

MBA (MEDIA MANAGEMENT)



Full Time MBA (Media Management)

Course Session 2021-23

Number of seats: 40

DEPARTMENT OF MANAGEMENT

KUSHABHAUTHAK REPATRAKARITA AVAM JANSANCHAR VISHWAVIDYALAYA
RAIPUR (C.G.)

**TWO YEAR MBA (MEDIA MANAGEMENT) PROGRAMME
COURSE STRUCTURE**

FIRSTSEMESTER

MARKS

SUB CODE	Subject/Paper	Credit	Theory	Internal	Total
101	Management Concepts And Process	4	75	25	100
102	Organizational Behavior	4	75	25	100
103	Managerial Communication	4	75	25	100
104	Information Technology for Media Management	4	75	25	100
105	Introduction to Media Management	4	75	25	100
106	Managerial Economics	4	75	25	100
107	Accounting for Media Management	4	75	25	100
GRAND TOTAL			-	-	700

SECONDSEMESTER

MARKS

SUB CODE	Subject/Paper	Credit	Theory	Internal	Total
	Core subjects				
201	Media Programme Management	4	75	25	100
202	Public Relations	4	75	25	100
203	Research Methodology	4	75	25	100
	Elective subjects (Any Three)				
204	Marketing Management	4	75	25	100
205	Consumer Behavior	4	75	25	100
206	Human Resource Management	4	75	25	100
207	Human Resource Planning and development	4	75	25	100
208	Industrial Relations and labour laws	4	75	25	100
209	Practical and Viva-Voice	4	-	-	100
GRAND TOTAL		-	-	-	700

THIRDSEMESTER

MARKS

SUB CODE	Subject/Paper	Credit	Theory	Internal	Total
	Core subjects				
301	Training and Performance Management	4	75	25	100
302	Media Laws and Ethics	4	75	25	100
303	Sales and Advertising Management	4	75	25	100
	Elective subjects (Any Three)				
304	Business Ethics and Management by Indian Values	4	75	25	100
305	Event Management	4	75	25	100
306	Strategic Management	4	75	25	100
307	Creative Writing	4	75	25	100
308	Creative Speaking	4	75	25	100
309	Practical and Viva-Voice	4	-	-	100
GRAND TOTAL		-	-	-	700

FOURTH SEMESTER**MARKS**

SUB CODE	Subject/Paper	Credit	Theory	Internal	Total
	Core subjects				
401	Entrepreneurship	4	75	25	100
402	Retail Management	4	75	25	100
403	Project and Viva-Voice	12	75	25	300
GRAND TOTAL		-	-	-	500

SEMESTER-1

SUBJECT CODE-101
MANAGEMENT CONCEPTS AND PROCESS

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	• Concepts, Nature, Scope, Significance, Functions and Principles of Management. • Historical evolution of management. • School of management thoughts.
UNIT-2	Planning- • Concepts, components and steps involved in planning process • Advantages, and limitations of planning
UNIT-3	Organizing – • Principles and process of organizing • Organization structures • Line-staff relations • Delegation and decentralization • Staffing
UNIT-4	Directing - • Principles of directing • Motivation concept • Theories of motivation Coordination - • Nature, need, types • Methods of coordination.
UNIT-5	Control - • Concept and process of control • Importance of controlling • Principles of controlling • Types of controls • Elements of an effective control system • Limitation of control

Suggested Readings:

- **Agrawal, R.D. Organization and Management- TMH, New Delhi**
- Stoner and Freeman, **Management**, Prentice Hall, N. Delhi.
- Koontz, O' Donnell Wehrich, **Principles of Management**, McGraw Hill, New York.
- Peter F. Drucker, **The Practice of Management**, Allied Publishers.
- Massie, **Essentials of Management**, AITBS, New Delhi.
- Terry and Franklin, **Principles of Management**, AITBS, New Delhi.

SUBJECT CODE-102
ORGANISATIONAL BEHAVIOUR

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	Introduction - ● Definition, Concept, Need for and Importance of OB. ● Nature and scope of OB. ● OB Models, Key Elements of OB.
UNIT-2	Personality - ● Determinants and Attributes, Perception - ● Factors Influencing Perception, Process. Learning - ● Concepts ● Theories of Learning. Attitude - ● Concepts and Types ● Cognitive Dissonance Theory.
UNIT-3	Motivation - Concept and Theories: ● Maslow's Hierarchy of needs ● McGregor's Theory X and Y ● Two Factor Theory of Herzberg ● Vroom's Expectancy Theory.
UNIT-4	Group - ● Defining and Classifying Group ● Group Development, Structure ● Process of Groups. Teams - ● Types ● Creating Effective Teams.
UNIT-5	Conflicts - Meaning, Types, Conflict Process, Conflict Management Techniques. ● Crisis Management: Definition, Types, Models and Communication, Importance of crisis management.

