

**SDM College of Business Management Post Graduate Centre for
Management Studies and Research, Mangalore
MBA Plus Plus Programme**

Syllabus

1403: E-Commerce

E-Commerce

Learning Objectives:

- To provide conceptual and theoretical knowledge of E Commerce.
- Define the meaning of e-business and e-commerce and their different elements
- To understand the mechanisms involved in E-Commerce.
- Understanding different e-business models

Unit 1

Introduction to E-Commerce

- Meaning of Commerce; definition of E- Commerce; Origin of E-Commerce; Comparison between traditional Commerce and E-Commerce Scope of E-Commerce; Benefits of E-Commerce; impact of E-Commerce on organizational structures; drawbacks and limitations of E-Commerce; Factors affecting E-Commerce
- Classification of E-Commerce; E- Commerce business models; Value Chains in E-Commerce; Architectural framework of E-Commerce; E- Commerce and the Trade Cycle

Unit 2

Business Models

- Meaning of business Model; Social networking and Facebook; E-Business based on the relationship of transaction types; E-business model based on the relationship parties- Business –to-customer, business-to-business, business-to-consumer, business-to-Government, business-to-Employee, consumer –to-consumer

Unit 3

E-Banking

- History of E banking; Features; Regulations; E-Commerce and Online service industries: E-payment system- online financial services. Electronic Payment Systems- Overview of Electronic Payment Systems, Cyber cash (Customer to Merchant Payments, Peer to Peer Payments, and Security). Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

Unit 4

Applications of Electronic Commerce in Marketing

- Application of E Commerce in Direct Marketing and Selling (Product, Physical distribution, Price, Promotion); Value Chain Integration; Supply Chain Management; Corporate Purchasing, Financial and Information Services; Obstacles in adopting E-Commerce Applications; Future of E Commerce.
- E-Commerce Marketing Concepts: Basic marketing concepts for internet marketing, E-commerce marketing and branding strategies, online buyer behaviour, strengthening the customer relationship.



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Unit 5

Mobile Commerce

- What is mobile commerce; benefits of mobile commerce; impediments in mobile commerce; mobile commerce network; mobile service typology; Mobile Commerce- Growth of Mobile Commerce, Mobile Health Services, Wireless Applications, Technologies for Mobile Commerce, Wireless Spectrum, WAP, Origins of WAP, WAP Architecture, Wireless Datagram Protocol(WDP), Short Message Services, Circuit Switched Data (CSD), Unstructured Supplementary Services Data (USSD), General Packet Radio Service(GPRS), Wireless Technology (AMPS, TDMA, CDMA, GSM), Different generations in Wireless Communication, Security issues in cellular technology, Mobile commerce and its future in India.

Unit 6

E Commerce- Issues and opportunities in implementation

- Commercial issues; online travel services; Online career services; Security issues; Infrastructural issues; Social and cultural issues.
- Securing business in internet; Security policy, procedures and practices; Legal issues for E-business; Ethics in E-business; Cyber security; Cybercrime; Network and Website Security Risks; Site Hacking, Security; Incidents on the internet; security and email; network and website security; Firewall(Concept, Components and Constituents, Benefits, Enterprise wide security Framework, secure physical infrastructure).
- Future of E-Commerce

Suggested Readings:

1. S. Jaiswal -Doing Business on the Internet: E-COMMERCE (Electronic Commerce for Business)
2. P.T. Joseph, S.J - E-Commerce an Indian Perspective.
3. Kenneth C. Laudon, Carol GuericoTraver - E-Commerce Business Technology.
4. Chaffey, D - E-Business and E-Commerce Management
5. Turban, E., - Electronic Commerce: A Managerial Perspective
6. karabiBandyopadhyay - E-commerce Past, Present and future
7. Alex Michael, Ben Salter - Mobile Marketing
8. Richard Gay, Alan Charles worth & Rita Esen – Online marketing (a customer led approach)
9. Parag Divan, Sunil Sharma - E Commerce
10. Munesh Chandra Trivedi – Electronic Commerce (A simplified Approach)
11. T.N. Chabra, R K Suri&SanjivVerma – E-Commerce (new Vistas for Business)
12. Gary P Schneider –Electronic Commerce (fourth Edition)
13. Jonathan Reynolds – E –Business (A Management Perspective)



