

Gautam Buddha University School of Management
Greater Noida
Programme: Integrated MBA

Course: Corporate Valuation and Restructuring (MB-609)

Instructor	: Dr. Satish K Mittal	Year/ Sem	: 2014-15, IX
Email	: skumar@gbu.ac.in	Phone	: 01202346170
Department	: Business Studies	Credit	: 2
Sessions	: Thirty	Each Session	: 60 Minutes

Introduction:

The world is in a state of flux, being influenced by the forces of globalization and as a consequence, is facing intense competition. As a coping strategy, organizations are going for corporate restructuring in terms of mergers and acquisitions (M&As), Buy Back, etc. Now a day the corporate restructuring deals are common not only in the developed countries but also have become more apparent in the developing countries. In the post liberalization period, corporate restructuring for Indian corporate enterprises are also at the acclivity state. During the last few years, India has witnessed substantial rise in corporate restructuring activity in industrial and financial sectors of the economy. The harsh reality of globalization has dawned that companies which cannot compete globally must sell out as an inevitable alternative.

The valuing of companies and their assets is a vital function, not only in the Mergers & Acquisitions field, but in many other areas of the credit and investment process. Recent changes instituted by ICAI, SEBI, and IFRS have also served to push the issue of valuation to the forefront. This course presents an overview of valuation techniques and their proper application – ranging from traditional approaches like Multiples and Discounted Cash Flow to more recent alternatives such as EVA, MVA, and Relative valuation. The program analyzes the strengths and weaknesses of the different methodologies and shows how to conduct due diligence into third-party valuation reports.

Aims and Objectives:

On successful completion of the course, participants will be able to apply the techniques and methods of business valuation and corporate restructuring in real life situations. In particular, participants shall:

- The primary objective of this course is to familiarize the student with basic concepts and methodology of Corporate Valuation & Restructuring, its various tools and techniques to facilitate the managers in managing their decision.
- The other objective of the course is to acquaint the students in respect to the valuation decisions of various types of business firms, the risks and the returns involved.
- Students should develop capabilities to offer advisory/consultancy services in the area of Corporate Valuation & Restructuring.
- To learn about the various characteristics and theories of M&As in order to appreciate varied points of view about their utility for corporate restructuring and business valuation.

Pedagogy:

A mix of instructional methods will be used like lectures, discussions exercises and assignments. The efforts would be made to strengthen the conceptual knowledge and application through cases and exercises. The emphasis of this course is on both intellectual

stimulation and practical rigorous applications, through the security analysis project. The course emphasis is on the development of both quantitative analytic skills and presentation skills.

Learning Outcomes:

At the end of this course students should be able to answer to the many questions like:

- ✓ What is valuation, why is it required and what are the different techniques of valuation?
- ✓ In a valuation exercise, what all is to be valued and what is the most appropriate technique to carry out valuation for different firms?
- ✓ How to perform accounting analysis, financial analysis, strategic analysis and prospective analysis for purpose of valuation?
- ✓ What are the advanced techniques of valuation?
- ✓ How to value debt, equity, tangibles and intangibles of a business?
- ✓ What is corporate restructuring and various forms of corporate restructuring?
- ✓ What are mergers and acquisitions, their motives and strategies?
- ✓ Valuation principles and mechanisms in mergers and acquisitions?
- ✓ What are the legal aspects involved in corporate restructuring of enterprises?

Evaluation Scheme:

Quizzes/ Class Tests/ Assignments	15%
Class Participation/ Presentation & Discussion	10%
Mid-term Exam	25%
Term- end Exam	50%

Text Book:

- Mittal, S. K. (2013). Mergers and Acquisitions as Strategy: Texts & Cases. *Mergers and Acquisitions as Strategy: Texts & Cases*, Scholar Press, edition-1, 253.

Suggested Readings:

- Palepu, Krishna G., Paul M. Healy, and Erik Peek. (2007) *Business analysis and valuation*. Thomson Learning, 2007.
- Damodaran, A. (2008). *Damodaran on valuation*. John Wiley & Sons.
- Fishman, J. E., Pratt, S. P., Griffith, J. C., Wilson, D. K., Meltzer, S. L., Wells, M. W., & Lipnicky, E. G. (2002). *Guide to business valuations*. Practitioners Publishing Company.
- Copeland Thomas, E., Koller, T., & Murrin, J. (1994). Valuation: measuring and managing the value of companies/. *Wiley frontiers in finance*.
- Gaughan, P. A. (2007). *Mergers, acquisitions, and corporate restructurings*. John Wiley & Sons.

Session Plan (Each session of 60 minutes)

S. No.	Topic to be covered
1	Introduction and course overview
2-3	Valuation Fundamentals & Contexts: Concept of Valuation - Fair market value, fair value, investment value, intrinsic value; Purpose and Role of Valuation, Valuation context, Distinction between Price and Value.
4-5	Restructuring and Analysis of Financial Statements: restructuring and analysis to cull out economic information from accounting information provided in financial statements.
6-10	DCF Methods of Valuation: Enterprise Value Approach, Capital cash Flow Approach, Equity Cash Flow Approach; Adjusted present value, Valuation based on residual income or economic value added; forecasting cash flows, determining the cost of capital and discount rate; determining the terminal value and determining the value of equity from the enterprise value.
11-12	Non-DCF Valuation: Asset approach, real option/contingent claim approach, relative valuation Direct and indirect tax issues in business valuation and corporate restructuring, double taxation avoidance agreement, tax information exchange agreement in the context of cross border acquisitions, implications of stamp duty.
13-14	Techniques to manage Risk in Business Valuation: Sensitivity analysis, Scenario analysis, Simulation, Regression analysis.
15	Criteria for selecting the appropriate Valuation Method: Suitability of different valuation methods in different contexts, Choice of valuation method based on the growth stage of the firm, nature of the industry and availability of information.
16-17	Fundamentals of Corporate Restructuring: Corporate Restructuring, Forms of Corporate Restructuring- Mergers, Acquisitions, Consolidation, Joint Ventures, Restructuring Equity, Ownership and Control of assets; Restructuring Debt Contracts, Restructuring Equity Contracts, Restructuring Assets.
18-20	Creating value through corporate restructuring: 1. "Not all M&As are alike – and that matters." Bower, J. HBR, Mar 2001. 2. "When to ally and when to acquire." Dyer, J.H., Kale, P., and Singh, H. HBR, Jul-Aug 2004. 3. How M&As are different from other Corporate Restructuring Strategies.
21	Mergers and Acquisitions: Strategies: Intensive Growth, Diversification Growth, Spin-offs, split-offs, Motives and Synergies: Monopoly theory, Valuation theory.
22	Take Over and Defense Mechanisms: Friendly takeovers, Hostile takeovers; Leveraged Buyouts, Poison Pill, Note of Clause, Buy back of shares and other defense mechanisms.
23-24	Due Diligence: Financial due diligence, Taxation due diligence, Legal due diligence, Cultural due diligence and Information technology (IT) due diligence.
25-26	Legal, Taxation and Other Regulatory Issues in Corporate Restructuring: Direct and Indirect Tax issues in Corporate Restructuring, Double Taxation Avoidance Agreement, Tax Information Exchange Agreement in the context of cross border Acquisitions, Implications of Stamp Duty Companies Act, 1956: Mergers and Demergers, Reduction of Capital SEBI (Substantial Acquisition of shares and takeovers).
27-29	Student presentations
30	Syntheses of course learning

Gautam Buddha University School of Management
Greater Noida
Programme: Integrated MBA (Batch 2010-15) Semester-IX
Course: Finance Elective (Micro-Finance)

Instructor: Dr. Shweta Anand
Email: shweta.anand@gbu.ac.in
Department: Business Studies
Sessions: 30

Year/Sem: 2010-15 Sem.IX
Phone:
Credit:02 , Code MB-442
Each Session: 60 Minutes

Introduction:

The course will enable the students to have an insight into basic concepts of microfinance. Microfinance is emerging as the game changer for developing countries to ensure a broad based sustainable development. It also implies financial inclusion at the lowest income level. A social impact of its implementation is the empowerment of women. This course will give the introduction and advanced practical concepts and applications to business students.

Aims and Objectives:

1. Familiarizing the students about the basic concepts of Microfinance.
2. Help the students to understand the process of social change and development due to MFI.
3. Facilitating the knowledge about industry-society inter linkages and its impact.

Pedagogy:

Lectures would focus on application of the concepts and theories in practical field examples in Indian society. Class lectures would be supported by discussions, exercises and assignments.

Learning Outcomes:

- Students will be able to understand the microfinance concepts and its applications.
- They will be more analytical while understanding the various models..
- They will develop good insight about the impact of microfinance on marginalized classes.

Evaluation Scheme:

Internal (Quiz, Project, Presentation, CP, Attendance)	: 25 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
Total	: 100 marks

Text Book:

1. Prabhu Ghatge, 4th Printing, *Indian Microfinance The Challenges of Rapid Growth*, Sage Publications

Reference Book:

1. G.P. Kapoor, *Micro Finance and Women Empowerment Comparative Study of Shimla and Kangra Districts of Himachal Pradesh*, APH Publishing Corporation
2. IIBF (Author), *Micro-Finance: Perspectives and Operations Paperback* – 1 Jan 2008
3. N. Lalitha, *SHGs & Microfinance A Research Compendium*, Dominant Publishers and Distributors

Course Outline:

Session 1-4 Unit I:

Introduction to Microfinance Introduction • What is Microfinance • Definition • Concept, Scope and Limitations • Poverty and Micro Credit • Process of Micro Credit

Session 6-10 Unit II:

Various models of Microfinance Lending • Joint Liability Group • Self Help Group Model • Bank Linked Group • Governance of Microfinance Service • Microfinance Development Council • State Advisory Councils

Session 11-17 Unit III:

Industry Preview • Social Impact of Microfinance • Global Developments in Microfinance • Major Changes in Microfinance Scenario in South East Asia • Developments in Microfinance in India • Pillars of Microfinance in India Microfinance Industry Structure •

Session 18 – 24 Unit IV:

Role of RBI (Central Bank) and NABARD (Regulator) • Major Players in the Industry • Financing Model adopted by Banks in Microfinance Industry • Microfinance Delivery Model Microfinance Lending Process • Client Characteristic Microfinance Services • Lending Process in Microfinance Business Strategy •

Session 25-26 Project Presentations

Session 27-30 Unit V:

Business Strategies of Microfinance Institutions • Business Strategies of Private Banks/Commercial Banks • Growth Drivers for Sector • Scope of Microfinance • Contemporary issues in Microfinance Services.



