparencies

How to make a Power-Point Presentation

2 Group Communication

Interviews:Group Discussion Preparing for an Interview, Types of Interviews -

Selection, Appraisal, Grievance, Exit

Meetings:Need and Importance of Meetings, Conduct of Meeting and Group

Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice,

Agenda and Resolutions

Conference:Meaning and Importance of Conference Organizing a Conference

Modern Methods: Video and Tele - Conferencing

Public Relations: Meaning, Functions of PR Department, External and Internal

Measures of PR

3 Business Correspondence

Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief

introduction to be given)

Only following to be taught in detail:-

Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters,

promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to

Information (RTI) Act

4 Language and Writing Skills

Reports: Parts, Types, Feasibility Reports, Investigative Reports

Summarisation: Identification of main and supporting/sub points

Presenting

these in a cohesive manner

Business Mathematics

Business Mathematics

1 Elementary Financial Mathematics

- Simple and Compound Interest: Interest compounded once a year, more than

once a year, continuous, nominal and effective rate of interest

- Annuity-Present and future value-sinking funds

- Depreciation of Assets: Equated Monthly Installments (EMI)- using flat

interest rate and reducing balance method.

- Functions: Algebraic functions and the functions used in business and

economics, Break Even and Equilibrium point.

- Permutation and Combination: (Simple problems to be solved with the

calculator only)

2 Matrices and Determinants

- Matrices: Some important definitions and some important results.

Matrix

operation (Addition, scalar multiplication, matrix multiplication, transpose of a matrix)

- Determinants of a matrix of order two or three: properties and results of

Determinants

- Solving a system of linear equations using Cramer's rule
- Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix

inversion method

- Case study: Input Output Analysis

3 Derivatives and Applications of Derivatives

- Introduction and Concept: Derivatives of constant function, logarithmic

functions, polynomial and exponential function

- Rules of derivatives: addition, multiplication, quotient

- Second order derivatives

- Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost.

Total revenue, Marginal revenue, Average revenue. Average and Marginal

profit. Price elasticity of demand

4 Numerical Analysis [Interpolation]

- Introduction and concept: Finite differences - forward difference operator -

Newton's forward difference formula with simple examples

- Backward Difference Operator. Newton's backward interpolation formula with

simple examples

Foundation Course - Value Education and Soft Skill - II

UNIT -1 Globalization and Indian Society

Understanding the concepts of liberalization, privatization, and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on the industry: changes in employment and increasing migration; Changes in the agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.

UNIT -2 Human Rights

Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

UNIT-3 Ecology

Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment

UNIT -4 Understanding Stress and Conflict

Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics, and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict

UNIT 5 Managing Stress and Conflict in Contemporary Society

Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

Board

Business Environment

Business Environment

1 Introduction to Business Environment

- Business: Meaning, Definition, Nature & Scope, Types of Business Organizations

- Business Environment: Meaning, Characteristics, Scope and Significance,

Components of Business Environment

- Micro and Macro Environment: Definition, Differentiation, Analysis of Business

Environment, SWOT Analysis.

- Introduction to Micro-Environment:

Internal Environment: Value system, Mission, Objectives,

Organizational

Structure, Organizational Resources, Company Image, Brand Equity

External Environment: Firm, customers, suppliers, distributors,

Competitors, Society

- Introduction to Macro Components: Demographic, Natural,

Political, Social,

Cultural, Economic, Technological, International and Legal)

2 Political and Legal environment

- Political Institutions: Legislature, Executive, Judiciary, Role of

government in

Business, Legal framework in India.

- Economic environment: economic system and economic policies.

Concept of

Capitalism, Socialism and Mixed Economy

- Impact of business on Private sector, Public sector and Joint sector

- Sun-rise sectors of India Economy. Challenges of Indian economy.

3 Social and Cultural Environment, Technological environment and Competitive Environment

- Social and Cultural Environment: Nature, Impact of foreign culture on

Business, Traditional Values and its Impact, Social Audit - Meaning and

Importance of Corporate Governance and Social Responsibility of Business

- Technological environment: Features, impact of technology on Business

- Competitive Environment: Meaning, Michael Porter's Five Forces Analysis,

Competitive Strategies

4 International Environment

- International Environment -

GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s

WTO, Functions of WTO, Pros and Cons of WTO.

Globalization: Meaning, Nature and stages of Globalization, features of

Globalization, Foreign Market entry strategies, LPG model.

MNCs: Definition, meaning, merits, demerits, MNCs in India
FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India,
• Challenges faced by International Business and Investment Opportunities for Indian Industry.

Industrial Law

Industrial Law

1 Laws Related to Industrial Relations and Industrial Disputes

- Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure
- The Trade Union Act, 1926

2 Laws Related to Health, Safety and Welfare

- The Factory Act 1948: (Provisions related to Health, Safety and Welfare)
- The Workmen's Compensation Act, 1923 Provisions:
Introduction: The doctrine of assumed risk, The doctrine of Common Employment, The doctrine of Contributory Negligence
Definitions
Employers liability for compensation (S-3 to 13)
Rules as to Compensation (Sec 4 to Sec 9) (14 A & 17)

3 Social Legislation

- Employee State Insurance Act 1948: Definition and Employees Provident Fund
- Miscellaneous Provision Act 1948: Schemes, Administration and determination of dues

4 Laws Related To Compensation Management

- The payment of Wages Act 1948: Objectives, Definition, Authorised Deductions
- Payment of Bonus Act, 1965
- The Payment Of Gratuity Act, 1972

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