



# International Institute of Professional Studies

## Devi Ahilya University, Indore

### MBA (APR) SEM. I

### (JULY – DEC. 2013)

#### APR101B\_

### Principles of Advertising Management

#### **Course Objective**

The aim of the paper is to foster the natural energies and enthusiasm of the introductory advertising student. The course will provide in-depth understanding of advertising management process and strategies, which will develop skills in problem solving and decision-making in this field. The objective at the end will be an ability to develop comprehensive advertising plan for the product.

#### **Course Contents**

1. Evolution of advertising, Importance of advertising, an overview of the ad scene in India, Introduction to advertising management, Advertising as a Marketing communication element, Role of advertising in marketing mix.
2. Functions/ roles of advertising, benefits of advertising, Classification /types of advertising: By target audience, by geographic area, by medium, by purpose.
3. Advertising objectives, DAGMAR approach, Nature of demand – use of advertising for stimulating primary & selective demand
4. Promotion and communication process – Triangle of communication, AIDA model, Hierarchy of effects model, Innovation adoption model, 5W's principle, Lavidge & Steiner model
5. The Advertising Spiral, Advertising Campaign Planning – defining campaign planning, various stages in campaign planning
6. The advertising industry: advertiser, advertising agencies and media
7. Creative execution: Building advertisement – copy, illustration, layout  
Creative approaches and styles
8. Media planning and buying, Media terminology.
9. Measuring advertising effectiveness.
10. Advertising environment –SEC, Social issues, Ethical issues, Economic issues, Legal issues, Competition act 2002, Ruling of CCI, IRS.
11. Social media as an advertising tool.
12. Brief overview of global advertising practices.

#### **Text Books**

Advertising Procedures – Kleppner, 18th International Edition, Prentice Hall, New Jersey, U.S.A.  
Advertising Management - Batra, Aaker and Myers, 5<sup>th</sup> Ed. Pearson Education, New Delhi, India

#### **Suggested Readings**

Advertising Planning and Implementation (2006) Sharma, Sangeeta, Singh Raghuvir, Prentice Hall of India, New Delhi, India

#### **Websites**

[www.agencyfaqs.com](http://www.agencyfaqs.com) ,and various advertising blogs



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**MBA (APR) SEM. I**  
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**APR 102**  
**Principles of Marketing Management**

**Course objective**

The objective of this course is to provide the students exposure to marketing concepts, tools and techniques and help them develop abilities and skills required for the performance of marketing functions.

**Course Contents**

1. **Marketing concepts:** Customer value and satisfaction, customer delight, orientation of marketing concepts: Production concept, product concept, selling concept, marketing concept and societal marketing concept, value chain.
2. **Understanding the marketing environment:** Scanning the environment, Micro-environment, Macro-environment.
3. **Marketing Segmentation, Targeting and Positioning:** Market segmentation, bases of market segmentation, requirements of effective segmentation, evaluating the market segments, market targeting: Undifferentiated marketing, single segment and multi-segment structures, concept of Positioning.
4. **Marketing research:** Meaning, Process.
5. **Product Decision:** Objectives, core, tangible and augmented products, Product classification, product mix, product life cycle and strategies, new product development process, Introduction and factors contributing to the growth of packaging, Introduction of labeling.
6. **Pricing Decisions:** Factors affecting price, pricing methods, Price adaptation strategies.
7. **Distribution Decisions:** Importance and functions of Distribution channels, Considerations in distribution channel decision, distribution channel members, intensity of distribution, channel conflict and channel management.
8. **Promotion Decisions:** A view of Communication process, developing effective communication, Promotion mix elements.
9. **Emerging trends in marketing:** An introduction to internet marketing, multilevel marketing, CRM, green marketing, social media marketing, rural marketing, experiential marketing and event marketing.

**Text Readings:**

- Philip Kotler, Principles of Marketing Management, New Delhi, Prentice Hall of India.

**Suggested readings:**

- Ramaswamy and Namakumari, "Marketing Management", Macmillan India.
- Rajan Saxena, "Marketing Management", Tata McGraw Hill.



# International Institute of Professional Studies

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**MBA (APR) SEM. I**

**(JULY – DEC. 2013)**

**APR-112**

**Integrated Marketing Communication**

## **Course objective**

This paper gives an insight into marketing communications and prepares students for careers in areas of advertising, marketing communication, etc. This course enables students to build a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the marketing communication process.