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1406: Entrepreneur Innovation

PEDAGOGY

- Class lectures, which may draw upon Indian and global cases wherever necessary.
- Individual and group assignments,
- Project formulation

FACULTY IN-CHARGE: Dr. Jomon Lonappan

SYLLABUS

MODULE-1

Introduction to Entrepreneurship/Opportunity Recognition

- Concept of Entrepreneur and Entrepreneurship
- Entrepreneurship Charms & Challenges
- Leadership
- Types of Entrepreneurship, Intrapreneurs & Technopreneurs
- Business Plan Preparation
- Explore the strengths and weaknesses of your entrepreneurial plan.
- Defining and refining the idea, developing the opportunity, and planning and delivering the business venture.

MODULE-2

Marketing Strategies for Entrepreneurs and Small Business Owners

- Pricing: Pricing strategies-Product mix pricing strategies, Price adjustment strategies
- Design & Packing
- Costing, Pricing & Profit making
- Customer Relationship Management
- Viral and online marketing.



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MODULE-3

Action Planning and Management for a New Business Venture

- Learn the critical and practical aspects of managing a small business venture and implementing solutions that work.
- Explore practical ways to plan and execute cost-effective, innovative marketing strategies,
- Successful small business owners and entrepreneurs share tips, secrets and strategies to gain a competitive edge and attract quality customers.

MODULE-4

Building, Presenting and Executing a Business Plan

- At the end of this course, you work with other students—current or prospective entrepreneurs—to write, review, critique and further develop your business plan.
 - Gain the skills to present your plan to potential investors, partners and early adopters.
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1405: Brand Management

Unit I

Introduction to Branding: Concept, Need for Branding, Features, Role of Branding, Advantages of Branding, Importance of Branding.

Unit II

Brand & related concepts: Brand Equity, Brand Life Cycle, Sources, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association. Brand Positioning & Repositioning, Value Addition from Branding, Family vs. individual Branding, Multiple branding, brand extension,.

Unit III

Brand Positioning: Concept, features, types, qualities of successful positioning,

Unit IV

Managing Brands: Brand Selection, Brand Creation, Interventions and Extensions, Brand Product Relationships, Brand Strategies.

Unit V

Branding in Different Sectors: Industrial Branding, Branding in Retail and Service Sectors, e-branding.

Suggested Readings:

1. Bhatia Mukesh, 'Strategic Brand Management', Regal Publications, New Delhi. 2013.
2. Keller, Parameswaram & Jacob, 'Strategic Brand Management', Fourth Edition, Pearson Publication, New Delhi, 2013.
3. Kotler Phillip and Kevin Lane Keller, 'Marketing Management', 13th Edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2008.
4. Panda Tapan K., 'Marketing Management', 2nd Edition, Excel Books, New Delhi, 2007.



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1407: Event Management

Workload : 5 hours per week

Examination : 3 hours 70 marks

Objectives : This course aims at acquainting students with event management and its application in today's dynamic competitive world. It aims at providing basic framework to plan and organize events of various kinds while preparing for contingencies.

Pedagogy: Lecturer, Power Point Presentations, Interactions, Case Analysis, Video Presentations, Group Discussions, Debates, Guest lecturers, actual events etc...

Module 1: Introduction

(10 hours)

Introduction to Event Management, What is an Event, Event Management, definition, meaning, Evolution of event management, Types of events, Process of Event Management, application & examples of events

Module 2: Planning & organizing of events (Pre-event)

(12 hours)

Event Overview, Research, Creating Event project/proposal, X factor in bidding, Presenting/meeting clients, Objectives & goals, Theme & Concept, Creativity, learning curve, SWOT analysis, Budget & Funding, Sponsorship, Branding & Marketing, Staffing, Legal requirements, Patent & licence requirements, Leadership & delegation, Venue/premise planning, Vendor & supplier seeking, Security planning, Contingency planning, Planning the little details, insurance, Check lists, Deadlines, Think it through (Visualize), Mock Run

Module 3: Implementation & Controlling

(8 hours)

Follow the Plans set up, Modification of Plans, leading & directing, Time Management, Contingencies, Corrective Measures & Steps, Damage Control, feedback management, communication to stakeholders

Module 4: Evaluation & Follow up (Post Event)

(8 hours)

Resources put back, Closure & Settling of bills/accounts, Final Account, Revenue generated, publicity secured and feedback from the audience who attended, why success? Failure? How it could be improved? Documentation



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1413 : Risk Management

Risk Management

Objective: This course will present management tools and frameworks to understand and identify risk. Emphasis will be placed on how improve a firm's risk position, and how to adapt an organization to deal with risk. Cases are used to highlight and exercise the key concepts and frameworks in the course.

