

International Institute of Professional Studies
Course curriculum scheme for MBA (APR) 2 Yrs PG Batch 2018

Subject Code	Sem I	Subject Code	Sem II
APR-101 B	Principles of Advertising Management	APR-201	Media Planning
APR-102	Principles of Marketing Management	APR-201A	Public Relations
APR-106	Business Statistics & Quantitative Techniques	APR-2**	Advertising and PR Research
APR-110	Organizational Behavior	APR-203	Creative Writing
APR-112	Integrated Marketing Communications	APR-206 A	Business Communication and Personality Development
APR-113	Fundamentals of Management	APR-209	Mass Communication
APR – 111A	Accounting and Finance for Managers	APR-212	Client Servicing & Account Planning
APR- 108	Comprehensive Viva	APR- 208	Comprehensive Viva
	7 subjects * 4 credits = 28 credits		7 subjects * 4 credits = 28 credits

Subject Code	Proposed For 2K18 onwards Sem. III	Subject Code	Proposed For 2K18 onwards Sem. IV
APR-301C	Corporate Communication.	APR-401A	Rural & Retail Marketing
APR-302	Commercial Designing	APR-402B	Marketing Strategies
APR-302B	Consumer Behavior	APR-403	Direct Marketing & Event Management
APR-306B	Computer Graphics	APR-408	Brand Management
APR-308	Service Marketing.	APR-415	Audio -Visual Production
APR-3**	Decision Making Skills/ Dissertation	APR – 4**	Digital Marketing
APR-307	Comprehensive Viva	APR- 406	Comprehensive Viva
	6 subjects * 4 credits = 24 credits		6 subjects * 4 credits = 24 credits

Total Credits (For Batch 2018 onwards) 104 credits
Virtual credits of CV in I,II, III and IV = 4*4 = 16 credits

GRAND TOTAL = 120 Credits

NAME OF THE PROGRAMME: MBA (APR)

MBA (APR) SEMESTER – I

APR101B: Principles of Advertising Management

Course Outcomes

- CO1: Understanding advertising management process and its strategies.
- CO2: Creating ability to develop advertising plan.
- CO3: Understanding evolution of advertising and role of marketing mix in advertising.
- CO4: Understanding advertising objectives and its classification.
- CO5: Understanding advertising communication process and creating advertisement.
- CO6: Measuring advertising effectiveness.
- CO7: Understanding digital advertising and its types.
- CO8: Developing understanding of departments of advertising agency and client agency relationship.

APR-102: Principles of Marketing Management

Course Outcomes

- CO1: State the role and functions of marketing within a range of organization
- CO2: Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations
- CO3: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.
- CO4: Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices
- CO5: Understand concept of marketing mix as a framework for marketing decision making
- CO6: Access skills that enable students to target and secure work placements

APR-106: Business Statistics and Quantitative Techniques

Course Outcomes:

BUSINESS STATISTICS:

BY Understanding BUSINESS STATISTICS, students are able to learn, apply the principle and concepts of statistics commercially and are able to take decisions and are able to find:

- CO1: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) -- grouped and ungrouped data
- CO2: How to apply discrete and continuous probability distributions to various business problems.
- CO3: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.
- CO4: Learn parametric (t-test and z-test and also perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.
- CO5: Compute and interpret the results of Simple and Bivariate Regression and Correlation Analysis, for forecasting

QUANTITATIVE TECHNIQUES:

- CO1: Apply the most widely used quantitative techniques in decision making.
- CO2: Grasps the wide applicability of quantitative techniques.

- CO3: Apply mathematics to technical problems in business management.
- CO4: Appreciate the value of mathematical reasoning and analysis in daily life situation.
- CO5: Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.
- CO6: Apply quantitative techniques to solve a variety of business problems for cost-benefit analysis
- CO7: Use various Operations Research models like LPP, Network analysis, game theory, transportation and assignment models to solve business problems
- CO8: Able to take better decisions in their organizations by applying concepts and methodology of various quantitative techniques.