## **Course contents**

1. **Introduction to Integrated Marketing Communication:** The Promotional –Mix, Role of Marketing Communications in Marketing, Evolution and Importance of Integrated Marketing Communication, An overview of IMC components, Understanding the Communication process - Consumer Response Hierarchy, FCB planning Model
2. **Advertising as an IMC Tool:** Advertising concept, Advertising campaign, and coordination of Advertising with other IMC tools
3. **Public Relations and Publicity:** The concept, Relation between corporate Advertising and Public Relations, Public Relations and damage control
4. **Sales Promotion as an Integration tool:** Importance and growth of Sales promotions, Objectives and Sales Promotions Types, Risks of Sales Promotions
5. **Direct Marketing:** importance and applications
6. **Personal Selling:** Role of Personal Selling, Personal Selling Process, Personal Selling as an individual communication tool as compared to other communication mediums
7. **Events sponsorships:** Meaning, Reasons of growth of sponsorships, Types of sponsorships
8. **Unconventional Promotional Media:** Word-of-Mouth Advertising, In-film promotion, Social Media Marketing,
9. **International Marketing Communication:** Role of international marketing communication in international marketing, Cultural and other differences, Global Vs. localized marketing communications
10. Budgeting and IMC campaign coordination



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#### **Text Books:**

1. Advertising and Promotion: An IMC perspective- Belch, Belch, Tata McGrawHill
2. Advertising and Promotions: An IMC Perspective- Kruti Shah and Alan D'Souza, Tata McGrawHil

#### **Reference Books:**

1. Wells, W. D., Moriarty, S., & Burnett, J (2007). Advertising: Principles and Practice. New Delhi: Pearson Education India.
2. Clow, K. E., & Baack, D (2007). Integrated advertising, promotion and marketing communication. New Delhi: Pearson Education India.
3. Aaker, A. D., Batra, R. & Myers, J. G. (2009). Advertising Management, 5th Edition. Pearson Education India.



# International Institute of Professional Studies

Devi Ahilya University, Indore

**MBA (APR) SEM. I**

**(JULY – DEC. 2013)**

**APR - 106**

## **Business Statistics and Quantitative Techniques**

### **Course Objective**

Objective of the course is to impart understanding of business decision-making through data utilization & analysis. This course should impart skills in data identification, data collection, data presentation, selection of analysis tools in given situations & use of tools, interpretation of data & decision making on the basis of this interpretation. Course also develops skills in modeling of situations on the basis data available.

### **Business Statistics**

1. Introduction to Statistics: Definition of Statistics, Functions, Scope , Applications, Role of Statistics in Management Decisions, Limitations of Statistics
2. Introduction to Measurement of Central Tendency: Types of central tendency and its application. Introduction to Measures of dispersions (SD and MD) and its types.
3. Probability Theory and Probability Distributions: Concepts of probability and its types, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
4. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation, regression and regression equations.
5. Time Series:: Measurement of trend (moving average, exponential smoothing and least squares method) and its application in Business forecasting.

### **Quantitative Techniques**

1. Quantitative Techniques and Operations Research: Meaning, Scope of QT and OR, Methodology and models of QT/OR, Applications, Advantages and Limitations of QT/OR.
2. Linear Programming Problem (LPP): Meaning, formulation of LPP, Graphical method, Simplex Method of solving LPP.
3. Transportation and Assignment Problem: (Minimization and Maximization, balanced and unbalanced), Solution of Transportation problem by NWC, LC,VAM. Optimality test of solution by MODI Method. Solution of assignment problems using Hungarian Method.
4. Replacement Models: Introduction, Scope in Management, Individual and Group Replacement model.
5. Game Theory: Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games using – Algebraic and Graphical Methods.

### **Text Reading**

1. Richard I. Levin and D.S. Rubin, “**Statistics for Management**”, New Delhi: Prentice Hall of India, 2000
2. S. P. Gupta, “**Statistical Methods**”, New Delhi, Sultan Chand and Sons, 2001



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3. S. D. Sharma, “**Operations Research**”, Meerut: Kedar Nath Ram Nath and Co., 8<sup>th</sup> edn., 2002.
4. N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications, 15<sup>th</sup> Ed., 2000.
5. Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd., 1996.
6. Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd, 2<sup>nd</sup> Ed., 1996.
7. V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons, 2001.

**Suggested Readings**

1. D. C. Sancheti and V. K. Kapoor, “**Statistics: Theory, Methods and Applications**”, New Delhi: Sultan Chand and Sons., 2001
2. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “**Fundamentals of Statistics**”, Allahabad: Kitab Mahal, 1996
3. P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications, 2000.
4. U. K. Shrivastava, G. V. Shenoy, S. C. Sharma, “**Quantitative Techniques for Managerial Decisions**”, New Delhi: Wiley Eastern Ltd., 1994.
5. Bobby Srinivasan and C. L. Sandblom, “**Quantitative Analysis for Business Decisions,**” Singapore : McGraw-Hill Publications, 2001.
6. C. R. Kothari, “**Operations Research Quantitative Techniques**”, Delhi: Vikas Publications, 3<sup>rd</sup> Ed., 2001.



