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Course Objectives

- To recognize the vital role that marketing play in the economy and its future
- To familiarize with various key issues in marketing management

Marketing management tasks - functions of marketing management - marketing management process-business opportunities - marketing environment: macro and micro marketing environment - scanning the environment - market planning - market planning process - marketing control - need and importance - types of marketing control - market segmentation - focus that shape market needs - demographic influence - lifestyle influence - usage behavior - segment identification - segment attractiveness - segment positioning - segment profitability. Factors affecting consumer behavior - stages in consumer behavior - consumer behaviour and perception - social influence on consumer - industrial buying behavior – consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the howardsheth model of buying behaviour, the nicosia model, the engel - kollat - blackwell model. Marketing strategy- product related strategies - Differentiation strategy -focus strategies - growth strategy - penetration, product/market expansion and vertical integration - diversification strategies - entry strategies - strategies in declining and hostile - global strategies -standardization, customization and strategic alliance - market strategies for competitors-marketing strategies for marketing leaders-strategies for market followers-market strategies for market nichers - technology exploitation - internal and external company evaluation - technology watching. Product management - product development process - new product launches - concept and importance of branding - brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity - major branding decisions - brand positioning and re-launch - brand building and communication - brand equity - role of IMC in marketing - reasons for growing importance of IMC - personal selling; evaluating the ethical aspects of IMC. Challenges and opportunities in international marketing - global marketing environment - need for environmental analysis - country risk analysis - global marketing research and information system (GMRIS), research process of international marketing –
approaches of marketing research - research design - research analysis - regression analysis - cluster analysis - discriminant function analysis- conjoint analysis - presentation of report – monitoring - evaluation and research in marketing – SWOT-PEST.

References

- PatiDebashis, 'Marketing Research' Universities Press (India) Pvt. Ltd.,
- Cooper Schindler, ‘Marketing Research, Concept & Cases’, Tata Magraw-Hill
- Loudon & Loudon, ‘Consumer Behavior’, Tmh; New Delhi
- Lehman, Donald R. And Winer, Russel S., ‘Product Management’, Tata Mcgraw Hill
- Cateora, ‘International Marketing’.
- Warren Keegan, ‘Global Marketing Management’
- Philip Kotler, Kevin Lane Keller, 'A framework for marketing management',

Course objectives

- To provide an in depth study of the various aspects of stress
- To provide a broad physical, social and psychological understanding of human stress.


References

Course objectives

- To provide an in depth study of the various concepts of retail marketing.
- To provide a broad understanding of retail management.

Definition - Functions of a retailer - Retail Equation - Scope of retailing - Drives of retail change in India - Wheel of retailing - Role of retailing - Emerging area of retailing - Issues and opportunities, problems - Relevance and Trends - Retail organizations - Retail in India - Factors affecting retailing in India - Drives of retail change in India - Life cycle in retail - Employment in retail sector - Retail industry structure and trends - Diversity of retailing - Retail organizations and formats - Evolution of retailing - Retailing and the competitive environment - Strategic groups - Formulating retail strategy - Steps in strategic planning process - Specifics for gaining sustainable competitive advantage - Retail consumer - Retail location strategies - Factors affecting the location of retail outlet - Merchandising - Product merchandise - Management Merchandise planning process - Merchandise sourcing - Retail space management - Retail store design - Designing principles of time, value, resources, synthesis, change, competence and services - Store loyalty- factors essential for building store loyalty - Retail franchising - Retail logistics - Retail design and visual merchandising - Retail brands - Retail pricing - Pricing policies - Retail promotion - Retail promotion strategies - Retail services - Assortment planning Concept of retail price - Retail promotion - The emergence of supply chain management - Historical development - levels of analysis - Time compression and responsiveness of manufacturing supply chains - Recent concerns with ethical retail trading and environmental issues - Retail positioning - Service provisions

References

- Suja Nair, Retail Management, Himalaya Publishing House, Mumbai.
- Barry Berma and Joel R. Evans, Retail Management - A Strategic Approach, Prentice Hall of India, New Delhi.
- S.K. Baral and S.C. Bihari, Retail Management Text and cases, A.I.T.B.S Publishers, India.
- Berman B and Evans J R, Retail Management, Pearson Education.
- Varley R and Rafiq M, Principles of Retail Management, Palgrave.
- Margaret bruce, Christopher Moore and Grete Birtwistle, International retail marketing, Elsevier.
- David Gilbert, Retail marketing management, Pearson education private Ltd.
- Dr. L.Natarajan, Retail marketing, Margham publications.
- Rosemary varley and Mohammed Rafiq, Principles of retail management, Palgrave Macmillan.
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Course Objectives

- To familiarize with various key components in e-commerce
- To become competent to understand the mechanism used in e-commerce

References

- Ravi Kalakota, *Electronic Commerce*, Pearson Education
Course Objectives

- To develop knowledge of consumer behaviour and to understanding its applications in marketing.
- To provide an in depth view of various aspects of consumer behaviour.