APR-110: Organizational Behavior

Course Outcomes:

- CO1: Understand Evolution of Organization behavior in terms of cognitive, behavioristic and social cognitive aspects.
- CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.
- CO3: Understand factors affecting organizational behavior shaping Personality, Perception and Learning processes of employees.
- CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organizational benefit.
- CO5: Knowhow of organizational systems and organizational change process, factors affecting change and its coping mechanism.
- CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

APR- 111A: Accounting and Finance for Managers

Course outcomes: Students who successfully complete this course will be able to:

- CO1: Explain the role of accounting in advertising and public relation organisation.
- CO2: Discuss and apply sustainability principles and ethics to financial decision making in advertising and public relation organisation.
- CO3: Analyse, evaluate business transactions and communicate financial information to a range of stakeholders.
- CO4: Interpret, analyse and use information contained in published financial reports for making informed decisions about the allocation of financial resources.
- CO5: Apply basic cost and management accounting techniques for business planning, control decision making in advertising and public relation organisation.
- CO6: Understand the functions and importance of capital market.

APR-112: Integrated Marketing Communications

Course Outcomes

- CO1: Understand the concept of Integrated Marketing Communication and its role in Marketing
- CO2: Discuss various components of IMC campaign
- CO3: Understand role of advertising and Public Relations in IMC
- CO4: Discuss role, tools and importance of sales promotion in today's era as IMC component
- CO5: Discuss role and tools of Direct Marketing in IMC
- CO6: Understanding influence of Personal Selling on customer and its importance in IMC
- CO7: Explain the role of unconventional media and tools in communication

CO8: Discuss the importance of issues affecting International marketing Communications

APR-113: Fundamentals of Management

Course Outcomes:

- CO1: Gain an understanding of the functions and responsibilities of the manager and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3: Understand the managerial functions of Assessing, Planning, Organizing and Controlling. Both traditional and edge approaches are introduced and applied.
- CO4: Understand the ethical implications of managerial action and inaction.

MBA (APR) SEMESTER – II

APR 201: MEDIA PLANNING

COURSE OUTCOMES

- CO1: Know-how of valid sources of media information.
- CO2: A grasp on the need of the agencies and departments specialized in Media functions.
- CO3: Generating crisp Media Brief and comprehending the same.
- CO4: Understanding Media Eco-System including the brand, Its markets, Its competition, Its audience.
- CO4: Special skills on Creating Media Innovation, Converting Media into a message, and Cutting through media clutter.
- CO5: Developing efficient and effective media strategy.
- CO6: Special skills to bring a synergy amongst various media and leverage changing media trends.
- CO7: Executing the strategy with matching media plan and scheduling.
- CO8: Using Media Buying as a tool to counter the Competition.
- CO9: Rare skill of leveraging BIG PROPERTIES.

APR-201A: Public Relations

Course Outcomes:

- CO 1: Making student understand concept, scope and functions of Public Relations (PR)
- CO 2: Understand PR process and role of public opinion
- CO 3: Understand PR Practices
- CO 4: Learning importance of PR Stakeholders and maintaining relations
- CO 5: Understand characteristics of traditional and New Media PR tools
- CO 6: Describe evolving role of PR in different sectors in country
- CO 7: Demonstrate role of PR in crisis communication

APR-203: Creative Writing

Course Outcomes:

- CO1: Making student think out of box and conveying ideas convincingly irrespective of the media.
- CO2: Weighing various options to convey an idea to select the most effective.
- CO3: Writing effectively for different media
- CO4: Writing quality essays, articles, features, press releases and film reviews.
- CO5: Writing stories, storyboarding, and dialogues.