Suggested Readings :

- Luthans Fred, Organizational Behaviour., New York, McGraw Hill.
- Robbins S.P., Organizational Behaviour, New Delhi, PHI.
- Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
- Davis Keith, Human Behaviour at Work, TMH, New Delhi
- Pareek Udai, Organizational Behaviour, Oxford, IBH, Mumbai
- Hersey Paul and Blanchard, Management of Organizational Behaviour, Prentice Hall of India, New Delhi.
- Uma Shekharan, Organization Behaviour, TMH, New Delhi.
- Dwivedi, R.S. Human Relations and Organizational Behaviour, Galgotia, New Delhi.

SUBJECT CODE-103
MANAGERIAL COMMUNICATION

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	Business Communication - ● Concept, Nature, Process, Objectives ● Role and Importance of communication ● Principles of Effective Communication ● Barriers to communication
UNIT-2	● Channels and Types of Communication ● Seven Cs of Communication
UNIT-3	● Meaning and Purpose & Creation of Agenda ● Business Circulars, Office Memos, ● Sales Letter, Cover Letter, Proposals ● Business Reports – Importance & Essential
UNIT-4	Speaking Skills, Making Presentation - ● Oral and PowerPoint ● Group Discussion, ● Interviews, ● Participation in Conferences, ● Meetings.
UNIT-5	● Meaning and Importance of Business Etiquette, ● Ethics and values of communication, ● Communication Network of the Organization.

Suggested Readings :

- Business Communication concepts and skills T. N Chhabra. Sun India
- Raman, Meenakshi and Prakash Singh. 2006. Business communication. New Delhi: Oxford University Press.
- Ober Scot. 2004. Contemporary Business Communication, Fifth Edition, New Delhi: Biztantra
- Bell A. H. and Dayle Smith 1999 Management Communication, Singapore: John Wiley & Sons (Asia) Pvt. Ltd.
- Bovee Courtland, L.2003. Business Communication Today, Seventh Edition. Delhi: Pearson Education.
- Lesikar and Flatley. 2005. Basic Business Communication, Tenth Edition, New Delhi: Tata McGraw Hill.
- Taylor, Shirley, Communication for Business: A Practical Approach, Addison-Wesley Longman Ltd, 1991
- Rajendra Pal and J.S.Korlahalli- Essentials of Business Communication, Sultan Chand & Sons, New Delhi
- R.C.Sharma & Krishna Mohan- Business Correspondence & Report Writing. TMH New Delhi.

SUBJECT CODE-104

INFORMATION TECHNOLOGY FOR MEDIA MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	Introduction to Computers - ● Hardware and Software ● System software, Application software and packages ● Introduction to Embedded Software
UNIT-2	Fundamentals of Operating System - ● MS-Windows, Unix/ Linux ● Introduction to Emerging Communication Technologies ● Introduction to big data -cloud computing
UNIT-3	Commonly used software Packages - ● Microsoft Word ● Microsoft Excel ● PowerPoint
UNIT-4	Introduction to Network - ● Types of Networks- LAN, WAN and MAN ● Networking Devices ● Introduction to Electronic Commerce & Electronic Business
UNIT-5	Introduction to World Wide Web- ● Internet Operations- Internet Browsers and Business Websites ● Use of Search Engines and Google Applications ● Introduction to SAP, IP addresses, IP protocol, various ERP packages, Implementation of ERP.

Suggested Readings:

1. Burch, John and Grudnitski Gary. **Information Systems :**
Theory and Practice, New York, John Wiley.
2. David, Van Over. **Foundations of Business Systems.** Fort Worth, Dryden.
3. Eliason, A.L. **On-Line Business Computer Applications.,**
Chicago, Science Research Association.
4. Estrada, Susan. **Connecting to the Internet.** Sebastopol, C A, O'Reilly.
5. John, Moss Jones, **Automating Managers : the implications
of Information Technology for Managers.** London, Pinter.
6. Long, L. **Computers,** Englewood Cliffs, New Jersey, Prentice Hall Inc.
7. Summer, M. **Computers Concepts and Uses.,** Englewood
Cliffs, New Jersey, Prentice- Hall Inc.

SUBJECT CODE-105
INTRODUCTION TO MEDIA MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	● Overview of Media Business & Management, ● Annual Media Industry Report ● Introduction to Media History
UNIT-2	● Introduction to Print Media: Concept, Trends, Opportunity, Growth, Issues, ● Print Media Metrics and Revenue Model, ● Print Media Regulation & Valuation Norms, ● Convergence and New Models in Print Media
UNIT-3	● Introduction to Television Industry, Introduction to Broadcasting-TV Broadcasting, History of Broadcasting. ● Genres and Specialty Channels. ● Regulatory Environment, Issues, TV Broadcasting Revenue. Models, TV Digitization, TV Media Metrics and Measurement. ● Doordarshan & Prasar Bharati.
UNIT-4	● Introduction to Film Media: Production, Trends, Opportunity, Growth, Issues. ● Business of Film Production and emerging models, Film Marketing. ● Distribution & Exhibition, International Co-Production. ● Introduction to NFDC, Introduction to major Film Festivals.
UNIT-5	● Introduction to Radio, Music & Sound Industry, ● Radio Broadcasting & Licensing, Development of Private Radio in India, Radio Revenue Model, Radio Metrics & Measurement. ● Music & Production, Sales, Music Licensing & Distribution, Streaming.