Gautam Buddha University School of Management Greater Noida

Integrated Master in Business Administration

Course: Creating High Performance Organizations

Instructor:	Princy Vij	Year/Sem:	2014-15, IX
Email:	pvij@gbu.ac.in	Phone:	6167
Area:	Human Resource Management	Credit:	02
Department:	Business Management	Each Session:	60 Minutes

Introduction:

One key to building and sustaining a high performing organization is developing leaders and employees. Employees are more than a payroll expense. They are intelligent, resourceful people who can think, learn, and continually improve their value and contribution to the organization.

Objective:

This course aspires to provide an in-depth understanding on how to build and sustain high performing organizations by focusing on the core elements central to high performance such as Leadership, developing teams, Interpersonal relationships, collaboration, communication, Customer service, Self-management and emotional intelligence.

Evaluation Scheme:

Regularity & Participation	05
Assignments	10
Presentations	10
Mid – Sem Exam	25
End-Semester Exam	50

Text Book:

The High Performance Organization: Creating Dynamic Stability and Sustainable Success, Linda Holbeche, Butterworth-Heinemann, 2005

Reference Books

Beyond HR, Boudreau and Ramstad, Harvard Business School Press, 2007

Session Plan: *(Each session of 60 minutes)*

Session No.	Contents
1 – 2	Introduction: towards the high performance organization
3	Building Culture
4 – 6	Designing the high performance organizations
7 – 8	Creating dynamic stability: ‘change – able’ organizations
9 – 10	Creating knowledge – rich context for innovation
11 – 13	Developing and sustaining Boundary-less Organizations
14 – 17	High performance Management Practices
18 – 19	Becoming a Great Place to work
20 – 21	Designing Careers for high performing organizations
22	Work – life Balance
23 – 24	Gaining and sustaining competitive advantage
25 – 26	Key skills to survive and thrive in changing organizations
27 – 28	Leading for Sustaining high performing organizations
29 – 30	Emotional Intelligence



Gautam Buddha University School of Management Greater Noida

Integrated MBA-XI Sem.

Course/Code: Manpower Development and Technology Change (MB-)

Instructor	Ms. Monika Bhati	Year/Sem.	2014-15, VII
Email	monika@gbu.ac.in	Phone	0120-234-6166
Department	Business Management	Credit	3
Sessions	45	Each session	60 minutes

Introduction

Globalisation and the advent of Information Technology have made major impact on work, employees, work places and organizations alike. This course aims to examine the major aspects of technological change and its impact on human resources management strategies and how human resources management strategies facilitate or hinder technological changes.

Pedagogy and Evaluation

This course depends heavily on case discussions. You must prepare for class and participate in order for the course to be successful. Preparation for class involves (i) reading the assigned background material and cases thoroughly, thinking on (ii) how the readings help understand the situation described in the case, and (iii) how the readings can be applied in the context of the case. Reviewing and answering the case preparation questions will help you in this regard.

Evaluation Scheme is as follows:

Case presentation	10 marks
Class assignment and project	10 marks
Class discipline and individual participation	05 marks
Mid-term Exam	25 marks
End-term Exam	50 marks

Text Book

- 1.Mamkoottam, K. (2004). *Labour and Change*. New Delhi: Response Books (Sage Publications).

2. Mangaraj, S. (2008). *Globalisation and human resource management*. New Delhi: Excel Books.
 3. Rowley, C., & Warner, M. (2007). *Globalizing international human resource management*. New York: Routledge.
 4. Zeytinoglu, I. U. (2009). *Effects flexibility in workplace on workers: Work environment and the unions*. Geneva: International Labour Office. **Suggested Readings**
 - 5 Brennan, L. L., & Jhonson, V. E. (2004). *Social, ethical and policy implications of information technology*. USA: Information Science Publishers.
 6. Griffeth, R. (2006). *IT workers human capital issues in a knowledge based environment*. USA: Information Age Publishing.
 7. Ihlenfeld, J. (2007). *The impact of knowledge sharing on corporate culture: An outlook on small and medium-sized enterprises*. Germany: VDM Verlag.
- Faculty **Session Plan:** (Each session of 60 minutes)

Course Contents

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Suggested Readings

Sessions	Sections/outlines
1-2	Evolution of human resources management philosophies;
2-4	Environmental impact on human resources management strategies
5-8	Development of manpower, common method of learning and development
9-12	Designing work: organising job and people, team working, patterns of work: the search for flexibility, change management
13-15	HRM in IT & BPO Industry
16-18	Challenges of globalization and global markets on competitiveness
19-21	Technological change, concept and process of Innovation
22-23	Changing profile of work and its impact on employee competency
24-25	Structural, cultural and HRM implications of technological change
26-27	Case study
28-30	Performance management and career development issues



**Gautam Buddha University
School of Management
Greater Noida**

Programme: Integrated MBA

Course: Inventory Management (Code: MB 456)

Instructor: Dr. Manisha Sharma
Email: manisha@gbu.ac.in
Department: Business Management
Sessions: 30

Year/Sem: 2014-15/IX
Phone: 0120-2346156
Credit: 02
Each Session: 60 Minutes

Introduction: Inventory management is a core operations management activity. It is about understanding business realities and making decisions that balance current demand with future needs while keeping overhead and operating costs to a minimum. Good inventory management is important for the successful operation of most of the businesses and their supply chains. It has its application in operations, marketing and finance as poor inventory management hampers operations, diminishes customer satisfaction and increases operating costs. The total investment in inventories is enormous, and the control of capital tied up in raw material, work-in-progress, and finished goods offers an important potential for improvement. At the same time, advances in information technology have drastically changed the possibilities to apply improved inventory control techniques. Scientific methods for production and inventory control can give a significant competitive advantage. Hence a thorough understanding of relevant inventory models is a prerequisite for successful implementation.

Aims and Objectives: The objective of the course is to:

1. Explain the dynamics of inventory management's principles, concepts, and techniques as they relate to the entire supply chain (customer demand, distribution, and product transformation processes)
2. Formulate the appropriate methods for controlling inventories, and thereby assist in reducing cost, improving customer service, and maximizing capacity.
3. Introduce computer application in inventory management.
5. Introduce the quantitative analysis approach of Inventory Management.

Pedagogy: Class time will be used to expose various concepts and illustrate their applications to business situation. The emphasis in the class will be on learning by doing. Success (or failure) in this course will, therefore, to a large extent be determined by the amount of effort that you put in outside class.

Homework may be assigned and is due at the beginning of class on the designated submission date.

Learning Outcomes: On successful completion of this unit the students are expected to be able to:

1. Understand inventory concepts and the reasons for holding inventories and list the main requirements for effective inventory management
2. Understand the importance of accurate inventory records and how they can be maintained.
3. Understand inventory classifications and calculate inventory turnover.
4. Determine and forecast demand for Inventory.
5. Explain equipment handling and management in Inventory Management.
6. Explain how to avoid accumulating excess and obsolete inventory.
7. Understand how inventory control fits in the logistics organization.

Evaluation Scheme:

Class participation:	5%
Quiz:	10%
Assignments/Cases:	10%
Mid-Sem Exam:	25%
End-Sem Exam:	50%

Text Book:

Chandra, Bose, D.: Inventory Management, PHI Learning

Reference Books:

1. Muller, Max: Essentials of Inventory Management, AMACOM
2. Piasecki, David J.: Inventory Management Explained: A focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems, Ops Publishing.
3. Toomey, J. : Inventory Management: Principles, Concepts, and Techniques, Springer

Session Plan: (Each session of 60 minutes)

Session No.	Topics to be covered	Reading
1-2	Introduction to Inventory Management What is inventory? Why do we carry inventory? Manufacturing and procurement strategies Inventory tracking methods Inventory management tasks	Chap 1 (TB) Chap 1 (RB2)

3-5	Tools of the Trade: Computer systems ERP systems / software suites: a little history lesson Generic or industry specific?, Software specific to inventory management Basic inventory management Demand planning / inventory optimization Material requirements planning (MRP) Manufacturing resource planning (MRPII) Multi-plant planning, Advanced planning and scheduling Supply-chain optimization, Spreadsheet statistical tools Data analysis tools	Chap 2 (RB2)
6-8	Forecasting: Basic Concepts and Techniques Forecasting terminology Forecast consumption, Trend, Seasonality, Noise, Level (also known as normalized demand or base demand) Forecasting generalizations Mathematical forecasting methods Last-period demand, Last-relative-period demand Moving average, Weighted moving average Exponential smoothing, Seasonality and seasonality indexes Trend adjustments Forecast error measurement Regression analysis Bullwhip effect	Chap 3 (TB) Chap 5(RB1) Chap 3 (RB2)
9-12	Setting up a forecasting system Trend revisited: Separating trend elements, When trends collide Exponential smoothing revisited Adaptive smoothing Black-box forecasting:Selecting a forecast interval, Creating the seasonality index(es) De-seasonalizing the demand, Smoothing the de-seasonalized demand Calculating and smoothing trend, Adjusting for trend lag, Adjusting for seasonality, Extending the forecast, Overrides and adjustments	Chap 3 (TB) Chap 4,5 (RB2)
13	Case: Eight Glasses a Day	
14-15	Safety Stock How do we go about calculating safety stock? Incorporating the forecast Incorporating lead time Relative history, seasonality, and trend Biased forecasts and negative variability	Chap 5 (TB) Chap 6 (RB2)
16-18	Order Quantities / Lot Sizes Answering the question: How much to make or order? Economic order quantity (EOQ) Using period order quantity (POQ) Using optimization:	Chap 8 (RB2) Chap 11 (RB1), Chap 7 (TB)