- CO6: Writing editorials, diaries and newsletters.
- CO7: Understanding consumer psychology and creating ads, hoardings, Radio & TV commercials.
- CO8: Brainstorming and script writing.
- CO9: Column writing, blogs and review writing.
- CO10: Writing reports and memoirs.
- CO11: Understanding trademark and copyright.

APR-206A: Business Communication & Personality Development

Course Outcomes:

- CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.
- CO2: Enhancing Communication skills by practicing functions, processes and models.
- CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.
- CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication-Verbal, Nonverbal.
- CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.
- CO6: Understanding and practising complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.
- CO7: Understanding and practising Self Improvement, Developing positive attitudes, Self-Motivation, Time Management, Stress management, Modern Manners for developed personalities.

APR-209: Mass Communication

Course Outcomes:

- CO1: Understand the concept of Mass Communication, different forms and characteristics of mass media.
- CO2: Description and detailed understanding of the different Media- Print media, Electronic Media, Folk media
- CO3: Develop an understanding of the ethical challenges faced by the different media
- CO4: Understand the concept of media and how social and commercial messages are Communicated through these media

APR-212: Client Servicing and Account Planning

Course Outcomes:

- CO1: Make students understand importance of client servicing and account planning function in advertising agency business.
- CO2: Develop and understanding of types of clients and process to approach them.
- CO3: Create understanding of presentations and negotiations for CS executive.
- CO4: Gain insight into role of account planner in advertising process.

APR-2:** Advertising and PR Research

Course Outcomes:

- CO1: Understand the concept and process of marketing, advertising and PR research in business environment
- CO2: Know the use of tools and techniques for explorative, conclusive and causal research
- CO3: Understand the concept of measurement in empirical systems
- CO4: Use statistical techniques for analysis of research data

MBA (APR) SEMESTER – III

APR-301C: Corporate Communication

Course Outcomes:

- CO1: Crafting of the image a corporate project and the voice it propagates.
- CO2: Creating powerful organizational identity.
- CO3: Understanding roots, need, levels & limitations of Corporate Communication.
- CO4: Understanding under laying ethics of Corporate Communication.
- CO5: Understanding & analyzing Corporate Communication process
- CO6: Managing effective Corporate identity and understanding its impact on corporate image and reputation.
- CO7: Creating corporate advertising.
- CO8: Understanding Corporate Social Responsibility.
- CO9: Creating effective Employee Communication and Investor Relations
- CO10: Understanding Digital Corporate Communication.

APR – 302: Commercial Designing

Course Outcomes:

- CO1: Understanding of design elements in commercial design.
- CO2: Knowledge of type and color and their application in design.
- CO3: Prepare brand identity material.
- CO4: Knowledge of different types of press advertising and their layouts.
- CO5: Understand packaging design for different type of material.
- CO6: Online marketing design layouts.
- CO7: Understanding of different printing techniques.

APR-302B: Consumer Behavior

Course Outcomes:

- CO1: Knowledge amongst students of consumers, consumer behavior in the market place and their impact on marketing strategy with special focus on advertising arena.
- CO2: Making students learn the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- CO3: Understand the importance of subculture and global consumer and culture as marketing opportunities.

APR-306B: COMPUTER GRAPHICS

Course outcomes:

- CO1: Knowledge of different application of computer graphics.
- CO2: Understanding of 2d, 3d design and their practical implication.
- CO3: Knowledge of design application Corel draw.

- CO4: Knowledge of design application Photoshop.
- CO5: Knowledge of design application Illustrator.
- CO6: Understand the difference of different design applications.

APR-308: Service Marketing

Course Outcomes:

- CO1: Equipping students with core competencies and skills sets suitable for service sector
- CO2: Create an in-depth understanding of service sector, service concept and service characteristics
- CO3: Understand service marketing mix
- CO4: Knowledge of development of service product, pricing, promotion and distribution decisions
- CO5: Understanding service process role in service marketing mix and development of blue print
- CO6: Managing and crafting Physical environment
- CO7: Understanding the role of people in service organization and ways to maintain personnel quality
- CO8: Describe Service quality concept, dimensions and model.