Chapter 1: Risk, Risk Identification, Capital Impacts of Risk: What is Risk? How to Measure and Prepare for Risk in an Enterprise? Introduction to Risk and Uncertainty Risk Decisions for the Manager Risks in Operating an Enterprise Risk from a Financial Perspective: Capital Allocation and Risk Using Risk to develop statistical models

Chapter 2: Market Risk – Evaluation of Assets and Asset Protection: Overview of models in market risk Value at Risk (VaR) Liquidity Risk Scenario Analysis Basel approach to Market Risk Introduction to Major Commodities Developing Monte Carlo Simulations in Risk Frameworks: Value at Risk (VaR) and Monte Carlo simulations Modeling scenarios (Monte Carlo simulations) Stress Testing

Chapter3: Credit Risk – Corporate, Consumer, and Sovereign Approaches in modeling Credit Default Risk: Modeling Default as a function of assets: Merton and Jarrow Models Credit Risk Ratings: Rating Systems, Financial Details Credit Risk in Consumer Lending: Credit Score-carding Basel Approach to Credit Risk Counterparty Risk and CDS issues

Chapter 4: Political Risk and Country Risk

Understanding Political and Sovereign Risk in Emerging Markets. The role of Credit Default Swaps as a measure of Country Risk. Trends in international risk management, implication for transfer risk.

Chapter5: Operational Risk and IT Risks

External Shocks Regulatory Risk Operational Risk – Your Supply Chain, Outsourcing IT-Risks – How technology can change your company Basel II definitions for Operational Risk Developing Monte Carlo Simulations In Operations in @Risk

Chapter6 : Human Systems and Their Risks to Organizations

Organizational Implications of Operational Risk Management

Chapter 7: Adapting the Organization to Deal with Risk (Seeking the Best Risk)

The Role of the Board in Dealing with Corporate Risk: Defining Enterprise Risk Integration of corporate governance, and corporate strategy in enterprise risk management Organizations for Risk Management Culture and Leadership Roles The role of Information within an Enterprise and its use in risk management The Cofounding of Risk

1411: Quality Management

OBJECTIVES:

- To facilitate the understanding of Quality Management principles and process.

UNIT I INTRODUCTION

Introduction - Need for quality - Evolution of quality - Definitions of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby - Barriers to TQM - Quality statements - Customer focus - Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Costs of quality.

UNIT II TQM PRINCIPLES

Leadership - Strategic quality planning, Quality Councils - Employee involvement - Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal - Continuous process improvement - PDCA cycle, 5S, Kaizen - Supplier partnership - Partnering, Supplier selection, Supplier Rating.

UNIT III TQM TOOLS AND TECHNIQUES I

The seven traditional tools of quality - New management tools - Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT - Bench marking - Reason to bench mark, Bench marking process - FMEA - Stages, Types.

UNIT IV TQM TOOLS AND TECHNIQUES II

Control Charts - Process Capability - Concepts of Six Sigma - Quality Function Development (QFD) - Taguchi quality loss function - TPM - Concepts, improvement needs - Performance measures.

UNIT V QUALITY SYSTEMS

Need for ISO 9000 - ISO 9001-2008 Quality System - Elements, Documentation, Quality Auditing - QS 9000 - ISO 14000 - Concepts, Requirements and Benefits - TQM Implementation in manufacturing and service sectors..

TOTAL: 45 PERIODS

OUTCOMES:

- The student would be able to apply the tools and techniques of quality management to manufacturing and services processes.

TEXT BOOK:

1. Dale H. Besterfield, et al., "Total quality Management", Third Edition, Pearson Education Asia, Indian Reprint, 2006.

REFERENCES:

1. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.