	Lot-for-lot sizing, Fair-share distribution, Overrides, Case quantities Inventory reduction strategies	
19-21	Ordering Systems Understanding allocations Understanding lead time: Safety lead time Ordering systems: Periodic review, Fixed reorder point, Kanban, Two-bin and the Push/Pull argument, Ordering systems that directly utilize the forecast An introduction to planned orders, More advanced periodic review Optional reorder point	Chap 8 (TB) Chap 8 (RB2)
22-24	MRP, Multi-plant MRP, and DRP The basic MRP calculations Multi-level BOMs Master Production Schedule (MPS) Finite versus infinite capacity scheduling: DRP and Multi-plant MRP Lot sizing in a multi-location distribution network, Fair-share distribution	Chap 9 (TB) Chap 9 (RB2)
25-26	Measurement and Analysis Service Levels: Fill rates, On-time delivery (OTD), Out-of-stock analysis Inventory turns ABC stratification: Determining the break points Excess and obsolete inventory Fun with ratios Dock-to-stock cycle measurement Forecast error/accuracy recap Measuring supplier performance Product data management	Chap 10 (RB2)
27	Case: Harvey Industries	
28	Inventory control: where it fits in the supply chain process and organization	Chap 13 (TB)
29-30	Project presentations	

* TB- Text Book, RB- Reference Book



Gautam Buddha University School of Management

Integrated MBA IX sem.

Course: Managing in Emerging Markets (MB-470)

Instructor	Dr. Sharadindu Pandey	Year/Sem.	2015-16, IX
Email	spandey@gbu.ac.in	Phone	0120-234-4244
Department	Business Management	Credit	2
Sessions	30	Each session	60 minutes

Introduction

This course is designed to give students an understanding of the traditional challenges to global marketing in emerging markets, including those in Africa, Asia, Latin America, the Middle East, and the former East Bloc. It will examine commonalities of different regions and countries while highlighting cultural and economic differences.

Course objectives

1. Study the institutions of emerging markets that are relevant for managers.
2. Analyze opportunities presented by emerging markets.
3. Analyze the additional ethical challenges and issues of social responsibility common in emerging markets.
4. Learn to minimize the risks of doing business in emerging markets.

Pedagogy

My teaching philosophy is joint discovery of related ideas and implementation road map. The primary lecture responsibility is mine and discussion responsibility is of students. Evaluation Scheme is as follows:

Case Analysis	10 marks
Assignment	10 marks
Punctuality	05 marks
Mid-term Exam	25 marks
End-term Exam	50 marks

Session Plan: *(Each session of 60 minutes)*

Session No.	Topic(s)/Text/Case		
1-4	<p>Emerging market landscape: MGI Report (T1)</p> <p>http://www.mckinsey.com/insights/urbanization/urban_world_the_shifting_global_business_landscape</p> <p>http://www.goldmansachs.com/our-thinking/archive/archive-pdfs/brics-dream.pdf</p> <p>Medical Device case (C1)</p> <p>http://www.mckinsey.com/~media/mckinsey/dotcom/client_service/pharma%20and%20medical%20products/pmp%20new/pdfs/medical_device_growth_in_emerging_markets_invivo_1206.ashx</p>		
3-5	<p>BRICS Country Profiles: http://wtocentre.iift.ac.in/FA/Brics.pdf</p>		
6-7	<p>BRICS Work environment: http://old.caba.org/documents/IS/IS-2010-144.pdf</p> <p>Case 2: Russia: Capitalism vs. Centralization</p> <p>http://www.hbs.edu/faculty/Publication%20Files/The%20Promise%20and%20Peril%20of%20Russia's%20Resurgent%20State_b3536636-3fee-4a06-a4b8-df08dec7e168.pdf</p>		
8-10	<p>Market entry Strategies:</p> <p>Case 4: http://www.tcs.com/SiteCollectionDocuments/White%20Papers/LS-WhitePaper-Bric-by-Brick-0614-1.pdf</p>		
11-12			
13-14			
15-16			
17-18			
19-20			
21-22			
23-24			

25-27			
28-30			

Note: The case/assignment/project will be announced in class, and shared online



Gautam Buddha University
School of Management
Integrated MBA
Course: Industrial Psychology

Instructor	Dr. Neeti Rana	Year/Sem.	2014-15, III
Email	neeti@gbu.ac.in	Phone	0120-2346151
Department	Business Management	Credit	2
Sessions	30	Course Code	MB 615

Introduction

Industrial psychology is the study of theory and techniques related to understanding, predicting, and managing human behavior within organizations..

It studies the behavior of individuals in businesses and organizations to determine how to improve performance and productivity for that organization. Learn how to use research and measurement skills to solve practical workplace issues and to apply the principles of psychology to human resources and leadership challenges within an organization.

Objectives

- Recruitment, selection, and retention of high quality employees
- Identify training and development needs
- Create, implement, and manage employee and leadership development programs
- Address complex issues such as workplace diversity and anti-discrimination policies
- Design and manage employee opinion and job satisfaction surveys
- Analyze the effectiveness of workplace programs
- Assess employee performance
- Research and improve the quality of work environments

Pedagogy and course requirement

The learning has to be considered as individual as well as joint discovery of concepts and applications. As a participative learning endeavor, each one of us in the class has to create value. The class would be divided into small teams. Every team will be assigned a case by me. These cases will be based on class room's theoretical discussion. Each team has to analyse and present the case. One group has to present at a time but entire class has to contribute every time. Class participation includes in-class activities and case discussions. As an individual assignment, each student has to select any company/ organization during semester and submit its change management practices in the form of a case. Quizzes will be generally unannounced. Punctuality and attendance will also be used for evaluation.

Evaluation Scheme

Case presentation and participation (10 marks)

Assignment and Quiz (10 marks)

Attendance (5 marks)

Mid semester examination (25 marks)

- End semester examination (50 marks)

Text book

- Industrial/Organizational Psychology: An Applied Approach, 2012, Michael G. Aamodt, Cengage Learning.
- Psychology Applied to Work: An Introduction to Industrial and Organizational Psychology, 2011, Paul M. Muchinsky.

Reference Book

- Encyclopedia of Industrial and Organizational Psychology, Steven G. Rogelberg, 2007, Sage Publications.

Session Plan

Sessions	Topics
1-2	<ul style="list-style-type: none"> ▪ Introduction to Industrial/ Organizational Psychology . Personal, social, and environmental factors related to people's attitudes and performance in industrial and other organizations. Topics include personnel selection and evaluation, training and development, job analysis, attitudes and motivation, leadership, group dynamics, organizational structure and climate, and job design and working conditions.
3-4	<ul style="list-style-type: none"> ▪ Personnel Selection Development and evaluation of personnel selection techniques, including mental ability tests, personality inventories, interviews, work simulations, biographical information, and drug tests. Strategies for evaluating the validity, fairness, and overall utility of a selection process are addressed.
5-6	<ul style="list-style-type: none"> ▪ Performance Measurement and Rewards Considers the conceptual and practical issues concerning job analysis, criterion development, and performance measurement. Critical review of alternative approaches and evaluation of their use in providing information to meet various organizational objectives, including performance appraisal, training and development, personnel selection, administrative decisions, and compensation.
7-8	<ul style="list-style-type: none"> • Training in Organizations Development of skills in designing and evaluating training programs. Examination of stated or intended purposes of training programs and methods used to analyze training needs.
9-10	<ul style="list-style-type: none"> • Work Motivation and Attitudes Analysis and application of motivational theories and principles to individuals and groups in the workplace. Evaluation of the theory and

