

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB401 STRATEGIC MANAGEMENT**

**Course Objective:** The course has been designed to incorporate strategic management concept by a sequential description of the strategic management process. It is specifically meant for providing academic training to future managers by giving them a global vision through undertaking general business policy as a management tool.

---

### **UNIT I Introduction to Strategic Management**

Introduction, Fundamentals of Strategy, Scope and Importance of Strategies, Purpose of Business, Introduction, Overview and importance of Business Policies, Strategic Intent through Vision and Mission Statements, Difference between Goals and Objectives of Business.

Meaning, Need, scope, key features, importance and process of strategic management, Role of Strategists in Decision Making, Strategic Management process.

### **Unit II Environmental Appraisal**

Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, organizational capability profile, strategic advantage profile, corporate portfolio analysis, SWOT analysis, Porter's Five Forces Model of Competition, BCG Matrix, McKinsey's 7s framework, GE Nine Cell Model, Red-Blue-Purple Ocean strategy, distinctive competitiveness, environmental threat and opportunity profile (ETOP).

### **Unit III Corporate level strategies**

Grand strategies, stability strategies, expansion strategies, retrenchment strategies, combination strategies, restructuring of business. Turnaround-divestment and Liquidation strategies. Strategies for competing in globalizing markets.

### **UNIT IV Strategic Implementation**

Issues in implementation, project implementation, procedural implementation, organization structure, matching structure and strategy, behavioral issues, leadership style, functional issues, functional plans and policies, financial, marketing, operations and personnel plans and policies

### **UNIT V Strategic Evaluation and Control**

Strategy Evaluation: Importance, Overview of strategic evaluation, Importance, symptoms of malfunctioning of strategy, operations control and strategic control, technique soft strategic evaluation and control.

Corporate culture, values, power, social responsibilities, ethics, building a capable organization.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminar scan be given on individual basis or on group basis.)

## **REFERENCE BOOKS:**

- |   |                               |
|---|-------------------------------|
| □ Strategicmanagement                         | -JA pearce,RBRobinson Jr      |
| □ Strategicmanagement&OperationsResearch      | -SudhirLakhanpal              |
| □ Strategicmanagement                         | -Robinson                     |
| □ Corporatestrategy                           | -AnsoffHI                     |
| □ Business policy&strategicManagement         | -Glueck&JaunchLR              |
| □ Strategicmanagement(Concept/Practice&Cases) | -Thomas                       |
| □ BusinessPolicy                              | -KazmiA                       |
| □ StrategicManagementTextandCases             | -RaoVSP(ExcelBooks)           |
| □ StrategicManagement                         | -Kachru(ExcelBooks)           |
| □ BusinessPolicy&StrategicManagement          | -LomashS.(VikasPub.HouseLtd.) |

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

## **MB-402 EVALUATION OF MANAGEMENT SKILLS THROUGH PRESENTATION\***

---

**Note:** Candidate is expected to choose a topic from an emerging issue and prepare a search report which has to be presented by the student during viva voce examination. Student will have to submit THREE copies (along with soft copy in CD) of the Research Report based on the topic identified and selected for study, at least one month before the commencement of term end examination. **The selected topic must be from one of the opted specializations.**

**Research Report Evaluation Through Presentation  
& Viva Voce**

**-100 Marks (Minimum 50%)**  
(By External and Internal Examiner Jointly)

**Note:** \*MS402 Evaluation of Management Skills Through Presentations term end examination will be conducted at the concerning institute by the external examiner/examiners as decided by the Kulpati, RGPV along with an internal examiner as appointed by the concerning institute.

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB 403 HUMAN RESOURCE DEVELOPMENT**

**Objective:** The objective of the course is to make student aware of the concepts, techniques and practices of human resource development. This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.

---

### **UNIT I Introduction to Human Resource Development**

Concept, features, need, scope and framework to HRD; Relationship between HRM and HRD; HRD mechanisms, HRD matrix; HRD interventions; Challenge in HRD, Roles and competencies of HRD Manager; HRD Practices in Indian Corporate Sector.