# International Institute of Professional Studies

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**MBA (APR) SEM. I  
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**APR-113**

## **Fundamentals of Management**

### **Course Objective:**

The course objective is to help the students in understanding of the dimensions of the management and Human Resource with particular reference to management aspects in India. Efforts will also be directed towards developing communication and decision-making skills through case discussions, group discussion, role-playing, presentation and live and theoretical projects and assignments.

### **Course Contents:**

1. **Introduction to Management:** Definition, nature, importance, evolution of management thought, contribution made by Taylor and Fayol, Is managing a science or art? Functions of manager, ethics in managing and social responsibility of managers.
2. **Functions of Management:** Basic functions of management, POSDCORB. McKinsey's 7's Approach MBO.
3. **Strategies and Policies:** Basic Strategies and policies in Management, TOWS, Portfolio matrix, Porter's strategies.
4. **HR Aspect in Management:** Definitions, concept, Nature and Scope, roles and functions of HR, challenges and latest trends in HR.
5. **Human Resource Planning:** Meaning of Human Resource Planning, Features, Methods and steps in Human Resource Planning, Job Analysis, Job Description, Job Specification, Job Compensation, Recruitment and Selection, Induction and Placement.
6. **Performance Appraisal:** Concept of Performance appraisal, Trends and methods of performance appraisal, potential and performance appraisal.
7. **Training and Development,** Concept, methods, implications of training and development Latest trends in HR, E- HRM

### **Suggested Readings:**

- 1-Koontz – Principles of Management (Tata McGraw Hill, 1st Edition 2008)
2. Robbins & Coulter – Management (Prentice Hall of India, 8th Edition)
3. L.M. Prasad – Principles & Practices of Management (Sultan Chand & Sons, New Delhi)
4. Parag Diwan – Management Principles and Practices (Excel Books, New Delhi)
5. Stoner, Freeman, Gilbert. Jr. – Management (Prentice Hall of India, 6th Edition)
6. Koontz, Weihrich – Essentials of Management (TMH, 5th Edition)
- 7-[Human Resource Management Principles and Practice](#), P.G. Aquinas, ISBN : 8125918097. Publication Year : 2011, Edition: First Reprint
- 8-[Personnel Management](#), Arun Monappa, Mirza Saiyadain, ISBN : 0074622643, Publication Year : 2011, Edition: Second
- 9-[Human Resource Management](#), V S P Rao, ISBN : 8174464484, Publication Year : 2005, Edition: Second.



# International Institute of Professional Studies

Devi Ahilya University, Indore

**MBA (APR) SEM. I**  
**(JULY – DEC. 2013)**

**APR – 109**

## **Computer Applications**

### **Course Objectives**

The objectives of this course are to introduce the students to the basic concepts of computer. Special emphasis will be laid on helping students acquire a high degree of proficiency in Windows based applications in various functional areas of management.

### **Course Contents**

1. Introduction: Course overview and administration. Scope and contents of syllabus. Discussion of assignments, tests and marks criteria.
2. Fundamentals of Computer: Block diagram of the computer Input devices, Output devices, System software and hardware, Memory management, computer generations and languages.
3. WINDOWS: windows operation, File management, Resource location, Managing icons and location, Control manager
4. MS – Word (Word Processing): Introduction, Working with Word, Typing and Editing, Formatting Text, Page design and layout, Adding Tables, Using styles, templates and themes, Merging Data and documents, Using Graphs, Advanced features of Word.
5. MS – Excel (Worksheet): Introduction, Working with Excel, Entering Data, Advanced worksheet formatting, Customizing Workplace, Calculation in Worksheets, Adding Charts, Working with lists databases and pivot table, Advanced features of Excel.
6. MS – PowerPoint (Presentation): Introduction, Working with PowerPoint, Adding Text, Expert presentation – building technique, Including Multimedia, graphics and special effects, Customize PowerPoint.
7. Information Technology, Internet, Intranet, Cyber crime, Cyber Act, Regulations, Computer virus, Worms, Types of Virus
8. Online services overview like Searching, Youtube, Picasa, Flickr, Maps, Google Places, File Transfer etc.

### **Text Books**

- 01 Computer and commonsense, Roger Hunt and John Shelly
- 02 Using MS- office 2000, Woody Leonhard
- 03 The Computer Guide to MS – Office, Ron Monsfield
- 04 The Complete ref, office 2000, Stephen L. Nelson





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**MBA (APR) SEM. I**

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**APR-110**

## **Organizational Behavior**

### **Course objectives**

The course objective is to help the students help understanding of the dimensions of the management of Human Resource with particular reference to human resource management policies and practices in India. Class room teaching will also be directed towards developing communication and decision-making skills through case discussions, group discussion, role-playing, presentation and live and theoretical projects and assignments.