Suggested Readings:

- Indian Media Business By Vanita Kohli Khandekar
- Behind a Billion Screen By Nalin Mehta
- Mass Communication in India by Kewal J. Kumar
- New communication Technologies by Michael Mirabeto
- Doordarshan Vikas Se Bazaar Tak by Sudheesh Pachauri
- Svayatta Aur Prasar Bharti by Ram Mohan Pathak
- Satellite Invasion by SC Bhatt, Gyan Pub. Delhi
- Internet and Web design by Pragya
- Web Design by John Mcloy

SUBJECT CODE-106
MANAGERIAL ECONOMICS

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	● Nature and Scope of Managerial Economics ● Fundamental Concepts in Managerial Economics ● Role and Responsibilities of a Managerial Economist.
UNIT-2	● Law & Nature of Demand ● Demand Determinants, Demand Forecasting ● Demand Function, Elasticity of Demand, Law of Returns.
UNIT-3	Price-output decisions under different market conditions - ● Perfect and Imperfect Competition, Monopoly, Monopolistic, Competition, ● Oligopoly, Non-Price Competition, Price Discrimination, Price Regulation
UNIT-4	● Balance of Payment ● Concept and measurement of National Income ● Gross Domestic Savings ● Managerial Decisions in Competitive Markets
UNIT-5	● Nature and Concept of Profit, Theories of Profit ● Business Fluctuations and Trade Cycles ● Impact of Trade Cycle on Society.

Suggested Readings:

- Managerial Economics P.L Mehta Sultan Chand and sons
- Adhikary, M. **Business Economics**, New Delhi, Excel Books.
- Baumol, W.J. **Economic Theory and Operations Analysis**, New Delhi, Prentice Hall Inc.
- Chopra, O.P., **Managerial Economics**, New Delhi, Tata McGraw Hill.
- Keat Paul G & Philips K.Y. Young, **Managerial Economics**, Prentice Hall, New Jersey.
- Koutsoyiannis, A. **Modern Micro Economics**, New York, Macmillan.
- Milgrom, P and Roberts J. **Economics, Organization and Management**. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Mehta P.L., Analysis, **Problems & Cases**, Sultan Chand & Sons, New Delhi.

SUBJECT CODE-107

ACCOUNTING FOR MEDIA MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	Introduction to Accounting - ● Meaning of Accounting, GAAP ● Accounting concepts and conventions, Double Entry System of accounting ● Journalizing the Transactions ● Posting entries in Ledger Accounts and Preparation of Trial Balance.
UNIT-2	Preparation of Final Accounts - ● Differentiation between Capital and Revenue Expenditure and Receipt ● Trading Account, Profit and Loss account ● Balance Sheet with Adjustment Entries.
UNIT-3	Accounting in different fields: ● Concept of Inflation Accounting ● Human resources accounting.
UNIT-4	Introduction to Cost Accounting: ● Nature, Role, Scope, Concept of cost centers and cost units ● Classification of cost by nature and behavior ● Essentials while establishing a cost system.
UNIT-5	Cost – Volume – Profit Analysis: ● Calculating BEP, Margin of Safety, Calculation, and Interpretation of BEP under different situations. ● Graphical Method of Calculating BEP

Suggested Readings:

- R.L. Gupta, V.K. Gupta, "**Principles of Accountancy**", Sultan Chand & Sons, 6th Edition, 1996.
- S.N. Maheshwari, "**Introduction to Accounting**", Vikas Publishing House, New Delhi: III Edition, 2001.
- S N Maheshwari, "**Cost Accounting, Theory and Problems**", Vikas Publications, New Delhi: III Edition 2000.

SEMESTER-2

SUBJECT CODE - 201
MEDIA PROGRAMME MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Introduction to Video Production, Video Production Process, Types, Production Personnel & their Duties and Responsibilities, • TV Studio Management & ENG Production, TV-Interview & Discussion, Video Production Equipment, Basics of Video Editing, Introduction to Line Production
Unit 2	• Introduction to Radio Production, Radio Production Formats, Radio Program Structure. • Equipment for Radio Program Production and Recording, Stage of Radio Program Production.
Unit 3	• Introduction to Print Media Reporting & Editing, Source, Element & Principals on Reporting, Types of Reporting, Responsibilities of Reporter, • Concept of Editing, Technical aspects of Reporting, Makeup of News Paper & Magazine, Role & Responsibilities in Print Media
Unit 4	• Introduction to Online Streaming, Tools for Online Streaming. • Transmedia Strategy & Production, Production Planning & Execution. • Production Budgeting. • Introduction to Media Program Management Tools.
Unit 5	• Program Management Case Studies. • Generic Element: Content and Format, News, Spotlight, Talk, Discussion, News Reel. • Different Types of programs, Interview (Radio & TV).