	<p>application of various programs and techniques tried previously, including job enrichment, participative management, improved supervision, compensation systems, goal setting, management by objectives, reinforcement, and leadership development and influence techniques.</p>
11-12	<ul style="list-style-type: none"> ▪ Organizational Development <p>Survey of methodological approaches to planned change, including organizational diagnosis, data collection, interventions, feedback, and evaluation. Specific types of interventions covered include strategic planning, organizational design, culture change, team building, survey feedback, goal setting, and career development.</p>
13-14	<ul style="list-style-type: none"> ▪ Leadership and Strategic Change <p>The nature and evolving definition of leadership is traced from early conceptualizations of trait, social exchange, and behavioral contingency theories to current approaches involving charismatic, transactional, and transformational leadership. Power, influence, information, and politics are examined as these relate to effective leadership. The importance of leadership behavior in promoting adaptive learning and high-performance organizations is considered in light of leadership selection, development, and succession planning.</p>
15-16	<ul style="list-style-type: none"> ▪ Consumer Behavior <p>This foundation course applies theory and research in psychology to understanding consumer behavior in terms of product/service perceptions, motivation, purchase decision, and consumer satisfaction. Cognitive and perceptual aspects of marketing campaigns and branding are covered. The consumer as part of a larger social context, including the influence of family, peers or cultural groups is covered. The impact of technology-based social media on consumer behavior is explored. Models of leadership and organizational psychology are presented as informing management practices for innovation, consumer loyalty, and rebranding.</p>
17-18	<ul style="list-style-type: none"> ▪ Conflict and Negotiation <p>The goals of this course are: to review the history of negotiation research in psychology, to identify the major findings and conclusions, and to apply them directly to negotiation situations that will be conducted. There is a heavy focus on participation in this class, and students should be prepared to develop their practical negotiation skills through engaging in negotiation exercises both inside and outside of class.</p>
19-20	<ul style="list-style-type: none"> ▪ Psychology of Decision Making <p>Exploration of the psychological processes that underlie people's judgments and decision making. First identifies some general rules that capture the way people make decisions. Then explores how people make decisions in numerous domains, including consumer, social, clinical, managerial, and organizational decision making. Looks at both rational and irrational patterns in the way people select options. Discusses the impact of the media on our choices. Also examines how different ways of presenting options and different decision-making strategies can influence decision outcomes. In general, emphasizes the applied implications of the</p>

	various perspectives on decision making.
21-22	<ul style="list-style-type: none"> ▪ Personality and Organizational Behavior <p>Reviews theory and empirical research in industrial/organizational and personality psychology to explore the effects of individual differences on workplace outcomes, such as job performance, work attitudes, leadership, and turnover. Examines the Big Five personality model, specific dispositions such as self-esteem, achievement motive and emotional intelligence, as well as interactionist and evolutionary personality theories/research in order to better understand the relationship between personality and organizational behavior.</p>
23-25	<ul style="list-style-type: none"> • Group Dynamics <p>The focus of this course is group theory, research and process. The objective of this course is to develop your knowledge, skill and experience in how groups function and the dynamics of human interaction in a group setting. Students examine their own individual behavior in a group setting including the factors that impact their behavior as well as how others perceive and respond to them. Upon completion of this course students should have acquired and demonstrated in effective communication skills including: reflecting, clarifying, linking, paraphrasing, summarizing, receiving and giving feedback, probing, challenging, mediating, and owning. Students take on a role in defining goals for their teams and work on group projects, which may include a service learning project in the community, as an example of how groups operate to come to an understanding of individual and group differences and how diversity affects dynamics.</p>
26-27	<ul style="list-style-type: none"> • Psychology of Diversity <p>This course will review current theories and research on diversity especially as they relate to the workplace. Students will examine psychological principles and research as they relate to human behavior and how we perceive and interact with people who have different backgrounds, values, cultures, experiences and ideas. Additionally, there will be special emphasis on the dynamics of diversity in the workplace and the identification and examination of strategies to successfully manage diversity.</p>
28-30	<ul style="list-style-type: none"> ▪ Organizational Resilience and Quality of Work Life . <p>This course focuses on organizational resilience and quality of work life as key strategic levers in adaptive change management. Five domains of theory, research and practice will be emphasized: 1) Behavioral and occupational health including defining physiological, situational, and psychological components of stress, stress management, and response to large-scale organizational change; 2) Diversity and decentralization: Managing global, multicultural teams including the role of enabling technology to support social/corporate networks in decentralized environments; 3) Flexible workplace practices as part of talent attraction and retention; 4) Resilient leadership with an emphasis on positive psychology neuroscience research underlying social/emotional intelligence; 5) Innovation and creativity as part of resilient business strategy and as an individual competency.</p>



Gautam Buddha University
School of Management
Greater Noida

Programme: Integrated MBA, 9th Semester

Course: International Marketing

Code:

Instructor: Dr. Naveen Kumar
Email: naveen@gbu.ac.in
Department: Business Management
Sessions: 30

Year/Sem: 2014-15, Ninth
Phone: 2346160
Credit: 2
Each Session: 60 Minutes

Introduction:

This course focuses on marketing strategy and management within the context of global and International markets. It evaluates cultural differences and aims to enhance your skills in developing and implementing marketing strategies and decision making in international contexts. This course will provide practical experience in conducting research and evaluating opportunities existing in international markets, developing plans for exploiting those opportunities, and examine the risks facing business activities in those markets through implementation of marketing plans. Through discussion, research, and practical activity students will develop the ability to prepare marketing programs that effectively reduce risk and take advantage of opportunities in the marketplaces of the world.

Aims and Objectives:

- To introduce students to the area of International Marketing.
- To gain an insight as how International Marketing activities can be carried out globally.
- To prepare students to understand International Marketing from Indian perspective with a view to take Indian companies on a global platform.
- To identify the global competition in the international business market and developing strategies.
- To identify significant characteristics of the potential markets and consumers.
- To identify the paradigm shifts in international business with increasing scope of technology.
- To become aware of current happenings in the “real world” of International Marketing.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion. In addition to the reading materials, additional research papers will be preferred.

Learning Outcomes:

By course completion, students should be able to:

1. Understand the current international economic and political environment.
2. Understand the basic components of marketing strategy and tactics.
3. Understand the integration between demand and supply management in an international Context.
4. Articulate the importance of cultural disparities when developing marketing strategies.
5. Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures.
6. Understand how firms manage products, services, and brands in an international environment.
7. Understand the importance of ethical marketing management across multiple cultures.

Evaluation Scheme:

Quiz	05Marks
Assignment Submission	05 Marks
Class participation/Attendance	05 Marks
Project Preparation and Presentation	10 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Text Book (TB):

TB - P K Vasudeva , International Marketing, Excel Book, Current Edition.

Reference Books:

- R1- Cateora R. Philip, Graham L John, International Marketing, Tata McGraw Hill, 13th Edition.
- R2-Warren J. Keegan and Mark C. Green, Global Marketin, Pearson Education, 4th Edition
- R3-Subhash C. Jain, International Marketing, Thomson South-Western, 3rd Edition
- R4-Rakesh Mohan Josji, International Marketing, Oxford Higher Education, 8th Edition
- R5-Sak Onkvisit and John J. Shaw, International Marketing, Routledge, 5th Edition

Session Plan
International Marketing

Session	Topic for the sessions	Suggested Reading (s)
1-4	Introduction to International Marketing	Ch.1, TB
5-7	Economic, Political and Legal Environment of International Marketing	Ch.2 TB
8-10	Indian and World Trade	Ch. 7 TB
11-13	International Product Policy and Planning Case Study	Ch. 10, TB
14-16	Pricing Decisions for International Markets	Ch. 11, TB
17-19	Logistics Management, International Distribution and Sales Policy	Ch. 12, TB
20-22	Promotional Management and Advertising Case Study	Ch. 13 TB
23-25	Foreign Market Entry Strategies	Ch. 15 R1
26-28	Exim Policy and Export Procedure and Documentation	Ch.8 TB,
29-30	International Institutions Case Study	Ch. 4, TB



Gautam Buddha University School of Management

Integrated BBA+MBA, IX Sem

Course: Managing in Emerging Market (MB-501)

Instructor	Dr. Deepika Joshi	Year/Sem.	2014-15, IX
Email	deepika@gbu.ac.in	Phone	0120-234-6152
Department	Business Management	Credit	2
Sessions	30	Each session	60 minutes

Introduction

This course is designed to give students an understanding of the global challenges in emerging markets. It will discuss the opportunities offered by globalization for economic development. The course will expose students to the various industrial and business strategies implemented in emerging markets.

Course objectives

1. Analyze opportunities presented by emerging markets.
2. Analyze the strategies of firm dealing in emerging markets.
3. Learn to minimize the risks of doing business in emerging markets.

Pedagogy and Evaluation

This course depends heavily on case discussions. Student must be prepared for class and participate in order for the course to be successful. Preparation for class involves (i) reading the assigned background material and cases thoroughly, thinking on (ii) how the readings help understand the situation described in the case, and (iii) how the readings can be applied in the context of the case. Reviewing and answering the case preparation questions will help you in this regard.

Evaluation Scheme is as follows:

Case presentation	10 marks
Class assignment and project	10 marks
Class discipline and individual participation	05 marks
Mid-term Exam	25 marks
End-term Exam	50 marks

Text Book

- Khanna, T. and Palepu, K.G. 2010. "Winning in Emerging Markets: A Road Map for Strategy and Execution" Boston: Harvard Business Press.
- Gillespie and Hennessey, 2010, "Global Marketing" 3rd Edition, Cengage Publication
- Gupta, A and Wang, H. 2009. "Getting China and India Right: Strategies for Leveraging The world's Fastest Growing Economies for Global Advantage" Wiley Publication

Reference Book

- Mobius, Mark, 2012, “The little book of emerging markets”, 1st Ed. Wiley Publication
- Prahalad, C.K. “The Fortune at the Bottom of the Pyramid” Prentice Hall, 2006

Session Plan: *(Each session of 60 minutes)*

Sessions	Sections/outlines
Section I: Understanding: an overview	
1-2	Meaning, definition and evolution of emerging market, Globalization and emerging Market
3-4	Market liberalization and economic challenges in emerging market
5-6	Development and social transformation, culture and cultural differences
7-8	Managing political risk, government policies and alliances in emerging markets
Section II: Doing business and competing in emerging markets	
9-10	Modes of entry in emerging markets
11-12	Developing and managing strategies in emerging markets
13-14	Competing with emerging market multinationals
15-16	Positioning for growing in emerging markets
17-18	Local marketing in emerging markets
19-20	Supply chain management in emerging markets
21-22	Current Challenges in financial regulation of emerging markets, Asian financial crises
23-24	Corporate Governance in emerging markets
25-26	Risk minimization in emerging markets
27-28	Innovation in emerging markets
29-30	Case analysis and class presentation

Note: The case/assignment/project/ will be provided in advance through proper channel (e-mail/in-person).