References

- Schiffman, L G and Kanuk, L L *Consumer Behaviour* New Delhi, Prentice Hall of India.
- Sheth Mittal, *Consumer Behavior- A Managerial Perspective*, Thomson Asia (P) Ltd.,
Course Objectives

- To understand and enhances the knowledge about the concepts and applicability of organizational behaviour.
- To enrich the understanding of specific theories related to perception, motivation, leadership, job design, organizational change and its development.

References

- Stephen Robbins, *Organisational Behaviour*, Prentice Hall of India
- Udai Pareek, *Understanding Organisational Behaviour*, Oxford University Press
- L.M. Prasad, *Organisational Behaviour*, Sultan Chand & Sons
**Course Objectives**

- To understand the concept of service marketing
- To identify with different dimensions of managing service quality

References

- Kenneth E Clow, et al, Services Marketing Operation Management and Strategy,
- Gronroos, Service Management and Marketing –Wiley India}
Course Objectives

- To acquire the knowledge and understanding the different models of CRM
- To identify the effectiveness of technological revolution in CRM

References

- G. Shainesh, J. Jagdish N. Seth. Customer Relationship Management
Course Objectives

- To understand the individual financial planning process
- To identify with investment attitude and investment risk

References

- Personal Financial Planning Paperback – 2015 by Lawrence J. Gitman (Author)
- Portfolio theory and Financial analyses by Robert Allan Hill - Bookboon.com
- A Comprehensive Guide To Personal Finance And Money Management by Edward J. Brown
- The Importance of Personal Finance Management by Doda Sanie
- Master Your Money Management (Master Your Personal Finances Series) by Jim Ruta
- Budgeting and Debt Management (Personal Finance Series) by Karen Bellenir
- Financial Management by A. Murthy - Margham Publications
Course Objectives

- To understand the factors influencing investment behaviour
- To impart with knowledge of financial system

References

- Investment: Analysis and Behavior - SIE by Mark Hirschey and John Nofsinger - Special Indian Edition
- Investment Behaviour and Risk Management 2009 by Ch. Krishnudu
- Fundamentals of International finance Management by S Kevin - Easters Economy Edition
- Investment – Capital Theory & Investment Behavior V 1 3 June 1996 by Dale W Jorgenson
- Contemporary Financial Management, Moyer - Books.google.com
- Invesment Behaviour , L Natrajan - Margham Publications
Course Objectives

- To understand the role of Human Resource Management in Global scenario
- To study the HR practices in service sectors

References

- Bernadin, Human Resource Management, Tata Mcgraw Hill
- Uday Kumar Haldar, Juthika Sarkar. Human Resource management
Course Objectives

- To enable the students to develop the achievement motivation and to develop entrepreneurial competency.
- To understand various theories of entrepreneurship and to know about social entrepreneurship.
- To study the relationship between entrepreneur and Intrapreneur and based upon this exposure, begin to develop one’s own theory about what it means to be an entrepreneurial leader. Through the case method, build skills in developing and delivering persuasive arguments, active listening, critical thinking.

UNIT I – Introduction to Entrepreneurship - Entrepreneur - meaning - importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur and Intrapreneur. Entrepreneurship and economic development - its importance - Role of entrepreneurship - Entrepreneurial Environment.


UNIT III – Small Business and MSMe’s - Small Business : Concept & Definition, Role of Small Business in the modern Indian Economy, Steps for starting a small industry, registration as SSI, Advantages and problems of SSIs; Institutional Support mechanism in India - Incentives & Facilities for Entrepreneurs - Setting
MSMEs - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Evaluating entrepreneurial performance


References

- Vasanth Desai “Dynamics of Entrepreneurial Development and Management” Himalaya Publishing.
- P.Saravanavelu “Entrepreneurship Development” Eskapee publications.
- S.S.Khanka “Entrepreneurial Development” S.Chand & Company Ltd
- Satish Taneja, Entrepreneur Development ; New Venture Creation.
- Marc. J. Dollinger, “Entrepreneurship - Strategies and Resources”, Pearson Publication
Course Objectives

- To enable the researcher to understand the importance of gender equality and women empowerment for the sustainability of the family and economy at large.
- Importance of Women Empowerment for Economic Development
- To understand the need for social responsibility


UNIT II: Political Empowerment - Political Socialization- Women leaders in politics - Women in Local Governance- Barriers- Reservation policies- Women’s Political Rights - CEDAW. Issues of Girl child, Female, infanticide and foeticide, Sex Ratio child marriage, Dowry & Property Rights, Violence against Women, Domestic violence, Female Headed Households- Women in the Unorganized sector of Employment, Women’s work- Status and problems

UNIT- IV: Corporate Social Responsibility towards Women Development and Empowerment - The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.-Review current trends and opportunities in CSR - CSR as a Strategic Business tool for Sustainable development - Review of successful corporate initiatives & challenges of CSR.


References

- KumkumSangari and SudeshVaid.“Recasting Women: Eassy in Colonial History”.
- Corporate Social Responsibility in India - Sanjay K Agarwal.
- Handbook on Corporate Social Responsibility in India, CII.
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, NewDelhi