SUGGESTED READINGS:

- Awasthy G.C.: Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra: Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
- Ash, William, The Way to Write radio Drama, BBC, Crook, Tim, Radio Drama, Theory and Practice, Landon

SUBJECT CODE - 202
PUBLIC RELATIONS

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	- PR- Definition and functions, Origin of PR, Growth of PR in India, Element of public relations, components, and tools of PR. - Public Relations in central and state govt departments, Publicity, propaganda and public opinion, Process of PR- planning, implementation, research, evaluation.
Unit 2	- Organization and functions of PR department; PR executives- Role. - Quality and Qualifications, Interface with other departments, Internal PR departments, external consulting agencies.
Unit 3	- Strategic Public Relations Programming; research, planning and budgeting, setting objectives, execution of PR programmes, evaluating PR efforts, PR campaign for tourism promotion, illiteracy, rural uplift. - PR practices, Industry public sector, private sector, MNCs; educational institutions, defence, railways. central and state governments.
Unit 4	- PR Strategy, House Journal: need importance and content, Characteristics, and qualifications of PR personnel. - PR codes of ethics, PR and social responsibility, Professional organizations in public relation, PRSI, PRCI.
Unit 5	- Organizational setup of corporate public relation, Industrial PR, Stages of PR campaign, Planning PR campaign and evolution of Feedback, - PR counseling and consultancy, PR in support of sales promotion, - Corporate Social Responsibility in India: Best practices.

SUGGESTED READINGS:

- Sam Black- Practical Public relations
- Sam Black- Role of Public relations in management
- S.M. Cutlip and A.C.Center- Effective public relations
- Canefield and Moore- Public relations
- Narasimha Reddy- How to be a good PRO
- Anil Basu- Public relations, Problems and Prospects

SUBJECT CODE - 203
RESEARCH METHODOLOGY

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Introduction: Concept, Types of Research, Characteristics of Good Research. • Research Process; Problem Identification, Formulation of Business Research Objectives
Unit 2	• Research Designs: Exploratory, Descriptive and Causal Research Designs. • Sampling Design: Fundamentals of Sampling Design, Non-probability, and Probability Sampling.
Unit 3	• Methods of Data Collection: Primary and Secondary sources of data. Survey and Observation methods • Questionnaire Design: Techniques and Precautions
Unit 4	• Interpretation Data Interpretation, Techniques of Interpretation, • Report Writing: Steps in Writing Report, Generic layout of a Research Report
Unit 5	• Summarizing the Data: Mean, Median and Mode. • Application of Research in the Functional Areas of Management: Marketing, Production, HR, and Finance.

SUGGESTED READINGS:

- C.R.Kothari: Research Methodology, New Age International Publishers
- Cooper and Schindler: Business Research Methods, TMH
- Gupta S. P. and Gupta, M. P., Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
- Naresh Kumar Malhotra: Marketing Research

SUBJECT CODE - 204
MARKETING MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Marketing: Concept, Nature, and scope. • Marketing Environment • Elements of Marketing mix
Unit 2	• Marketing Information & Research, • Market Segmentation, Targeting and Positioning
Unit 3	• Buying Behaviour of consumer, • Product Decisions- Types of Products, Product Life Cycle • New Product Development Stages, Branding.
Unit 4	• Factors Influencing Pricing Decisions, Pricing Methods, • Promotion and Distribution Decisions • Communication process • Promotion tools: Advertising, personal selling, publicity and sales promotion
Unit 5	• Role of marketing channels, • Channel-Management Decisions • Marketing Control

SUGGESTED READINGS:

- Philip Kotler, Marketing Management Analysis, PHI, New Delhi.
- R.S. Davar, Modern Marketing Management, Universal Book Sellers, New Delhi.
- Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.
- McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.
- Ramaswamy, V.S. I, Marketing Management: Analysis, Planning: Implementation & Control, Macmillan, Chennai.
- Philip Kotler & Armstrong Jr., Principles of Marketing: PHI, New Delhi.
- Ramaswamy V.S. & Nama Kumari's. Marketing Management Planning, Implementation & Control, McMillan India Ltd.

SUBJECT CODE - 205
CONSUMER BEHAVIOUR

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Introduction to consumer Behaviour – Diversity of consumer Behaviour, concept and need for studying Consumer Behaviour. • Consumer Research- Value and Process.
Unit 2	• Consumer Modeling: The economic model, Learning Model, Psychoanalytic model, The Sociological Model, The Howard Seth model of Buying Behavior, The Nicosia model, The Engel -Kollat-Blackwell Model.
Unit 3	• Consumer decision-making and its process, adoption process of innovations • Organizational buying meaning and definition • Stages of industrial buying process • Factors influencing industrial buying behavior
Unit 4	• Individual Determinants of Consumer Behaviour- Perception, Meaning of Perception- the perceptual process-Factor responsible for perceptual, Distortion • Learning - Elements, process, Learning Theories, and measures of consumer learning, • Motivation- Consumer Motivation, Needs And goals, Characteristics, Types and system of needs, measurement of motives.
Unit 5	• Influence of Social class –Definition, social stratification, Factors responsible for social stratification –characteristic features of social Classes, Social influence on consumer behavior. • Definition and Meaning of Group- Reasons for formation of group –Types of Groups relevant to consumer behavior – Family life cycle- Friendship Group, Formal social clubs- Shopping, and Friends groups- Work group-SUGGESTED READINGSgroup.