Gautam Buddha University School of Management

MBA/ Integrated BBM+MBA

Course: Managing Intellectual Property Rights (MB-)

Instructor	Dr. Deepika Joshi	Year/Sem.	2014-15, IV/ IX
Email	deepika@gbu.ac.in	Phone	0120-234-6152
Department	Business Management	Credit	2
Sessions	30	Each session	60 minutes

Introduction

The course is designed to discuss how to manage and secure the intellectual property? It is aimed to present a comprehensive treatment of intellectual property concepts and its application in Indian industry. Course will explain about various types of Intellectual Property Rights (IPRs) and detailed insight on regulations and procedures for their protection. Managing the IPRs also includes understanding about their commercialization and emerging issues surrounding them. The designed course outline will present analytical insight of the subject to the student.

Pedagogy and Evaluation

This course depends heavily on case discussions. in order for the course to be successful students must be prepared for class and participate. Preparation for class involves (i) reading the assigned background material and cases thoroughly (ii) how the readings help understand the situation described in the case, and (iii) how the readings can be applied in the context of the case. Reviewing and answering the case preparation questions will help students in this regard. Evaluation Scheme is as follows:

Case presentation and individual participation	10 marks
Class project	10 marks
Class assignment and discipline	05 marks
Mid-term Exam	25 marks
End-term Exam	50 marks

Text Book

Vinod V. Sople: Managing Intellectual Property- The Strategic Imperative, Prentice Hall India, 2014

Additional Readings

Peggy Chaudhry, Alan Zimmerman: Protecting Your Intellectual Property Rights- Understanding the Role of Management, Governments, Consumers and Pirates, Springer Link, 2013

Session Plan: (Each session of 60 minutes)

Session No.	Topic(s)	Text Book
Unit I: Intellectual Property – A strategic tool		
1-2	Intellectual property system	Chapter 1
3-4	IP rights and marketing regulations	Chapter 2
5-7	IP management framework	Chapter 3
8-10	IP audit	Chapter 4
Unit II: Intellectual Property – Legal Protection		
11-13	Patents , Trademarks, Copyrights,	Chapter 6 & 7 & 8
14-15	Trade secrets, Industrial deign	Chapter 9 & 10
Unit III: Intellectual Property - Industry Practice and issues		
16-17	IPRs in cyber space, IPRs in pharmaceutical sector	Chapter 15 & 16
Unit IV: Intellectual Property – Exploitation and Risk Coverage		
18-19	Intellectual Property licensing	Chapter 19
20-21	Intellectual property insurance	Chapter 20
22-23	Securitization of intellectual property	Chapter 21
24-25	Valuation of intellectual property	Chapter 22
26-30	Group presentation	

Note: The case/assignment/project/ will be provided in advance through proper channel (e-mail/in-person).



Gautam Buddha University School of Management Greater Noida

Integrated MBA

Course: Materials Management (MB- 454)

Instructor:	Dr. Indu Uprety	Year/Sem:	2014/ IX
Email:	induu@gbu.ac.in	Phone:	0120-2346178
Department:	School of Management	Credit:	02
Sessions:	30	Each Session:	60 Minutes

Introduction to the Course and Objectives:

Materials constitute a major cost component for any Industry. The efficient procurement and handling of material represent a key role in the successful completion of the work. Poor planning and control of materials, lack of materials when needed, poor identification of materials, re-handling and inadequate storage cause losses in labor productivity and overall delays that can indirectly increase total project costs. Effective management of materials can reduce these costs and contribute significantly to the success of the project.

The key objective of this course is to acquaint the students with Decision-making for effective and efficient purchase, storage and flow of materials in manufacturing and service organizations; Codification and Standardisation of Materials, cost reduction techniques in purchase systems; warehousing and stores management systems, modern material planning and delivery systems like MRP and JIT and material handling and logistics systems.

Pedagogy: The pedagogy will be a mix of lectures, experience sharing, real life case discussions, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Evaluation Scheme:

Assig / Class participation, Quiz,	
Project Preparation and Presentation	: 25%
Mid-Sem Exam	: 25%
End-Sem Exam	: 50%

Suggested Readings:

Text Books:

1. Materials Management- An Integrated Approach, by Sundaresan, Gopalakrishnan, PHI.
2. Introduction to Materials Management, - Arnold, Chapman and Clive.

Reference Books:

1. Purchasing & Materials Management by Gopalakrishnan
2. Purchasing and Supply Management by Dobler and Burt
3. Materials Management by Dutta
4. Handbook of Materials Management by Gopalakrishnan
5. Materials & Logistics Management - L.C.Jhamb

Session Plan: *(Each session consists of 60 minutes)*

Session No.	Topics to be covered
1	Materials Management - Evolution, Scope and Objectives - Interface with other functions, Corporate Policy and Materials Management, Integrated Materials Management
2-5	Forecasting and Inventory Management-- Methods of forecasting : Exponential Smoothing Method, Adaptive Forecasting Techniques (Static & Dynamic Models). EOQ, Inventory Monitoring Systems, Materials Planning and Budgeting, Classification of material - ABC Analysis - VED, FSN, GOLF, SOS
6-7	Codification and Standardization – Process of Codification, Importance of Standardization
8-11	Material Requirement Planning - Advantages over conventional planning (Order Point Method) - Master Production Schedule - Bill of Materials - Material flow in MRP, JIT Systems, Hybrid Systems, Case Analysis
12-15	Purchasing Management - Responsibilities of Purchase Department - Purchase Cycle - Purchase Order - Relevant provisions of State / Central Sales Tax Act, Central Excise Act and Import / Export Procedures, Price Forecasting, Purchasing under uncertainty, International Purchasing, Case Analysis
16-19	Warehousing and Stores Management- Stores Management, Stores systems and procedures, Incoming Materials Control, Acceptance Sampling Plans, Stores Accounting and Stock Verification, Case Analysis
20-22	Value Engineering and Value Analysis – Selection of Products for Value Analysis, Value Analysis by Matrix Systems, Cost Reduction by Value Analysis
23-24	Materials Handling - Principles of Materials Handling system - Materials Handling Equipments, Evaluation of Material Handling
25-26	Transportation Management – Transport Economics, Issues in Transportation
27-28	OR Techniques in Materials Management- Linear Programming for Stock Allocation, Test for Optimality, Learning Curve for negotiations, through Solver <ul style="list-style-type: none">• Case Study Analysis
29-30	Project Presentations – I Project Presentations – II

Gautam Buddha University School of Management

Greater Noida

Programme: Integrated MBA

Course: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MB-)

Instructor	: Dr. Dinesh K Sharma	Year/ Sem	: 2014-15, IX
Email	: dinesh@gbu.ac.in	Phone	: 01202346154
Department	: Business Studies	Credit	: 2
Sessions	: Thirty	Each Session	: 60 Minutes

Introduction:

Capital formation through savings and investments is a necessary precondition for economic development of a country. In the last five decades or so the field of investment has received considerable attention from academic researchers. Capital markets play an important role in the capital formation process. Structural and functional transformation with the introduction of computerized online trading and derivative trading in the capital market of India and high degree of volatility in the market posed lot of challenges for investors/ portfolio managers/ security analysts etc. For coping up the aforesaid position of the capital market a portfolio manager/ security analysts should well versed with this subject. The Securities Analysis and Portfolio Management course focuses at introducing the students about the various aspects of securities analysis and portfolio management. This course will give the introduction and advanced practical concepts, tools and applications to the Indian Securities Market.

Aims and Objectives:

- The primary objective of this course is to familiarize the student with basic concepts of Securities Analysis and Portfolio Management and its various tools and techniques to facilitate the managers in managing their portfolio.
- The other objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market.
- To understand the historical behavior of stocks in the Indian Stock market and to give insight into stock trading mechanics through the use of the online trading system.

Pedagogy:

A mix of instructional methods will be used like lectures, discussions exercises and assignments. The efforts would be made to strengthen the conceptual knowledge and application through cases and exercises. The emphasis of this course is on both intellectual stimulation and practical rigorous applications, through the security analysis project. The course emphasis is on the development of both quantitative analytic skills and presentation skills.

Learning Outcomes:

At the end of this course students will be able to:

- Understand the trade-off between risks & returns.
- Use various tools and techniques to manage their portfolio.
- Take investment decisions through securities and portfolio analyses.
- Incorporate market information/ changes in their decision making.
- Do online stock trading.

Evaluation Scheme:

Quizzes/ Class Tests/ Assignments	15%
Class Participation/ Presentation & Discussion (Includes class attendance)	10%
Mid-term Exam	25%
Term- end Exam	50%

Text Book:

- Prasanna Chandra **(P.C)** (3rd Edition): Investment Analysis and Portfolio Management, TMH.

Suggested Readings:

- Jordan & Fischer **(J&F)** (2008): Security Analysis and Portfolio Management, Pearson Education.
- Sudhindra Bhat **(S.B)** (2008): Security Analysis and Portfolio Management, Excel Books
- Reilly & Brown **(R.B)** (2006): Investment Analysis and Portfolio Management, Cengage Learning.
- Gyaham & DODD **(G&D)**: Security Analyses, TMH.
- Sharpe & Alexander **(S& A)** (1999): Investments, Pearson Education.
- V. K. Bhalla **(V.K.B)**: Investment Management, S. Chand.
- S. Kevin **(S.K.)**: Security Analysis and Portfolio Management, PHI.
- Punithavathy, Pandian **(P.P)** (2003). Security Analysis and Portfolio Management, Vikas.
- A.V. Rajwade **(A.V.R)**: Hand Book of Debt Securities and Interest rate Derivatives, TMH.