### **UNIT II HRD Process**

HRD process; Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

### **UNIT III HRD Activities**

Employee development activities-Role of training in HRD, Approaches to employee development, leadership development, action learning, assessment and development centre; Intellectual capital and HRD; Influence of motivation on development activities.

### **UNIT IV HRD Applications and Trends**

Coaching and mentoring; Career management and development; Employee performance counseling; Making executive appraisals effective, Appreciative inquiry; Integrating HRD with technology, Employer branding and other emerging trends.

### **UNIT V Performance Management**

Concept, characteristics, role and significance of performance; approaches to measuring performance, concept and process of performance management, performance appraisal vis-à-vis performance management, performance management & reward systems: performance linked remuneration system, performance

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

Guidelines for Case analysis/presentations:-Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arrange don current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |  |                                  |
|--|----------------------------------|
| □ HRDin21 <sup>st</sup> Century                                | -Rao&Pareek,TataMc-GrawHill Pub. |
| □ Humanbehavioral atwork,OB                                    | -KeithDavis,TataMc-GrawHill Pub. |
| □ OrganisationalDevelopment                                    | -AswathapaHimalayaPub. House     |
| □ HRDpractices(Assimilation&Implications)                      | -Bhatia&Verma                    |
| □ HumanResource Development&Mgmt.                              | -Biswanath,ghosh                 |
| □ HumanResourceManagement                                      | -BhattacharyaD.K. (ExcelBooks)   |
| □ HumanResourceManagement                                      | -RaoVSP.(Excell Books)           |
| □ PerformanceAppraisal &CompensationMgt.,<br>-A ModernApproach | -DewakarGoel,                    |

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

## **MB 404 STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Course Objective:** It is designed to acquaint the learners with the tools & techniques essential as a strategic contribution of HRM to organizational growth.

---

### **Unit I Introduction to Strategic Human Resource**

Definition, Types of HR Strategies, Criteria for an Effective HR Strategy, Formulation of HR Strategies, Challenges and Emerging Ethical Issues in HR Strategy; concept of HR policies and strategy; Human Resource Realignment and Retention Strategies; strategic HR issues in global assignments.

### **UNIT II Strategic Human Resource Management**

Concept, Challenges and Evolution of Strategic Human Resource Management, HR Strategies Vs Strategic HRM, Strategic HRM in International Business Scenario, Human Resource Evaluation and Analytics, Linking people, strategy and performance.

### **Unit III Competency Management**

Concept and Characteristics of competency, Types of competencies—generic/specific, their role /performance, and differentiating and technical, managerial and human. Competency identification—Competency assessment and competency development. Historical development, definitions, approaches to competency mapping.

### **UNIT IV Talent Management**

Overview, History, Scope, Need, process and sources of Talent Management, Identification of talent, Tools for Managing Talent, Consequences of Failure in Managing Talent, Talent vs knowledge & experience (Case study).

Introduction to Talent Acquisition, Recruiting Process, Strategic Trends in Talent Acquisition.

### **UNIT V Knowledge Management**

Definition, scope, principles, significance, Techniques of Knowledge Management.

Leveraging Knowledge, Organizational knowledge, characteristics and components of organizational knowledge, Measures for meeting the challenges of implementing KM programmes.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

Guidelines for Case analysis/presentations:-Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |  |   |
|--|---|
| □ StrategicHumanResourceManagement A                         | -CharlesR. Greer,PearsonEducation,2003.   |
| □ ConceptofCorporateStrategy                                 | -KennethAndrew                            |
| □ Competency basedHRM  | -Shermon,Ganesh. TataMcGrawHill           |
| □ 360degreefeedback,competencymapping<br>& assessmentcenters | -Sharma,radhaR.TataMcGrawHill             |
| □ KnowledgeManagement  | -B. RathanReddy:Himalaya.                 |
| □ KnowledgeManagement  | -TapanKPanda:Excel.                       |
| □ TalentManagementHandBook                                   | - LanceA Berger,DorothyRBerger,McGrawHill |
| □ TalentmanagementinIndia:Challenges<br>And opportunities    | -Hasan,M.,Singh,A. K.,Dhamija,S.(eds.),   |

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB 405 TOTAL QUALITY MANAGEMENT**

**Course Objective:** To understand the Total Quality Management concept and principles and the various tools available to achieve Total Quality Management.