SUGGESTED READINGS:

- Consumer Behavior in Indian Perspective – Suja R. Nair Himalaya Publishing House.
- Schiff man & Kanuk, “Consumer Behavior”, Pearson Education
- 2. Laudon & Bitta: Consumer Behaviour Tata McGraw Hill
- M.R. Solomon, “Consumer Behavior”, Pearson Education

SUBJECT CODE-206**HUMAN RESOURCE MANAGEMENT**

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	● Concepts and Perspectives on Human Resource Management ● Evolution and Philosophy of Human Resource Management ● HR challenges in changing environment
UNIT-2	● Human Resource Policy and Planning ● Job Analysis. Methods of, Job Analysis, Description ● Job specification.
UNIT-3	● Recruiting and Selecting Human Resources ● Placement and Induction.
UNIT-4	● Manpower Training and Development ● Performance Appraisal and Potential Evaluation ● Job Evaluation, Compensation management.
UNIT-5	● Employees' Welfare ● Industrial Relations & Trade Unionism ● Grievance Management.

Suggested Readings:

- **Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi.**
- **Das, R.P. Management of Industrial Relations, Varanasi, MTC**
- **Rao, N and Das R.P. Cases in Human Resource Management, Himalaya Publishing House, Mumbai.**
- **De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.**
- **Guy, V & Mattock J. The New International Manager, London, Kogan Page.**
- **Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.**
- **Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata McGraw Hill.**
- **Dwivedi, R.S. HRM in Indian Organization, New Delhi, Galgotia.**
- **Pareek, Udai. Designing & Managing Human Resource System, New Delhi, Oxford**

SUBJECT CODE - 207

HUMAN RESOURCE PLANNING AND DEVELOPMENT

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	HumanResourcePlanning:StrategicPlanning,BasisforHRP,Meaning,Benefits, Objectives, MethodsandTechniques.
Unit 2	- HR Demand and Supply forecasting. - Job Analysis: Meaning, Purpose, Process, Methods of CollectingData. - Recruitment:Meaning,ModernTechniquesofRecruitment. - Sources-Internet Based,Placement Agencies.
Unit 3	- HumanResourceDevelopment:Significance,ConceptofHRD, - FeaturesofHRD,Scope, Need, - Framework,TechniquesofHRD, Functionsof HRDManager.
Unit 4	- ResearchinHRD, HRDforworkers,HRDOverviewinGovt.andPrivatesystems, - HRDforHealth,andHRDinServiceIndustries (Banking, Hospital, Eventetc.)
Unit 5	- Careerplanning-Need,Process.CareerDevelopmentSteps. - TQMConcepts,HRDandTQM,Roleof Training inHRD.

SUGGESTED READINGS:

- RecentExperiencesinHRD,Rao,T.V., NewDelhi.Oxford&IBH
- Humanresourcedevelopment&management1ed,GhoshBiswanath,VikasPublication
- EvaluationofHRD,Pareek,Udai,Jaipur,RawatPublications
- S.S.Khanka, HumanResourceManagement” .S.Chand& CompanyLtd.

SUBJECT CODE - 208

INDUSTRIAL RELATIONS AND LABOUR LAWS

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Industrial Relations - Introduction, Evolution of Industrial Relation in India • Evaluation Stages of Industrial Relation, Essentials of Modern Industrial System • Industrial Relation in India, Conditions of Good Industrial Relation
Unit 2	• Industrial Relation Strategy, Parties to Industrial Relation, • Grievance- Meaning, Causes of Grievance, Procedure for Settlement of Grievance, Grievance Settlement Mechanisms.
Unit 3	• Industrial Disputes Act 1947.
Unit 4	• Provident Fund Act 1952, • Minimum wages Act 1948, • Payment of wages Act 1936, • Payment of Bonus Act, 1965.
Unit 5	• Trade union Act 1926 • Factories Act 1948, • Workmen Compensation Act 1923, • payment of gratuity Act 1972.

SUGGESTED READINGS:

- Labour and Industrial laws, P.K. Padhi , Second edition , PHI.
- Human Resource Management, K.Aswathappa , TMH.