Session Plan of SAPM (MB-609): (Each session of 60 minutes)

Session No.	Topic to be covered	Reference Books
1	Introduction to Security Analysis and Portfolio Management, Nature and Scope, Importance.	(S.B) Chap.1, and (S.K) Chap.1, (P.C) Chap.1
2-3	Alternative Investment instrument: Equity Share, Preference Share, Debentures, Bonds, Government Securities etc.	(S.B) Chap.8, and (P.C) Chap.2
4-5	Valuation of Equity Shares, Preference Shares and Bonds.	(S.B) Chap.9 & 10, and (S.K) Chap.9, (P.C) Chap.14
6-8	Stock Market in India/ Stock Exchanges in India and Trading System.	(S.B) Chap.2-7, and (P.C) Chap.4
ASSIGNMENT-1 and Quiz – 1		
9-10	Risk and Return, Types and its Measurement, Relationship of Risk and Return, Portfolio and Security Returns, Diversification. Case-1	(S.B) Chap.11, and (P.C) Chap.5
11-12	Security Analysis: Fundamental analysis: Economy Analyses	(S.B) Chap.12, and (P.C) Chap.14
13	Fundamental analysis: Industry Analyses	(S.B) Chap.13, and (P.C) Chap.15
14	Fundamental analysis: Company Analyses	(S.B) Chap.14, and (P.C) Chap.16
Assignment-2 and Quiz – 2, Project-1		
15-17	Technical analysis: Dow Theory, Various Kinds of Charts – Relative Strength Analysis and Moving Average, Interpretation of Charts & Decision Making. Case-2	(S.B) Chap.15, and (P.C) Chap.17
18	Security Analysis: Efficient market theory, Weak – Semi-Strong and Strong Form and Random Walk Theory	(S.B) Chap.16 and (S.K) Chap.12
19	Portfolio Analysis: Risk and return,	(S.B) Chap.18 and (S.K) Chap.13, (P.C) Chap.20
20	Portfolio Analysis: Portfolio Selection,	(S.B) Chap.19 and (S.K) Chap.14, (P.C) Chap.20
21-22	Project-1, Presentation and Discussion	
Assignment-3 and Quiz –3, Project-2		
23-24	Portfolio Analysis: Capital Market Theory, CAPM, SML and CML,	(S.B) Chap.20 and (S.K) Chap.15 (P.C) Chap.9
25-26	Portfolio Analysis: Portfolio Revision and Performance Evaluation, Case-3	(S.B) Chap.21-22 and (S.K) Chap.16-17
27-28	Financial derivatives: Future, Option, and Swaps. Summary of the Syllabus	(S.B) Chap.25-26 and (S.K) Chap.18-20
29-30	Project-2, Presentation and Discussion	



Gautam Buddha University
Greater Noida
School of Management

Master in Business Administration

Course: MB 446, Recruitment & Selection

Instructor: Dr.Varsha Dixit
Email: varsha@gbu.ac.in
Department: Business Management
Sessions: 30

Year/Sem: 2014-15, IX
Phone: 2346158
Credit: Two
Each Session: 60 Minutes

Introduction: As we are moving towards a new millennium, recruitment is suppose to be a biggest challenge being faced by the HR Managers. It is believed that our employees are our assets or business partners. As the pace of competition hots up in the private sector, and demands of “value for money” pervade the public sector, these assertions ring louder than ever before. The success of an organization is highly dependable on its employees then the selecting candidates becomes most important of all decision making process. This process may be unmethodical, biased and inefficient or vice versa

So, this course has been designed to make the management students aware of the importance of recruiting and selecting the right people in the right jobs at the right time, processes and practices required to ensure effective selection and utilization of talent to enhance organizational competitiveness, while also increasing employee capability to contribute to both organizational and professional objectives. We will also discuss issues such as external and internal forces that affect recruitment, selection and the planning process. Particular attention will be paid to identifying and placing talent, preparing the organization to leverage the benefits of an effective selection and succession management process and to linking these approaches to organizational goal.

Aims and Objectives: This course provides students with an in-depth coverage of the recruiting and staffing function within organizations. Topics that will be particularly emphasized include: equal employment opportunity and other laws relating to staffing, the techniques used in recruitment and selection, validation, utility analysis and final selection. The course is designed for future and practicing human resource professionals, as well as employees and managers.

Pedagogy: The subject would be taken up using a combination of lectures, discussion, and experiential exercises/applications. Particular emphasis will be placed upon the cases and practical exercises

Learning Outcomes: This course will help students to know about:

- (1) Organizational Staffing models and processes;
- (2) the impact of economic conditions, laws and regulations and labor unions on the staffing process;
- (3) the relationship of human resource planning to the organizational strategic management planning process;
- (4) the importance of job analysis and measurement devices in recruiting and selection;
- (5) internal and external considerations in both the recruiting and selection of people to meet organizational needs;
- (6) various assessment tools, such as resumes and application forms, interviewing, testing, assessment centers and reference checking, used in matching people with jobs to increase the likelihood of high performance of the selected applicant.

Evaluation Scheme

Internal assessment	: 25 Marks
Mid-Term	: 25 Marks
End-Term	: 50 Marks
Total	: 100 marks

The internal assessment of 25 marks has been divided into three sections:-

- 10 marks- Each student has to write a mini research paper/article on one topic related to subject with Faculty's approval.
- 10 marks- Presentation
- 5 marks- Class participation which involves active involvement to class discussions, participation in exercises and timely attendance.

Text Book:

Roberts, Gareth, (2005) 'Recruitment and Selection' CIPD, Jaico Publishing House

Suggested Readings:

1. Herbert, Heneman and Timothy Judge "Staffing Organizations" by Mc Graw Hill
2. McMahon, Gerard V.,(2008), *Recruitment and Selection- How to Get it Right*, PHI
3. Fulmer, Robert M., Conger, Jay A. (2004) ' Growing Your Company's Leaders: How Great Organizations Use Succession Management to Sustain Competitive Advantage, New York, AMACOM
4. Smart, Bradford D., (1999) *Top Leading Companies Win by Hiring , Coaching and Keeping the Best People*, Paramus, New Jersey: Prentice Hall
5. Wendover, Robert W.(2011) 'High Performance Hiring Select the Best Every Time' 3rd edition, VIVA Books.
6. Armstrong, Michael, (2012), *Armstrong's Handbook of HRM Practice*, Kogan Page
7. Cynthia Fisher, Loyl F Schoenfeldt and James B Shaw, *Human Resource Management*, Indian adaptation, Biztantra , Wiley India

Session Plan (Each session of 60 minutes)

Session No.	Contents
1-3	Staffing Models and Strategy
4	Legal compliance <ul style="list-style-type: none">• Credit history• Labour unions

5-6	Manpower planning Information profile and position identification
7-10	Job analysis <ul style="list-style-type: none"> • Job description, Job specification and Job evaluation • Exercise
11-12	External recruitment <ul style="list-style-type: none"> • Creating a pool of potential candidates • Sources of recruitment • Tools and techniques of recruitment • Designing recruitment advertisements • Case discussion
13-14	Internal recruitment <ul style="list-style-type: none"> • Qualifications profile
15	Measurement Reliability Assessment Exercise Validity Assessment Exercise
16-18	External selection I <ul style="list-style-type: none"> • Job listing • Recruitment letter • List of recruitment targets
19-20	External selection II <ul style="list-style-type: none"> • Application forms • Selection tests
21	Internal selection <ul style="list-style-type: none"> • Selection hurdles • Assessment tools • Interviewing • Testing • Reference check
22	Decision Making Interview questions and practice interviews
23-24	Final Match
25-27	Staffing System Mgt Group presentations and case discussion
28-30	Retention Mgt Case discussion



Gautam Buddha University School of Management

Integrated MBA IX sem.

Course: Social Entrepreneurship (MB)

Instructor	Dr. Sharadindu Pandey	Year/Sem.	2014-15, IX
Email	spandey@gbu.ac.in	Phone	0120-234-6157/4244
Department	Business Management	Credit	3
Sessions	45	Each session	60 minutes

Introduction

This social entrepreneurship course is designed to introduce the concept as well as engage students and the instructor in a joint learning experience of this emerging field. Through the course, students will:

1. Be exposed to the concept of social entrepreneurship and social enterprises and how social entrepreneurs are transforming society to deliver social impact in their home communities and abroad.
2. Understand the role of measuring impact and how to quantify the social impact for investors, donors, and beneficiaries to help ensure that scarce resources are utilized appropriately.
3. Be aware of how they might apply social entrepreneurship skills in their future pursuits to address social problems

Pedagogy

My teaching philosophy is joint discovery of related ideas and implementation road map. The primary lecture responsibility is mine and discussion responsibility is of students. Evaluation Scheme is as follows:

Case Analysis and participation	10 marks
Attendance and Punctuality	05 marks
Assignment	10 marks
Mid-term Exam	25 marks
End-term Exam	50 marks

Text Book

Entrepreneurship in Social Sector by Skilern, Austin, Leonard and Stevenson, Sage Publication, Latest edition

Additional Readings/Web Resources

1. <http://www.mssriram.in/sites/mssriram.in/files/profit-purpose-iima-wp.pdf>
2. http://www.hks.harvard.edu/m-rcbg/CSRI/publications/report_31_Business%20Linkages%20Rio.pdf

Session Plan: (Each session of 60 minutes)

Session No.	Topic(s)	Case/Exercise
1-4	Introduction to social entrepreneurship: The Dilemma of Social enterprise; Profit or purpose	Energy case
5-9	Understanding poverty: The Millennium Development Goals, Creating social change: The social value proposition and identifying a social business opportunity	Grameen Bank
10-14	Crafting alliances: Partnering with the targeted community to address social problems	Multiple caselets
15-19	The business model: Creating a social business model	EID parry
20-24	Funding social ventures: Strategies for success	GramVikas
25-28	Measuring performances and scaling social impact	E-Governance
29-30	The future: Reflection and shared experiences	-

Note: The case/assignment/project will be announced in class, and shared online

Gautam Buddha University School of Management

Greater Noida

Programme: MBA

Course: Strategic Issues in Human Resource Management MB-447

Instructor: Ms. Shadma Parveen

Year / Semester: 2014 - 15, IX

E-mail: shadma@gbu.ac.in

Phone: 0120 - 2346168

Department: Business Studies

Credit: 2

Sessions: 30

Each Session: 60 Minutes

Introduction:

The competitive advantage of a firm is no longer defined by the traditional factors of success, such as management of natural resources, technology, and economies of scale. Instead, a firm's success today is defined by how well it manages its human resources, or how well it incorporates human resource management into its business strategy. This course describes the issues that organizations must deal with to effectively manage their human resources.