---

### **UNIT I INTRODUCTION TO QUALITY MANAGEMENT**

Definitions–TOM framework, benefits, awareness and obstacles. Quality–vision, mission and policy statements. Customer Focus–customer perception of quality, Translating needs in to requirements, customer retention. Dimensions of product and service quality. Cost of quality.

### **UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT**

Overview of the contributions of Deming, Juran, Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques– introduction, loss function, parameter and tolerance design. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

### **UNIT III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY**

Meaning and significance of statistical process control (SPC); Process capability–meaning, significance and measurement–Six sigma, concepts of process capability.

Reliability concepts–definitions, reliability in series and parallel. Total productive maintenance (TPM)–Relevance to TQM. Business process re-engineering (BPR)–principles, applications, re engineering process, benefits and limitations.

### **UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT**

Quality functions development (QFD)–Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA)–requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Benchmarking and POKA YOE.

### **UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION**

Introduction to IS/ISO 9004:2000–quality management systems–guidelines for performance improvements. Quality Audits. TQM culture, Leadership–quality council, employee involvement, motivation, empowerment, recognition and reward–Introduction to software quality.



# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |   |                                     |
|---|-------------------------------------|
| □ TQM   | -Dr. BNarayan(APH publishing house) |
| □ TQM   | -ParagDiwan(Deep&Deep)              |
| □ Managementconcept&strategies                  | -JSChandan(Vikaspublication)        |
| □ HRM   | - T.NChabra                         |
| □ Managing for total quality                    | -N. Logothetis(Tata-McGrawHill)     |
| □ Total QualityManagement:Principlesandpractice | -Mandal S.K. (VikasPublishing)      |
| □ Total QualityManagement                       | -ShalendraNigam(Excel)              |

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

## **MB 406 RISK MANAGEMENT & INSURANCE**

**Course Objective**-To develop and familiarize students with an understanding of what risk is, how it can be measured and transferred any business enterprise. Any also make then acquaint with insurance business and its environment in India.

---

### **UNIT I RISK MANAGEMENT:**

Concept and classification of Risk, Accept able risk Vs Un acceptable risk, cost of risk, Degree of risk, influencing factors, constraints, monitoring, and evaluation of Risk.

Meaning, Scope & Objective of Risk Management, Risk Management Process, Risk management models, Personal risk management Vs Corporate risk management, Risk Control, Risk avoidance, Classifications, Evaluation and measures of risk reduction.

### **UNIT II Enterprise Risk Management**

Meaning of ERM, Source of risk to an Enterprise, Prerequisite for ERM. Integrated risk assessment-

**Market Risk Management:** Importance, Exposure in financial markets, Methods to handle & control Market risk.

**Credit Risk Management:** Need, Securitization for credit risk, Credit derivatives, Methods for credit risk management.

**Strategic Risk Management:** Strategic out look to risk management, Strategic planning to manage risk- Managing risk in Merger & Acquisitions.

### **UNIT III Operational Risk Management**

Meaning, Sources, Objectives & Classification of Operational Risk, Operational Events-Regulatory issues of Operational Risk Management, Measurement and Stages of Operational Risk Management, Roles of Supervisor, Disclosure Requirement, Insurance & Operational Risk Management.

### **UNIT IV Financial Risk Management**

Definition and Source of financial risk, Need & Importance of Financial Risk Management, Tools for Financial Risk Management-Derivatives-Futures-Swaps-Options, Role of Chief Risk Officer, Integrated Risk Program, Double trigger option. Liquidity Management-Tools for Treasury Risk Management.

### **UNIT V Insurance**

Definition, Purpose & need of Insurance, Insurance as risk transfer & risk sharing mechanism, Benefits & Cost of insurance to society, Insurance as contract, Essential elements and Fundamental principles of insurance, Types of insurance business-Life insurance, general insurance-meaning, types and regulatory framework.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

Guidelines for Case analysis/presentations:- Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- PrinciplesofRiskManagement&Insurance–GeorgeE. Rejda.
- RiskManagement&Insurance -ScottHarington.
- RiskManagement&Insurance -C. ArthurWilliams.
- RiskManagement -IIBF,Macmillan,New Delhi.
- Financial MarketsandInstitutions -SGurusamy,Thomson
- InsuranceInstitute ofIndia –IC 30,Practice ofLifeAssurance
- InsuranceInstitute ofIndia –IC 33,LifeAssurance
- InsuranceInstitute ofIndia –IC 34,General Insurance

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB 407 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

**Course Objective :** The objective of this course is to expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management.