### **Course Contents**

#### **Unit 1 Fundamentals of OB**

Definition, scope and importance of OB, Evolution of OB, Theoretical framework (cognitive, behavioristic and social cognitive), Limitations of OB.

#### **Unit 2 Individual Process and Behavior:**

2.1 Attitude: Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Job attitude, Barriers to changing attitudes

2.2 Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality & job – fit theory), Personality Tests and their practical applications.

2.3 Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception, Barriers of Perception.

2.4 Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation .

#### **Unit 3 Interpersonal Processes and Behavior, Team and Leadership Development**

3.1 Foundations of Group Behavior: The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development, Managing Teams: Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building



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3.2 Leadership: Concept of Leadership, Styles of Leadership, Trait Approach, Contingency leadership Approach, Contemporary leadership, Concept of transformational leadership, Contemporary theories of leadership, Johari Window, Transactional Analysis, Success stories of today's Global and Indian leaders.

#### **Unit 4 Organization System:**

Organizational Culture: Meaning & Definition of Organizational Culture, Creating & Sustaining Organizational Culture, Types of Culture (Strong vs. Weak Culture, Soft vs. Hard Culture & formal vs. Informal Culture) , Creating Positive Organizational Culture, Concept of Workplace Spirituality.

#### **Unit 5 Managing Change :**

5.1 Organizational Change: Meaning, definition & Nature of Organizational Change, Types of organizational change, Forces that acts as stimulants to change.

5.2 Implementing Organizational Change: How to overcome the Resistance to Change, Kurt Lewin's- Three step model, Seven Stage model of Change & Kotter's Eight-Step plan for Implementing Change, Dealing with Individual & Group Resistance.

#### **Text Books**

- Organizational Behaviour by Robins
- Organizational Behaviour by Nelson & Quick
- Organizational Behaviour by Fred Luthans
- Organizational Behaviour by Stephen Robins, Timothy Judge, Neharika Vohra
- Organizational Behaviour by K Ashwathappa

#### **Reference Books**

- Understanding OB by Uday Pareek
- Change & Knowledge Management by Janakiram, Ravindra and Shubha Murlidhar
- Organization Behaviour-Niraj Kumar

#### **Websites**

- <http://papers.ssrn.com>
- <http://www.nwlink.com/~donclark/leader/leadob.html>

#### **Journals**

- Organizational Behavior and Human Decision processes
- Journal of Organizational Behavior
- Journal of Human Values
- International Studies of Management & Organization



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**MBA (APR) SEM. I**

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**APR-**

## **Accounting and Finance for Managers-I**

### **Course Objective**

The basic objective of the subject is to acquaint students with concepts of financial accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making in APR Industry.

### **Course Contents**

1. FUNDAMENTALS OF FINANCIAL ACCOUNTING: Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions.
2. DOUBLE ENTRY SYSTEM OF ACCOUNTING I: Concept and definition, Process of Accounting, various stages of DES accounting: Journal, Concept, Rules of Journalizing, Process of Journalizing, Ledger Posting, Trial Balance, Numerical Problems.
3. DOUBLE ENTRY SYSTEM OF ACCOUNTING II: Concept of final Accounts, Preparation of Final Accounts without adjustments, Adjustments in Final A/cs., Concept and necessity, Preparation of Final a/cs. With adjustments, Numerical Problems
4. INTRODUCTION TO MANAGEMENT ACCOUNTING AND FINANCIAL STATEMENT ANALYSIS: Introduction to Management Accounting, Balance sheet & related concepts, Profit/Loss account & related concepts, Need, Importance and Limitations of Management Accounting, Difference between Management & Financial Accounting, An overview of Financial Statement Analysis, Objectives, Methods and Importance, Tools and Techniques of Financial Statement Analysis.
5. RATIO ANALYSIS: Concept, Importance, Assumptions and Limitations, Managerial Uses of Ratios, Numerical Problems.
6. FUND FLOW ANALYSIS: Fund Flow Statement; Concept and Importance, Managerial Uses of FFS, Sources and Application of Fund, Preparation of Fund Flow Statement, Numerical Problems.
7. CASH FLOW ANALYSIS: Cash Flow Statement; Concept and Importance, Difference between CFS and FFS, Managerial Uses of CFS, Preparation of Cash Flow Statement as per AS 3, Numerical Problems.

**TEXT BOOK:** Accounting for Management by Dr. Jawaharlal (Himalaya Publication House)

### **REFERENCES:**

Financial A/c. for Management by Ambrish Gupta (Pearson Education),

Accounting for Managers by M.E. Tukaram Rao (New Age),

Accounting for Management by Vijayakumar (Tata McGraw Hill Publication)