SUBJECT CODE - 209

Practical And Viva-Voice

Maximum Marks – 100
Minimum Passing Marks – 40

Practical 1	Business Documentation Financial Agreement, Business Report Writing, Company Bylaws, Employment Agreement, Meeting Minutes Document, Non-Disclosure Agreement, Business Plan, Transactional Document, Business Insurance, Business Compliance Document, Proposals, Company Policy, Administration Related Paper works.
Practical 2	Presentations Individual Presentation, Group Presentation, Objective Specific Presentations
Practical 3	Industry Visit & HR Workshops
Practical 4	Group Discussions, Debate, Seminar
Practical 5	1 Research Paper

SEMESTER-3

SUBJECT CODE - 301

TRAINING AND PERFORMANCE MANAGEMENT

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks
Unit 1	• Training and Development: Definition, Scope, Nature, and Importance. • Motivation, Establishing Training Objectives, Training Process.	
Unit 2	• Implementing the Training Programs: Training design, Training Methods (off the job and on the job) • Trainers and training styles, Implementation of training program, Evaluation of training program.	
Unit 3	• Performance Management: Introduction to Performance Management, nature, scope, importance. • Performance appraisal, meaning, need and purposes, methods of performance appraisal.	
Unit 4	• Performance Appraisal process, challenges of performance appraisal, Job evaluation, methods of Job evaluation.	
Unit 5	• Appraisal Methods based on approaches, Ranking, Check List, Graphic Rating Scale, BARS, MBO. • 360-degree Feedback, Definition & Uses of 360-degree feedback, Advantage and Disadvantage of 360 degree feedback.	

SUGGESTED READINGS:

- Rolf P. Lynten and Udai Pareek, Training for Organizational Transformation Part - 2, Sage Publications, 2000.
- Bohlander, Snell and Sherman, Managing Human Resources, Lachina Publishing Services, 2000.
- Michael Armstrong: Performance Management- Key Strategies and Practical Guide, Kogan Page.
- Murphy and Cleaveland: Performance Appraisal, Sage Publication Chadha: Performance management, Excel Books
- Hartle: Transforming Performance Management Process, Kogan page.
- Srinivas R. Khandula: Performance Management: Strategies, Interventions and Drivers, Prentice Hall of India
- Herman Aguinis: Performance Management, Pearson Education

SUBJECT CODE - 302
MEDIA LAWS AND ETHICS

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	- Media laws: Concept Nature, scope and significance, A brief history of media laws with special reference to statutory regulations, Ganging Act, Vernacular Press Act. - Freedom of Speech and Expression, Civil & Political Rights, Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions.
Unit 2	- Provision of commissioning of Media Organization: Registration of companies act 2013. - Indian Contract Act. 1872, Sale of Goods Act 1930. - FEMA and Advertising Council of India, PRSI, NBA. - Right to Information Act 2005, Official Secrets Act.1923.
Unit 3	Main provision IPC &CrPC for Media: IPC Section 124(A), 153(A), 153(B), 171(G), 293, 294 (A), 499 –504, Cr.PC : Section 95, Section 96, Section 144, Section 196
Unit 4	- Acts related to Media: Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. - Press & Registration of Book Act 1967, Press Council Act 1978, Cinematography Act 1953, Prasar Bharti Act 1997.
Unit 5	- Media Code & Ethics: Concept & Significance of Media Ethics, Ethics and The Law, Ethical Values for Media Person, Values and Ethics of Journalism, Code of Ethics, Meta Ethics, Normative Ethics. - Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees. All India Radio (AIR) code for election coverage, ASCI commercial code, Editor Guild, Broadcasting Content Complaints Council (BCCC),

SUGGESTED READINGS:

- S.R. Myneni - Media Law Right Information Act
- Media Law and Ethics (English, Paperback, Neelamalar M.)
- Media Law in India By Kiran Prasad
- Indian Penal Code, 1860

SUBJECT CODE - 303
SALES AND ADVERTISING MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Sales Management- Meaning, Significance, Functions of Sales Manager. • Recruitment, Selection, Training and Motivation of Sales Personnel.
Unit 2	• Sales Organization - Theory of Selling-AIDA. • Allocation of Sales Territory, Sales Forecasting, Sales budgeting.
Unit 3	• Definition of Advertising, Advertising objectives. • Importance and benefits of advertising, Classification of advertisements.
Unit 4	• Advertising appeals, advertisement copy for print, radio, TV, and outdoor media. • Advertising agencies: Organization structure and working of advertising agency.
Unit 5	• Advertising Media: Newspaper, Magazine, Television, Radio & Online advertising, social media advertising

SUGGESTED READINGS:

- Advertising Planning and Implementation: Sangeeta Sharma, Raghuvir Singh
- Sales and distribution Management P. K Agrawal, Manoj Kumar Pragati edition
- Charles Futrell, ABC of Selling, AITBS, New Delhi.
- Ramaswamy, Sales Management, Sterling, New Delhi.
- Bellur and Bekman, Sales Management, Himalaya, Mumbai.
- Manendra Mohan, Advertising Management, TMH, New Delhi.
- Aaker, Batra and Myers, Advertising Management, Prentice Hall of India, New Delhi.
- Norris, Advertising Management, Prentice Hall of India, New Delhi.

SUBJECT CODE - 304

BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Meaning and nature of business ethics, Need for business ethics, Scope of Business Ethics, • Business Values.
Unit 2	• Corporate Social Responsibility: Meaning, need for CSR, benefits of CSR, • CSR Case Studies.
Unit 3	• Environmental issues; Social issues, Labor and related issues, Ethical and governance issues, • Social responsibility of business stakeholders (owners, employees, consumers, and community) • Response of Indian firms towards CSR.
Unit 4	• Management lessons from Shri Ramcharitmanas, Shrimadbhagwad Gita.
Unit 5	• Teachings of various religions Hinduism, Buddhism, Islam, Christianity, Jainism and Sikhism.