---

### **UNIT I**

- Investment–A Conceptual Framework: Investment process, risks of investment and the common mistakes made in investment management. Investment Environment: Features and composition of money market and capital market, money market, capital market instruments and financial derivatives.
- Risk and Return: Concepts of risk and return, how risk is measured in terms of standard deviation and variance, the relationship between risk and return.

### **UNIT -II**

- Fundamental Analysis: Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis.
- Technical Analysis: Tools of technical analysis, important chart formations or price patterns and technical indicators. Efficient Market Hypothesis: Concept of ' Efficient Market ' and its implications for security analysis and portfolio management.

### **UNIT-III**

- Behavioral Finance: Meaning of Behavioral finance, deals with when, how and why psychology influences investment decisions.
- Valuation of securities–Beta, Capital Asset Pricing Model (CAPM).
- Valuation of bonds and shares: PV Model, Bonds Yield, Measures Duration, Modified Duration, Immunization Conservity, Bond Value Theorem, Valuation of Equity and Preference shares.

### **UNIT -IV**

- Portfolio Management: Meaning, evolution, Need & objectives, nature & scope, phases, types, steps to Portfolio investment process, General responsibilities of Portfolio manager and his code of conduct. SEBI guidelines.
- Portfolio Analysis and selection, Traditional Portfolio Analysis.
- Markowitz Diversification and Classification of Risks.

### **UNIT -V**

- Portfolio Performance Evaluation: Sharpe, Treynor and Jensensindex.
- Portfolio Revision: Formula plans; constant rupee plan, constant ratio plan and variable ratio plan.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-** Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminar scan be given on individual basis or on group basis.)

## **REFERENCE BOOKS:**

- |  |                           |
|--|---------------------------|
| □ SecurityAnalysisandPortfolioManagement | FisherDonaldandRonaldJ.   |
| □ Financial InstitutionsandMarkets       | BholeL.M(2002)            |
| □ Financial Services                     | KhanM.Y(2002)             |
| □ EvaluationandportfolioAnalysis         | EltonEdwinJ andmartinG.   |
| □ FundamentalsofInvestments              | AlexanderGordonJ. William |
| □ PortfolioManagement                    | Barua,Verma,Raghunathan   |
| □ SecurityAnalysis&PortfolioManagement   | BhatSudhindra(ExcelBooks) |
| □ SecurityAnalysis&PortfolioManagement   | PandianP(VikasPublishing) |

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB408 Project Management**

**Course Objective:** The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as well as various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.

---

### **UNIT I**

- Concept of project: Basic concepts, classification, characteristics of project, Project lifecycle, Project management, Tools & Techniques of project management, BMRED, project organization.

### **UNIT II**

- Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening, project rating index.
- Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques.

### **UNIT III**

- Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts.
- Financial Estimation: Project cost, source of finance, utilization of funds, cost of production.

### **UNIT IV**

- Financial Analysis: Characteristics of financial statement, Working Capital, Project income statement, projected cash flow statement, projected balance sheet, projected profitability.
- Investment Evaluation: Investment decision rule, techniques of evaluation, payback period, accounting rate of return, profitability index method, Net profit ability index, Internal rate of return, discounted payback period.

### **UNIT V**

- Social Cost Benefit Analysis: Concept of social cost benefit, significance of SCBA, Approach to SCBA, UNIDO approach to SCBA, Shadow pricing of resource, LM approach.
- Project Implementation: Schedule of project implementation, Project Planning, Project Control, Human aspects of project management, team building, high performance team.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminar scan be given on individual basis or on group basis.)