APR-312: DECISION MAKING SKILLS

Course Outcomes:

- CO1: To help students to learn and to acquaint themselves with all the facets of Decision-Making Process in Advertising and Public Relation.
- CO2: Understand Theories of decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model for better decision-making process.
- CO3: Identifying the need, means for deciding, possible options, tradeoffs etc. as Integrated Decision-Making Process.
- CO4: Application of Intervening variables in decision making and Internal/External Implementing Decisions with Communication, types and Acceptability of decisions, long term impact assessment
- CO5: Role of Group Decision making – Various stakeholders, collective bargaining process.

APR-3*- Dissertation**

Course outcomes

- CO1: Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- CO2: A capability to contribute to research and development work.
- CO3: The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.
- CO4: The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.
- CO5: The capability to critically and systematically integrate knowledge to understand and solve management issues .
- CO6: The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.
- CO7: The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.
- CO8: A consciousness of the ethical aspects of research and development work.

MBA (APR) SEMESTER – IV

APR – 401A: Rural and Retail Marketing

Course Outcomes:

- CO1: Understand the significance of marketing for rural products.
- CO2: Discuss FMCG, durables, agriculture products and understand importance for branding in rural markets
- CO3: Understand rural consumer behavior and its major factors influencing it.
- CO4: Learn problems of rural marketing
- CO5: Describe sources of finance in rural areas
- CO6: Understand acts pertaining to rural market and marketing
- CO7: Create understanding of distribution system, challenges and future scope in rural marketing
- CO8: Understand to communicate effectively with rural audience with right media.
- CO9: Create an understanding of retailing in today's fast changing environment
- CO10: Learn types of retailers and elements in retaining environment
- CO11: Describe retail merchandising with pricing issues
- CO12: Understand role of CRM in retailing

APR-402B: Marketing Strategies

Course Outcomes:

Upon successful completion of the requirements for this course, students will be able to:

- CO1: Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals;
- CO2: Integrate marketing theory, prior practice and prior learning into the strategic marketing environment; and,
- CO3: Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.

APR-403: Direct Marketing and Event Management

Course Outcomes:

- CO1: Understand the importance and concept of Direct marketing
- CO2: Description and detailed understanding of the different Direct Marketing Tools
- CO3: Develop an understanding of the concept of interactive marketing practices
- CO4: Understand the concept of Events, Classification and types of events with specific reference to the Indian industry.
- CO5: Detailed understanding and application of Event Planning at Pre-event, During events and Post event stages.
- CO6: Integrate the theoretical concepts with practical design of events.

APR-408: Brand Management

Course Outcomes:

- CO1: Making student understand branding concept, role of brand in marketing and how a brand can be a reason of success/failure
- CO2: Describe various sources of brand equity
- CO3: Understand brand personality
- CO4: Understand characteristics and role of brand elements in building a brand

- CO5: Managing brand extensions and portfolios
- CO6: Understand how to create positioning for the brand
- CO7: Discuss how branding practices differ over international boundaries

APR-415: Audio Visual Production

Course outcomes:

- CO1: Understand different stages of video production.
- CO2: Knowledge of different Production techniques.
- CO3: Outdoor and indoor shoot planning.
- CO4: Set designing and crew management.
- CO5: Knowledge of different type of productions.
- CO6: Knowledge of workflow of add film.

APR-4: Digital Marketing**

Course Outcomes:

- CO1: Identify the basic understanding of digital marketing
 - CO2: Differentiate between Traditional Marketing and Digital Marketing.
 - CO3: Understand the strategies used in digital marketing environment.
 - CO4: Students must understand difference between Inorganic and Organic Content.
 - CO5: Develop basic understanding of Search Engine Optimisation.
 - CO6: Know the various Advertisement formats used in digital marketing.
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