SUGGESTED READINGS:

- P B Deshmukh “consciousness Development and value education, 2012 SSTC Publication.
- Peter Pratley, “The Essence of Business Ethics”, New Delhi, Prentice Hall of India, 1997.
- S.K. Chakraborty, “Ethics in Management-Vedantic Approach”, New Delhi, Oxford India Ltd., 1999
- Swami Someswarananda, “Business Management Redefined-the Gita Way”, Mumbai, Jaico Publishing House, 2000
- Swami Jitmananda, “Indian Ethos for Management”, Rajkot, Ramakrishna Ashrama, 1996
- S. K. Chakraborty, “Managerial Transformation by Values”, New Delhi, Sage Publication, 1990
- S. K. Chakraborty, “Management by Values”, New Delhi, Oxford University Press, 1992
- Ahmedabad Management Association (AMA), “Ancient Indian Wisdom for Self-development”, Ahmedabad, AMA, 1995

SUBJECT CODE - 305
EVENT MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Introduction to event management. • Defining an event, Event as a marketing tool, Importance, and scope of events. • Diverse marketing needs addressed by events—brand building, focusing the target market, implementation of marketing plan.
Unit 2	• Key elements of events, Event infrastructure, core concept, and core people, core talent, core structure. • Concept of markets in events: revenue and non-revenue generating customers, segmentation and targeting of the markets for events.
Unit 3	• Concept of pricing in events. • Concept of promotion in events: networking components- Print media, Radio, Television, The internet, Cable network, outdoor media, direct marketing, public relations.
Unit 4	• Activities in Event Management: Pre-event, During event, Post event, • Planning, Organizing, Staffing, Leading, and Controlling. • The qualities of a good event planner
Unit 5	• Evaluating and measuring event performance. • Writing event proposals, Event proposal format, Sample event proposal.

SUGGESTED READINGS:

- Event marketing & mgt – Sanjaya Singh Gaur, Sanjay V. Saggere
- Hospitality marketing & mgt- J.M. Mrthews I st ed.-2006-Avishkar Publisher
- Media & Communication Marketing mgt. –Rapuda-Himalaya Publishing House
- Best Practices in Modern Event Mgt.-Goldblatt-, John Viley & Sons

SUBJECT CODE - 306
STRATEGIC MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	• Evolution of strategic management and Business Policy, concept of strategy. • Strategic decision- making, Issues in strategic decision-making. • Strategic management and elements in strategic management process.
Unit 2	• Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives. • Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political, and technological). • Environmental scanning techniques- ETOP and SWOT.
Unit 3	• Corporate level strategies- Stability, Expansion, Retrenchment and Combination strategies. • Business level strategies-Porter's framework of competitive strategies, Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. • Strategic Analysis and choice-Corporate level analysis (GE Nine cell). • Industry level analysis, Porters' five forces model.
Unit 4	• Strategy implementation: Resource allocation, Projects, and Procedural issues.
Unit 5	• Strategic control and operational Control. • Organizational systems and Techniques of strategic evaluation.

SUGGESTED READINGS:

- Azhar Kazmi, Business Policy & Strategic Management, TMH, New Delhi.
- Keen, Peter and Mark McDonald, The e-Process Edge, Delhi. Tata McGraw Hill.
- P.K. Ghosh, Business Policy-Strategic Planning and Mgmt., Sultan Chand and Sons, New Delhi.
- V.P. Michael, Business Policy and Environment, Sultan Chand and Sons, New Delhi.
- R.M. Srivastava, Corporate Strategy and Planning, Himalaya, Mumbai.
- R. Nanjundaiah, Strategic Planning and Business Policy, Himalaya, Mumbai

SUBJECT CODE - 307**CREATIVE WRITING**

Maximum Marks – 75

Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	Scriptwriting as a creative enterprise: • Creative thinking • The creative process • Stages in the craft of scriptwriting • Basic story idea • Narrative synopsis outline – scene breakdown and full-fledged script
Unit 2	Narrative structure: • Beginning – middle – end • Conflict, development, climax, and denouement • Story, storyline, plot, and treatment • Principles of suspense and surprise
Unit 3	Elements of a narrative: • Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter
Unit 4	Characterization: • Character biography, tags, stereotyping, two-dimensional versus three-dimensional characters, guiding principles for evolving effective and credible characters.
Unit 5	Formats for media scripts: • Audio versus audio-visual scripts, shooting scripts and storyboards • Writing versus directing and other related areas • Writing for current affairs for TV and radio – news, sports, cultural, documentaries • Writing for fiction – ads, short film, converting the narrative into a video script