## **REFERENCE BOOKS:**

- |   |                 |
|---|-----------------|
| □ Projectpreparationappraisal budgeting andImplementation | -PrassanChandra |
| □ ProjectFinance  | -Machraju       |
| □ ProjectManagement                                       | -Dr.N.P.Agarwal |
| □ Projectplanning andcontrol                              | -Rosyjoshi      |
| □ ProjectmanagementandControl                             | -S.Ghosh        |

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB409 INTERNATIONAL MARKETING**

**Course Objective:** -This paper deals with a broad conceptual focus on the marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world marketplace.

---

### **UNIT-II Introduction to International Marketing**

- Identification of Foreign Markets
- International Marketing Planning
- Mode of Entry in International Marketing
- Marketing mix decision
- Domestic to International Marketing

### **UNIT-III International Marketing Environment**

- Overview of World economic system; World Trading System
- International Political Situation
- The New Global Environment
- Regionalization
- Cross Culture System
- Country-Specific Advantages; Firm specific advantages
- Country of Origin

### **UNIT-III Global Marketing Strategy**

- Global Market Research
- Global Market Segmentation
- Global Targeting
- International and Global Branding.
- Global Product Positioning System
- Global Strategic Partnership
- International and Global Product Life Cycle
- Brief Description on Global Marketing Mix system
- Global Value System

### **UNIT-IV Core Issues in International Marketing**

- Transfer Pricing
- State Trading, Export Documentation and Procedure
- Development of Multinational Corporation; Development of Global corporation

### **UNIT V Global Brand Development Promotion**

- Global Advertising System
- Global Public Relations
- Digital Global Promotion
- Global Marketing Channels and Physical Distribution
- Strategy Alternatives in Physical Distribution
- Global Marketing Organizations



# **Rajiv Gandhi ProudhyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminar scan be given on individual basis or on group basis.)

## **REFERENCE BOOKS:**

- |                                  |                            |
|----------------------------------|----------------------------|
| □ Global Marketing andManagement | WarrenJ Keegan             |
| □ ExportMarketing                | BSRathore                  |
| □ International Marketing        | Rathore&Rathore            |
| □ International Marketing        | PSarvanvel                 |
| □ International BusinessScenario | MS Thakur                  |
| □ International Marketing        | RajaGopal(VikasPublishing) |
| □ International Business         | ShyamShukla(Excell)        |
| □ International Marketing        | VasudavaP.K. (Excell)      |

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB410 RURAL AND INDUSTRIAL MARKETING**

**Course Objective:-**The purpose of this course is to develop an understanding among the students about various concepts of Industrial Marketing which are helpful in developing sound marketing policies for Industrial goods.

---

### **UNIT-I Introduction to Industrial Marketing**

- Industrial Marketing-Definition, nature & scope – comparison between Industrial & Consumer marketing– Characteristics of Industrial Marketing– Marketing mix for industrial products. Buying motives of Institutional customers.

### **UNIT-II Organizational Buying**

- Organisational Buying process, concept of BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centers, value analysis & vendor analysis.

### **UNIT-III Industrial Marketing Segmentation**

- Industrial market segmentation, bases for segmenting industrial market-macro and micro variables.  
Targeting and positioning the industrial product. Industrial product lifecycle, product mix.
- Service component—The provision of parts, technical assistance,  
Terms of sales.

### **UNIT-IV Introduction to Rural Marketing**

- Rural Marketing– Definition, Objectives, functions and importance of Rural Market. Determinants of change in Indian Rural Marketing. Classification of in flow marketing and out Flow marketing in rural Sector. Difference between Urban & Rural Marketing System. Influence of government sponsored rural development programs on rural markets (case studies).

### **UNIT-V Rural Marketing Strategy**

- Rural Marketing Communication, Concept of Rural Marketing Strategy, Rural Marketing Product strategy, Rural branding strategy, Pricing system in rural marketing, Promotional component of Rural Market. Rural distribution system. Measurement of Advertising effectiveness in rural marketing. Special publicity reference to the Rural Marketing System, Digital campaign for rural marketing (case studies).