Aims and Objectives:

This course is designed to answer to the following strategic issues:

- Explore the strengths and the weaknesses of the current HR functions and systems applied in organizations.
- Examine the different approaches to Human Resources Management and the methods of enhancing the competitive advantage of the organizations through them.
- Explore the various options that help aligning the HRM decisions with the overall business strategy.

Course Outcomes:

Upon successful completion of this course, the student should be able to:

- Have a thorough knowledge of relevant theories to the management of people in organisations
- Understand the concept of HRM from a systemic and strategic perspective
- Have an insight to the strategic and competitive advantages associated with effective HRM practices
- Understand the key HR levers available to managers in gaining an organisation's competitive advantage

Pedagogy:

Entire course will be taught through lectures, relevant cases and assignments will be given to supplement the learning.

Evaluation Scheme:

Internal Assessment:

Assignments / Projects : 15 Marks

Quiz : 5 Marks

Attendance : 5 Marks

Mid – Sem : 25 Marks

End – Sem : 50 Marks

Total : 100 marks

Text Book:

Strategic Human Resource Management: Tanuja Agarwala, Oxford University Press, 2009

Suggested Readings:

1. Strategic Human Resource Management: Rajib Lochan Dhar, Excel Books, 2008
2. Handbook of Strategic HRM: Michael Armstrong and Angela Baron, Jaico Publishing House, 2008
3. Strategic Human Resource Management- An Indian Perspective: Anuradha Sharma and Aradhana Khandekar, Response Books, 2009
4. Strategic Human Resource Management and Development: Richard Regis, Excel Books, 2008
5. Strategic Human Resource Management: Charles R. Greer, Pearson Education, 2007
6. Strategic Human Resource Management: Rajeesh Viswanathan, Himalaya Publishing House, 2010
7. Applied Human Resource Management: Kenneth M. York, SAGE, 2009
8. Beyond HR: John W. Boudreau and Peter M. Ramstad, Harvard Business School Press, 2007

Session Plan:

SESSION NO.	CONTENT
1 – 3	Strategic Human Resource Management – An Introduction <ul style="list-style-type: none">• Human Resource Strategy• Evolution of SHRM• Theoretical perspectives and models of SHRM
4 – 6	Human Resource Environment <ul style="list-style-type: none">• Overview of Human Resource Environment• HRM in Knowledge Economy• HRM and Change
7 – 10	HR Strategies for gaining competitive advantage <ul style="list-style-type: none">• Competitive Advantage - Introduction• Human Capital Strategy• High performance work systems• Talent Management
11 - 13	Models of Strategic HRM <ul style="list-style-type: none">• The high-performance working Model• The high – commitment management Model• The high – involvement management model
14 - 18	Formulation of HR Strategy <ul style="list-style-type: none">• The characteristics of HR Strategy• Contents of HR Strategy• Formulation of HR Strategy• Implementation of HR Strategy – Driving and Restraining forces
19 – 21	Strategy and Human Resource Planning <ul style="list-style-type: none">• Business Strategy and HRP• Significance of HRP in a Changing Environment• Perspectives and Objectives of HRP• Tools of Strategic Job Analysis• Challenges of HRP

22 – 25	Acquiring and Retaining the required talent <ul style="list-style-type: none"> • Various theories supporting the attraction of talent towards organization • Major factors responsible for attracting the required talent • Achieving functionality and Vitality – the Strategic Challenge • Retention – Theories and factors responsible
26 – 28	Evaluation of Strategic HRM Practices <ul style="list-style-type: none"> • HRM Evaluation – Definition and Overview • Rationale for HR Evaluation • Measures of HRM Performance • Approaches to HR Evaluation
29 – 30	Presentations



Gautam Buddha University
School of Management
Greater Noida

Programme: MBA, 3rd Semester/Integrated MBA 9th Semester

Course: Consumer Behavior

Code: MB 625/MB

Instructor: Dr. Naveen Kumar
Email: naveen@gbu.ac.in
Department: Business Management
Sessions: 30

Year/Sem: 2014-15, 3rd Sem/9th Sem
Phone: 2346160
Credit: Two
Each Session: 60 Minutes

Introduction:

In this era of competition, understanding the consumer is a necessity for marketers. Consumer needs and preferences are continuously changing, given the changes in factors like demographics and lifestyles. These changes can become great business opportunities for alert marketers and threats for marketers who fail to adapt. Consumers acquire, consume, and dispose of the products and services created by organizations. They go through several cognitive and behavioral processes while making their purchase and consumption decisions. The knowledge of how they decide on one brand instead of another and what factors influence their decision-making is crucial for marketers, not only to cater to the existing needs of their consumers but also to prepare for their future needs. This knowledge is also essential to make various business decisions related to product development, packaging, pricing, distribution, promotions, communication, etc. *This course* helps students to understand the internal variables like consumer motivation, personality, perception, learning, and attitude, and external variables like reference groups, family, social class, and, culture, and their influence on consumer decision-making process.

Aims and Objectives:

The main purpose of this course is to understand the differences in consumer behavior. The course helps understand the different stages in the consumer decision making process. It also entails a detailed understanding of the various internal factors, and external/ social factors that influence the decision making process of consumers.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the students will be:

- Proficient and knowledgeable about the various disciplines contribution in understanding buyer behavior in a holistic manner.
- Familiar with the advances in consumer research in deciphering buyer motivation, and behavior (pre-purchase, purchase and post-purchase), impact of social and cultural variables on consumption decisions.

- Equipped with frameworks to analyze consumers' behavior and use them in designing marketing strategies and in enhancing the effectiveness of marketing programmes.

Evaluation Scheme:

Quiz (Surprise)	05 Marks
Class participation/Attendance	05 Marks
Assignment Submission	05 Marks
Project Preparation and Presentation	10 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Text Books:

SK : Schiffman & Kanuk : Consumer Behavior, Current Edition, PHI

HM: Hawkins, Mookerjee & Mothersbaugh : Consumer Behavior, Building Marketing strategy, Current Edition, McGraw Hill.

Suggested Readings:

1. Leon G. Schiffman, Leslie Lazar Kanuk, "Consumer Behavior", Pearson Education, New Delhi, 2012.
2. David L.Loudon, Albert J Della Bitta, "Consumer Behaviour", McGraw Hill, New Delhi 2011.
3. Jay D. Lindquist and M.Joseph sirgy, "Shopper, buyer & consumer Behaviour, Theory and Marketing application", Biztantra Publication, New Delhi 2010.
4. Sheth Mittal, "Consumer Behaviour A Managerial Perspective", Thomson Asia (P) Ltd., Singapore, 2009.
5. K.K.Srivastava, "Consumer Behaviour in Indian Context", Goal Gotia Publishing Co, New Delhi 2012.
6. S.L. Gupta & Sumitra Pal, "Consumer Behaviour an Indian Perspective", Sultan Chand, New Delhi 2013.
7. Ms.Raju, Dominique Xavedel, "Consumer behavior, Concepts Applications and Cases", Vikas publishing house (P) Ltd., New Delhi – 2004.
8. Henry Assael, Consumer behavior strategic approach Biztantra, New Delhi, 2009

Session Plan: (Each session of 60 minutes)

Session	Topic(s)	Reading(s)
1-3	Consumer Behavior: Its origins and Strategic Application Development of the Marketing Concept, Customer Value, Satisfaction and retention, The impact of digital technologies on marketing strategies, Marketing ethics and social responsibility, consumer behavior and decision making are interdisciplinary	SK Ch. 1
4-5	Consumer Research Consumer research paradigms: quantitative research, qualitative research, The consumer research process, ethics in consumer research	SK Ch. 2
6-7	Market Segmentation What is market segmentation, bases for segmentation, criteria for effective targeting of market segments, Implementation strategies	SK Ch. 3
8-10	Consumer Motivation Motivation as a psychological force, the dynamics of motivation, types and systems of needs, the measurement of motives	SK Ch. 4
11-13	Personality and Consumer Behavior What is personality, theories of personality, personality and understanding consumer diversity, brand personality	SK Ch. 5
14	Case Studies, Presentation, Discussions etc	
15-16	Consumer Perception Elements of perception, dynamics of perception, consumer imagery, ethics and consumer perception	SK Ch. 6
17-18	Consumer Learning The element of consumer learning, behavior learning theories, cognitive learning theory, measures of consumer learning	SK Ch. 7
19-20	Communication and Consumer Behavior Component of communication, the communication process, designing persuasive communication, marketing communication and ethics	SK Ch. 9
21-22	Reference Groups and Family Influences Understanding the power of reference groups, selected consumer related reference groups, celebrity and other reference group appeals, socialization of family members	SK Ch. 10
23-24	Social Class and Consumer Behavior The measurement of social class, lifestyle profiles of the social classes, social class mobility, demographic clustering, the affluent consumer, middle-class consumers, the working class and other non-affluent consumers	SK Ch. 11
25-26	The Influence of Culture on Consumer Behavior What is culture, the invisible hand of culture, the measurement of culture	SK Ch.12
27-28	Subcultures and consumer Behavior Nationality subcultures, religious subcultures, geographic and regional subcultures, racial and sub -cultural interaction	SK Ch. 13
29-30	Consumer Decision Making and Beyond What is decision, levels of consumer decision making, models of consumers: four views of consumer decision, a model of consumer decision making, beyond the decision: consuming and possessing	SK Ch. 16