SUBJECT CODE - 308
CREATIVE SPEAKING

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50Marks

Unit 1	Phonetics - Spelling and Pronunciation; English Consonants and Vowels; The Syllable; Morphemes; Assimilation and Elision; Word Accent, Rhythm and Intonation; Accents. - English in India: Mother tongue influence on English in India - Pronunciation, syntax, tags etc.
Unit 2	Oral Communication Fundamentals of Communication; Non-verbal Communication; Listening; Interpersonal skills; Negotiation; Interviewing; Group Communication; Making Presentations; Multicultural Communication Skills
Unit 3	Public Speaking Public Speaking and Platform Roles - Public Speaking – The four stages, flourishes (use of anecdotes, humour, proverbs, quotes etc); Types of Speeches: Inaugural, Valedictory, Welcome, Vote of Thanks, Chief Guest's Speech, Presidential Remarks, Condolence Speech, Felicitation Speech, Congratulatory Speech, Keynote Address, Convocation Address, Panel Discussion. Platform Speeches: President, Master of Ceremony, Moderator, Compere, Commentator, Announcer, Anchor Person, Panel Interview. Platform Roles: Protocols and conventions of stage Programmes Intellectual Assemblies: Intellectual assemblies and artists' assemblies; Conference, Seminar; Symposia, Panel Discussion, Workshop, Training, and Convention.
Unit 4	Voice Training Bilingualism, multilingualism, and language mixing (code switching): Recent trends, effectiveness, and advantages; Voice culture, voice and speech modulation; Telephonic Conversation; Group Discussion; Situational Conversations; News reading for Radio and TV; Dialogue in Theatre, Radio, TV and cinema; Anchoring.
Unit 5	Defining and re-defining theatre, Simple steps to do an effective play, Basic teamwork, evolving a script, Introduction to Applied Theatre.

SUBJECT CODE - 309
Practical And Viva-Voice

Maximum Marks – 100
Minimum Passing Marks – 40

Practical 1	Research Paper Students must write 4 research paper (Subject will be decided by faculties).
Practical 2	Presentations Individual Presentation, Group Presentation, Objective Specific Presentations
Practical 3	Short Film Production
Practical 4	Group Discussions, Debate, Seminar

SEMESTER-4

SUBJECT CODE-401
ENTREPRENEURSHIP

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	Entrepreneurship - ● Evolution, Concept, Growth ● Role Entrepreneurship in Economic Development ● Women Entrepreneurship ● Rural Entrepreneurship ● Entrepreneurial Decision Process.
UNIT-2	Entrepreneur - ● Evolution of The Concept, Characteristics, Decision Process ● Functions, Need for An Entrepreneur ● Types of Entrepreneurs, Global Entrepreneurship Environment
UNIT-3	Entrepreneurial Environment - ● Factors Affecting Entrepreneurship Growth ● Entrepreneur Development Process, Entrepreneurial Motivation
UNIT-4	Opportunity Identification and Selection, Formulation of Business Plans, Project Appraisal.
UNIT-5	Financing Of Enterprise, Institutional Finance to Entrepreneurs, Institutional Support to Entrepreneurs.

SUGGESTED READINGS:

- David H. Holt Entrepreneurship: New Venture Creation, PHI
- Mary Coulter Entrepreneurship in Action, PHI
- B.K. Mohanty Fundamentals of Entrepreneurship, PHI

SUBJECT CODE-402
RETAIL MANAGEMENT

Maximum Marks – 75
Minimum Passing Marks – 30

Note – Scheme of Examination

1	05 Short Answered Questions (Covering 5 Units) (Not More Than 50 Words) -5 Marks Each =05×5	=25 Marks
2	05 Long Answered Questions Of 10 Marks Each with Internal Choice of One Question from Each Unit (Not More Than 500 Words) -10 Marks Each =05×10	=50 Marks

UNIT-1	Retailing - Nature, Scope, and Opportunities • Types of retailers: merchandise retailers, non-store retail formats • Service retailing: types of ownership, functions of retailers; FDI and retailing in India.
UNIT-2	Retail Market Strategy - • Definitions, retail planning process • Financial strategy, location strategy • Human resource strategy, retail MIS.
UNIT-3	Retail Mix Strategies - • Buying merchandise, pricing, • Retail communication mix, multi-channel retailing.
UNIT-4	Managing the store, store layout and design, space planning, merchandise presentation techniques, store ambience, customer service.
UNIT-5	Rural Retailing - • Introduction, an overview of the Indian rural market, • Role of rural retailing in India, Challenges in Indian rural market • Rural retail players in India, Rural retail strategies • Future of rural retailing.

SUGGESTED READINGS:

- **Swapna Pradhan Tata McGraw Hill education**
- Lamba A, 'Retail marketing', TMH
- Barry Berman and Joel R Evans, 'Retail Management A strategic approach', Pearson Education Suja Nair Himalaya Publishing House

SUBJECT CODE-403
Project and Viva-Voice

Maximum Marks – 300
Minimum Passing Marks – 120

The students will be required to undergo training in a reputed business organization and undertake a comprehensive study and submit a report at the end of the semester, followed by Presentation and Viva under the observation of external examiner.