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |                        |                      |
|------------------------|----------------------|
| □ Industrial Marketing | J SHill              |
| □ Rural Marketing      | T. GopalSwamy(Vikas) |
| □ Industrial Marketing | Reeder&Reeder        |
| □ MarketingManagement  | Ramaswamy            |
| □ Industrial Marketing | Gandhi               |
| □ Rural Marketing      | ShamimAhmed          |

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

## **MB 411 MARKETING OF SERVICE**

**Course objective:-** The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of services marketing which make it different from good marketing.

---

### **UNITI Introduction to Service Marketing**

- Concept of service and importance. Reasons of growth of service sector. Characteristics of service, classification of services. Role of services sector in India Economy. Career Opportunities.

### **UNITII Service Marketing Strategies**

- Strategies for service marketing. Molecular model and Client centered marketing. GronrossService Marketing Model. Internal external and interactive marketing. Focus Strategy, Service Strategy-Market Leadership.

### **UNITIII ST Pin Service Marketing**

- Service Segmentation: Meaning and elements, Service Targeting: meaning and elements, Service Positioning: meaning and elements, Industrial Services, Service distribution. Component of service delivery system, potential management. Problems associated with retailing of services.

### **UNITIVServiceMarketing Mix**

- Promotion–concept for service, advertising. Sales Promotion & Personal Selling in service industry. People –Importance of people inservice marketing. Role of various people involved. Physical evidence–concept of physical Evidence, importance type of Physical evidence in various services. Process –concept type of process, Role of process in various services. CRM in Service Marketing

### **UNITVService Quality**

- Service Quality–concept of service quality. Gronross model of service quality. Conceptual model of service quality. Marketing of service–challenges in India. Productivity in services, increasing productivity. Customer Service handling SERVQUAIL.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |  |                                 |
|--|---------------------------------|
| □ ServicesMarketing  | -Sinha                          |
| □ ServicesMarketing  | -S.M. Jha                       |
| □ ServicesMarketing :<br>ConceptApplication&cases              | - M. KRampal,S.LGupta           |
| □ ServicesMarketing :IntegratingCustomer<br>FocusAcrosstheFirm | -Valarie.A. Zeithamal           |
| □ ServicesMarketing  | -P.NReddy,H.R. Appanniah        |
| □ ServicesMarketing  | -VasantiVenugopal,RaghuV.N      |
| □ ServiceMarketing   | -BhattacharyyaD.K. (ExcelBooks) |
| □ ServiceMarketing   | -Ravi Shankar(ExcelBooks)       |

# **Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)**

---

## **MB 412 SYSTEM ANALYSIS & DESIGN**

**Course Objective**—This Course aim for developing the skills for analysis and design of Computer based Information system

---

### **UNIT I**

- Overview of S.A.D, software application today, The changing scenario, problem identification, requirement Analysis, feasibility study, fact finding roll of a system analyst, qualities of the Analyst.

### **UNIT II**

- Details of SDLC approach; - Business system concept system development life cycle, project selection, feasibility. Tools for Analysis, and design. Need for structured techniques, Structured System Analysis.

### **UNIT III**

- System requirements and analysis, Data flow Diagram, data dictionary. Process organization and investigation:-decision analysis, decision trees, decision Tables, expansion explosion and normalization.
- Introduction to system design: -logical and physical design.

### **UNIT IV**

- Detail design modulation, module Specification, file design, database design, input output, design System control and quality system Assurance.

### **UNIT V**

- System testing and Audit trails system Administration and training. Conversion and operational plan, H/W&S/Ws election criteria, performance and acceptance testing criteria.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |   |              |
|---|--------------|
| □ System analysisanddesign                                | -EliasAward  |
| □ SAD   | -Condon      |
| □ Analysis,designandimplementation<br>OfinformationSystem | -A.K. Sharma |

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

## **MB413 E-BUSINESS TECHNOLOGY & MANAGEMENT**

**Course Objective:** To learn the E-business concepts and to implement these applications in business world.

---

### **UNIT I**

Introduction to Electronic Commerce, Benefits, Impact, Classification, Application of Electronic Commerce Technologies, Business Models.

EDI–Conventional Trading Process, Building Block of EDI Systems, Layered Architecture, Value Added Networks, Benefits of EDI, Applications of EDI, Framework of Electronic Commerce.