Gautam Buddha University School of Management Greater Noida

5 year IntegratedBBM + MBA Programme Course: Marketing Research -MB-444

Instructor:	Dr. Subhojit Banerjee	Year/Sem:	2012-14, IX
Email:	subhojit@gbu.ac.in	Phone:	2346162
Department:	Management Studies	Credit:	2
Sessions:	Thirty	Each Session:	60 Minutes

Introduction:

The broad objective of the course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and thus is responsible for determining the scope and direction of research conducted. In the course, we will cover the types of research design, techniques of data collection and data analysis. Emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

The course is broadly structured to follow the steps in the marketing research process. The topics include problem definition, research design (exploratory, descriptive and causal), data collection methods, questionnaire design and attitude measurement, sampling schemes, and data analysis. Emphasis will be given to both the qualitative and quantitative aspects of marketing research.

Aims and Objectives:

After this course, you should:

1. be able to translate a marketing problem into a feasible research question;
2. appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities;
3. have a general understanding of the strengths and weaknesses of alternative research designs;
4. be aware of the many sources of marketing information and the various means for gathering such information;
5. be more sensitive to the biases and limitations of marketing data and basic data analysis;
6. have a general understanding of univariate and basic bivariate data analysis techniques (i.e., should be able to decide when a technique is appropriate and understand the managerial implications of analytical results); and
7. be able to design and execute a basic survey research project.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the students will be:

- Proficient to understand and appreciate the concept of Marketing Research in theory and practice.
- To evaluate the Marketing environment and apply research tools and technique for organizational success.
- To understand and apply the contemporary research and analysis technique

Evaluation Scheme:

Attendance	03 Marks
Project	15 Marks
Presentation/Assignment Submission	07 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Marketing Research Project

Groups comprised of no more than four students will conduct a marketing research project. A typical project would include the following tasks:

- formulate a research problem,
- design a questionnaire,
- select a sample frame,
- collect respondent data,
- enter respondent data into a computerized spreadsheet,
- analyze respondent data with statistical software,
- write a research report, and
- make a brief, in-class presentation.

Text Books:

Aaker, David A (2011), Marketing Research, Willey India (10th Ed)

Suggested Readings/websites:

- Byod , Harper W (1989) - Marketing Research (All India Traveler Book Seller)
- Nargundkar, Rajendra (2008)- Marketing Research- 3E (Tata McGraw Hill, 2nd Ed.)
- Luck , David J and Rubin, Ronald S (1987) - Marketing Research (Prentice Hall of India, 7th Ed.)
- Tull D S & Hawkins D I (1993) - Marketing Research: Measurement & Method (Prentice Hall of India, 6th Ed.)
- Beri GC (2007)- Marketing Research (Tata McGraw Hill, 4th Ed.)
- Churchill Gilbert A. and Iacobucci Dawn (2005) - Marketing Research Methodological Foundation (Cengage Learning, 9th Ed.)
- William G., Zikmund and Babin Barry J.(2001) - Essence of Marketing Research (Cengage Learning)
- Green Paul E., Tull Donald S. and Albaum Gerald (2000)- Research for Marketing Decisions (Prentice Hall of India, 5th Ed.)

Session Plan: (Each session of 60 minutes)

Session	Topic(s)	Reading(s)
1-6	Introduction: Definition of Marketing Research, Objective of Marketing Research, Application of Marketing Research, Limitation of Marketing Research, Marketing Research during different phases of the administrative process.	Ch. 1,2,3,4,5
7-12	Marketing Information System : Concept, Need for Marketing Information System, Process of Marketing Information System, Components of Marketing Information System. Scientific Method of Investigation : Scientific Method, Scientific Method in the Physical Sciences and Marketing, Distinction between Scientific and Non-Scientific Method, Difficulties in Applying the Scientific Method to Marketing. Marketing Research Process	Ch. 6-8
12-15	Research Design: Various Method of Research Design, Important Experimental Research Designs. Primary and Secondary Data: Methods of Collecting Primary Data, Advantages & Disadvantages of Primary Data & Secondary Data, Essentials Characteristics for Selecting Secondary Data.	Ch. 8-11
16-17	Basic Methods of Collecting Data: Questionnaire Method / Observation Method -Advantages & Disadvantages,	

	Methods of Observation, Precautions in Preparation of Questionnaire & Collection of Data.	
18	Data Mining & Data Warehousing	Study Material
19-22	Measurement and Scaling: Types of Scales, Difficulty of Measurement, Sources of Error, Criteria for a Good Scale, Development of Marketing Measures. Attitude Scales: The Concept of Attitude, Component of Attitude, General Procedure in Attitude Scaling, Selected Attitude Scales, Rating Methods, Limitations of Attitude Measurement.	Ch. 12,13, 14,15
23-25	Sampling: What is Sampling, Objective of Sampling, Steps in Sample Design, Various Techniques of Sampling, Advantages & Disadvantages of Different Techniques of Sampling, Difference between Probability and Non-probability Sampling, Problem Associated with Sampling, Determining Sample Size.	Ch 17-20
26--29	Data Processing, Analysis and Estimation, Hypothesis Testing, Bi-variate Analysis: Chi square, Correlation, Rank Correlation, Regression Analysis, Analysis of Variance.	Ch 22, 24
30	Report Preparation: Types and Layout of Research Report; Precautions in Preparing the Research Report, Bibliography and Annexure in Report, Drawing Conclusions, Giving Suggestions and Recommendation to the Concerned Persons.	Ch 26



Gautam Buddha University
School of Management
Greater Noida

Programme: Integrated MBA, 9th Semester

Course: Rural Marketing

Code: MB-

Instructor: Dr. Naveen Kumar
Email: naveen@gbu.ac.in
Department: Business Management
Sessions: 30

Year/Sem: 2014-15, 9th Sem
Phone: 2346160
Credit: Two
Each Session: 60 Minutes

Introduction:

The concept of Rural Marketing in Indian Economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets. The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioral factors operating in the country. The rural population in India accounts for around 627 million, which is exactly 74.3 percent of the total population. The rural market in India brings in bigger revenues in the country, as the rural regions comprise of the maximum consumers in this country. The rural market in Indian economy generates almost more than half of the country's income. With the help of this course students will be able to understand the present level of penetration of products and services in Rural Markets and its potential. This course also helps students to familiar with the changing profile of the rural consumer and at its consumption pattern.

Aims and Objectives:

The main purpose of this course is to understand rural marketing concepts to enable them in isolating the marketing problems and understanding the tools required for solving the same. The course helps students to understand the status and strategies needed for Rural Marketing.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the students will be:

- Able to understand the present level of penetration of products and services in Rural Markets and its potential.

- Familiar with the changing profile of the rural consumer and at its consumption pattern.
- Exposed to the innovative marketing strategies developed by Indian firms as well as MNCs for the Rural Markets.
- Comfortable in designing product, price, distribution and promotional strategies for different classes of product targeted at Rural Consumers.

Evaluation Scheme:

Quiz (Surprise)	05 Marks
Class participation/Attendance	05 Marks
Assignment Submission	05 Marks
Project Preparation and Presentation	10 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Text Books:

(DG) : Dogra and Ghuman : Rural Marketing, Mc Graw Hill, India, Current Edition.

Suggested Readings:

1. Rural Marketing – U.C.Mathur, Excel books New Delhi , Current Edition.
2. Rural Marketing – C G Krishnamacharyulu, Lalitha Ramakrishnan , Pearson Education India, Current Edition.
3. Rural Marketing- Pradeep Kashyap, Siddhartha Raut, , Biztantra,(Wiley India Pvt. Ltd) New Delhi, Current Edition.

Session Plan: (Each session of 60 minutes)

Session	Topic(s)	Reading(s)
1-3	Conceptual Framework of Rural Marketing and Profile of Indian Rural Market	DG Ch.1&2
4-5	Segmentation of Rural Market and Comparative Analysis of Rural and Urban Markets	DG Ch.3&4
6-7	Rural marketing; Challenges and Opportunities, Rural Marketing Research	DG Ch. 5&6
8	Rural Consumer Behavior Case Study	DG Ch. 7
9	New Product Development for the Rural Market	DG Ch.9
10	Case Study	
11-13	Rural Market and Brand Management, Principles of Innovation for Rural Market	DG Ch. 11&13
14	Marketing Strategies for Indian Rural Market	DG Ch. 14
15-16	Rural Marketing of Financial Services	DG Ch. 17
17	Case Studies and Discussions	
18-20	Marketing of Agricultural Inputs	DG Ch. 18
21-23	Marketing of Rural Artisan Products	DG Ch. 21
24-25	E- Rural Marketing and IT for Sustainable Rural Development	DG Ch. 22&27
26	Case Studies and Discussions	
27-28	Corporate Social Responsibility in Rural Market E- Governance for Rural India	DG Ch. 26&28
29-30	Case Studies, Presentation, Discussions etc	
