

Course Code	Course Name	Category	L	T	P	J	Credit	Year of introduction
23HSL3MA	Marketing Management	VAC	3	0	0	0	3	2023

### i) COURSE OVERVIEW

The objective of this course is to enable the students to demonstrate strong conceptual knowledge in the functional area of marketing management and its application.

### ii) COURSE OUTCOMES

After the completion of the course, the student will be able to:

CO1	Explain the basic concepts, and techniques of marketing management.	Understand
CO2	Develop unique marketing mixes and selling propositions for specific products	Apply
CO3	Apply the Value Based Pricing Framework to formulate pricing decisions.	Apply
CO4	Develop written sales plans and professional interactive presentations	Apply
CO5	Examine the overall role that advertising plays in the business world.	Analyse

### iii) SYLLABUS

Introduction to Marketing and Marketing Management Marketing Concepts – Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.

Product Decisions Concept of a Product - Product mix decisions - Brand Decision – New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle.

Price Decisions Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy.

Channel Decision Nature of Marketing Channels –. Types of Channel flows – Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.

Promotion Decision Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising – Advertisement effectiveness - - Sales Force Decision.

**iv) a) Text Book**

1. K.S. Chandrasekar, Marketing Management Text And Cases, Tata McGraw-Hill Publication, New Delhi, 2012.
2. Govindarajan, Marketing Management Concepts, Cases, Challenges and Trends, Prentice Hall of India, New Delhi, 2009.

**b) REFERENCES**

1. Philip Kotler, Marketing Management- Analysis Planning and Control, Prentice Hall of India, New Delhi, 2022.
2. Ramaswamy V S & Namakumari S., Marketing Management Planning, Sage Publications India Pvt Ltd, 2018.
3. Marketing Management: Implementation and Control, Macmillan Business Books, New Delhi, 2002.

**v) COURSE PLAN**

<b>Module</b>	<b>Contents</b>	<b>No. of hours</b>
<b>I</b>	Introduction to Marketing and Marketing Management Marketing Concepts – Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.	<b>7</b>
<b>II</b>	Product Decisions Concept of a Product - Product mix decisions - Brand Decision – New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle,	<b>9</b>
<b>III</b>	Price Decisions Pricing objectives - Pricing policies and constraints - Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.	<b>9</b>
<b>IV</b>	Channel Decision Nature of Marketing Channels –. Types of Channel flows – Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.	<b>10</b>
<b>V</b>	Promotion Decision Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising – Advertisement effectiveness - Sales Force Decision	<b>10</b>
	<b>Total</b>	<b>45</b>

**(ix) ASSESSMENT PATTERN**

Continuous Assessment : End Semester Examination – 40 : 60

Continuous Assessment		
Attendance	:	5 marks
Assignments	:	15 marks
Assessment through Tests	:	20 marks
<b>Total Continuous Assessment</b>	:	<b>40 marks</b>
<b>End Semester Examination</b>	:	<b>60 marks</b>
<b>TOTAL</b>	:	<b>100marks</b>

**(x) CONTINUOUS ASSESSMENT TEST**

- No. of tests: 02
- Maximum Marks: 30
- Test Duration: 1 ½ hours
- Topics: 2 ½ modules

**(xi) END SEMESTER EXAMINATION**

- Maximum Marks: 60
- Exam Duration: 3 hours

<b>Cours e Code</b>	<b>Course Name</b>	<b>Cate gory</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>J</b>	<b>Credi t</b>	<b>Year of Introductio n</b>
23HSL3MB	Information System in Supply Chain Management	VAC	3	0	0	0	3	2023

**i) COURSE OVERVIEW:** The objective of this course is to enable the students to understand and appraise the technological developments effecting supply chain

## **ii) COURSE OUTCOMES**

After the completion of the course, the student will be able to:

CO 1	Explain the role of IT in supply chain	Understand
CO 2	Outline the future of IT in supply chain	Understand
CO3	Analyse the various techniques to promote the development of innovation in supply chain.	Analyse
CO4	Analyse the competitive advantages of supply chain with the different models for effective performance	Analyse
CO5	Develop a supply chain information system	Apply

## **iii) SYLLABUS**

The role of IT in Supply Chain, Uses of IT in inventories, Transportation & facilities within a Supply Chain. The Supply Chain IT frame work-macro Processes

The future of IT in the Supply Chain, Internal Supply Chain management, Supply Relationship Management, The Transaction Management Foundation Data mining – Methods

application area in Supply Chain

Goals of Supply Chain Information Technology, Standardization, information Technology

infrastructure Presentation Devices, Communication Devices. Data base, System architecture.

The Supply Chain IT in Practice, Integrating Supply Chain Information Technology, Stage of Development, Implementation of ERP & DSS. Structure of DSS. Selection of Supply Chain DSS. Supply Chain Master Planning.

Supply Chain Information System Design – Planning, Capacity, Performance requirement'

manufacturing requirement, Operation, Transportation, Inventory Development, E-Business –

Role in Supply chain, Framework, Impact on Cost.

**iv) a) Text Books**

1. N. Chandrasekaran, Supply Chain Management, Oxford University Press, New Delhi, 2010.
2. Donald J Bowersox et al, Supply Chain Logistics Management, McGrawe hill Education (India) Pvt. Ltd.New Delhi, 2009.

**b) REFERENCES**

1. David Simchi-Levi et al, Designing and Managing the Supply Chain –Concepts, Strategies, and Case Studies, McGraw Hill International Edition, 2022.

**v) COURSE PLAN**

<b>Module</b>	<b>Contents</b>	<b>No. of hours</b>
<b>I</b>	The role of IT in Supply Chain, Uses of IT in inventories, Transportation & facilities within a Supply Chain. The Supply Chain IT frame work-macro Processes	<b>9</b>
<b>II</b>	The future of IT in the Supply Chain, Internal Supply Chain management, Supply. Relationship Management, The Transaction Management Foundation Data mining –Methods, application area in Supply Chain..	<b>8</b>
<b>III</b>	Goals of Supply Chain Information Technology, Standardization, information Technology infrastructure Presentation Devises, Communication Devices. Data base, System architecture	<b>8</b>
<b>IV</b>	The Supply Chain IT in Practice, Integrating Supply Chain Information Technology, Stage of Development, Implementation of ERP & DSS. Structure of DSS. Selection of Supply Chain DSS. Supply Chain Master Planning.	<b>10</b>
<b>V</b>	Supply Chain Information System Design – Planning, Capacity, Performance requirement' manufacturing requirement, Operation, Transportation, Inventory Development, E-Business – Role in Supply chain, Framework, Impact on Cost.	<b>10</b>
	<b>Total</b>	<b>45</b>

**(vi) ASSESSMENT PATTERN**

Continuous Assessment : End Semester Examination – 40 : 60

Continuous Assessment		
Attendance	:	5 marks
Assignments	:	15 marks
Assessment through Tests	:	20 marks
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<b>Total Continuous Assessment</b>	:	<b>40 marks</b>
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<b>End Semester Examination</b>	:	<b>60 marks</b>
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<b>TOTAL</b>	:	<b>100marks</b>

**(vii) CONTINUOUS ASSESSMENT TEST**

- No. of tests: 02
- Maximum Marks: 30
- Test Duration: 1 ½ hours
- Topics: 2 ½ modules

**(viii) END SEMESTER EXAMINATION**

- Maximum Marks: 60
- Exam Duration: 3 hours