### **UNIT II**

Network Infrastructure, Local Area Networks, Ethernet – Wide Area Networks, Internet, TCP/IP Reference Model, Domain Name Systems, Internet Industry Structure, Information Distribution & Messaging, File Transfer Protocol Application, Electronic Mail, World Wide Web Server–HTTP–Web Server Implementations, Information Publishing Technology, Information Publishing

### **UNIT III**

Web Browsers, Hyper text Markup language, Common Gateway Interface–Multimedia Content–Other Multimedia objects, Virtual Reality Modeling Language.

Securing the Business on Internet– Security Policy, Procedures and Practices, Site Security, Protecting the Network, Firewalls, Securing the Web Service, Securing. Network Transaction–Transaction Security

### **UNIT IV**

Cryptography, Algorithm, Public Key Algorithm, Authentication Protocols, Digital Signatures–Electronic Mail Security, Security Protocol for Web Commerce.

Electronic Payment Systems, Online Payment Systems, Prepaid Electronic Payment Systems, Post Paid Electronic Systems, Requirements Metrics of a Payment System.

### **UNIT V**

Internet Advertising, Emergence of the Internet as a Competitive Advertising Media, Models of Internet Advertising, Banner Advertisements, Sponsoring Content, Screensavers and Push Broadcasting, Corporate Web Site.

Mobile Commerce– Benefits, Impediments, Framework. Agents in E- Commerce, Agent Technologies, Agent Standards and Protocols, Agent Applications.



# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |                                |                           |
|--------------------------------|---------------------------|
| □ ComputerNetwork              | -TanneBaum                |
| □ ComputerNetwork              | -Ragesh                   |
| □ Creating aWinning E-Business | -Napier                   |
| □ Data&Network E-Business      | -Napier                   |
| □ Data&NetworkCommunication    | - Miller                  |
| □ Internetforeveryone          | - Leon&leon,Dr.           |
| □ E-Commerce                   | -Diwan&Sharma(ExcelBooks) |

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

## **MB 414 ENTERPRISE RESOURCE MANAGEMENT**

**Course Objective:** The course aims to provide an understanding of the issues involved in design and implementation of ERP systems. It focuses on the cross-functional processes and integration of events/transactions across different functional areas in organizations.

---

### **UNIT I**

Overview of ERP Introduction of ERP, Need of ERP, Advantages of ERP, Growth of ERP, Features of ERP, MIS Integration, ERP drivers, Trends in ERP, ERP in India.

Communication in ERP Systems Enterprise Integration Application Tools for ERP, Network Structure of ERP System, ERP Workflow, Process modeling for ERP Systems.

### **UNIT II**

ERP and Related Technologies Business process Reengineering (BPR), Management Information System (MIS), Decision Support Systems (DSS), Executive Support Systems (ESS), Data Warehousing, Data Mining, Online Analytical Processing (OLTP), Supply Chain Management (SCM), Customer Relationship Management(CRM).

### **UNIT III**

Control & maintenance of ERP Finance, Production planning, Sales & Distribution, Human Resource Management(HRM), Inventory Control System, Quality Management.

### **UNIT IV**

ERP Implementation Life Cycles Evaluation and selection of ERP package, Project planning, Implementation team training & testing.

ERP- Resource Management Perspective Business Modules in ERP Packages, Finance, Production, Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management.

### **UNIT V**

Next generation enterprise Emerging trends, information mapping, role of centralized/distributed databases, Linkages of the enterprise customer -enterprise, vendor enterprise.

# **Rajiv Gandhi ProudyogikiVishwavidyalaya, Bhopal (M.P.)**

---

**Guidelines for Case analysis/presentations:-**Students should be given case studies as assignment and asked to present the same in the class for discussions, or seminars may be arranged on current issues related to the subject and marks be given on the basis of students performance.(Cases or Seminars can be given on individual basis or on group basis.)

## **REFERENCE BOOKS**

- |                       |                               |
|-----------------------|-------------------------------|
| □ ERP,Countdown2000   | -AleixLeon                    |
| □ ERP                 | -Ptak,Lucie                   |
| □ ConceptinEnterprise | -Carol A. &Eli Schrfagenheim. |
| □ Resource planning   | - Monk/Brady                  |

\*\*\*\*\*