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1415: Pedagogical Innovations

Chapter 1: Innovative Teaching Methods -Methods, Strategies & Approach -Brainstorming & Buzz. Groups – Jigsaw - Forked Road decision making -Problem based Learning -Art based Learning -Use of Simulation Games -Micro teaching -Web based Learning

Chapter 2: Designing a course & preparing Syllabus -Passive Learning -Active Learning -Situational Factors - Three Functions of a Syllabus

Chapter 3: Managing the class room and dealing with students -Managing Class room behaviour -Dealing with student diversity - Advising and mentoring your students

Chapter 4: Assessing student learning and giving helpful feedback -Using writing assignments and giving helpful feedback -Assessing student learning in the Class -Creating and Grading Exams

Chapter 5: Improving your Teaching -Getting & Interpreting student evaluation and feedback -Soliciting helpful feedback from Colleagues, Mentors and Supervisors

REFERENCES:

- Cindy L. Lynch and Susan K. Wolcott, “Helping Your Students Develop Critical Thinking Skills” (www.idea.ksu.edu/papers/Idea_Paper_37.pdf).
- Marva A. Barnett, “Promoting Students’ Intellectual Growth” (trc.virginia.edu/Publications/Teaching_Concerns/Fall_2000/TC_Fall_2000_Barnett.htm).
- Mike Font, Gena Todd, and Barbara Welch, “Critical Thinking: Approaches” (www.nyu.edu/cte/tctstud.html).

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1412: Retail Management

Workload: 4 hours per week.

Examination: 3 hours 70 marks

Objectives: To understand the concepts of effective retailing and the recent trends in retailing in India.

Pedagogy: Lectures, assignments, practical exercises, discussions, seminars

Chapter 1: Introduction: An overview of Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retailing. Emerging trends in retailing: Changing nature of retailing, organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector

Chapter 2: Retail Formats: Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

Chapter 3: Retailing Decisions: Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location - Retail service quality management – Retail Supply Chain Management. **Chapter 4:** Retail Shop Management: Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends.

Chapter 5: Retail Shopper Behaviour: Understanding Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Retail shopper behavior – Shopper Profile Analysis, Complaints Management - Retail sales force Management

Chapter 6: Understanding the Retail Consumer: Importance of Market research for understanding retail consumer behaviour. Market Segmentation and its benefits, Kinds of markets. Strategy for effective market segmentation- Strategies, Retail value chain.

Chapter 7: Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Pricing strategies, Controlling costs

References:

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.

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1501: Intellectual Property Right

SYLLABUS

Objectives of the Course: to introduce fundamental aspects, with a wide perspective of intellectual property rights, to students who are going to play a major role in development and management of innovative projects in industries.

CHAPTER I – Basic Principles of Intellectual Property Rights: Meaning, relevance & business impact. Protection of Intellectual Property: Copyrights, Trademarks, Patents, Designs, Utility Models, Trade Secrets and Geographical Indications.

CHAPTER II – Patent: Concept, Product / Process Patents, Patentability & Non-Patentability, Procedure for Filing of Patent Application and types of Applications, Procedure for Opposition, Revocation of Patents, Ownership and Maintenance of Patents, Registration Procedure.

CHAPTER III – Trademarks: Concept, Different kinds of marks, Non Registrable Trademarks, Procedure for Registration & Opposition, Assignment/Transmission / Licensing of Trademarks, Infringement of Trademarks.

CHAPTER IV – Copyright: Nature of Copyright, Works in which Copyrights subsist, Author & Ownership of Copyright, Rights Conferred by Copyright, Infringement & Remedies.

CHAPTER V: Designs, Trade secrets etc.:

Plant Varieties – Objectives, Justification, International Position, Protection in India.

Trade design – What is not a Design? What is a Registrable Design? Need for protection.

Traditional Knowledge – Objective, Concept, Holders.

Geographical Indication – Meaning, authorized user, protection.

Trade Secret – Meaning, protection.



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1502: Event Management

Workload : 5 hours per week

Examination : 3 hours 70 marks

Objectives : This course aims at acquainting students with event management and its application in today's dynamic competitive world. It aims at providing basic framework to plan and organize events of various kinds while preparing for contingencies.

Pedagogy: Lecturer, Power Point Presentations, Interactions, Case Analysis, Video Presentations, Group Discussions, Debates, Guest lecturers, actual events etc...

Module 1: Introduction

(10 hours)

Introduction to Event Management, What is an Event, Event Management, definition, meaning, Evolution of event management, Types of events, Process of Event Management, application & examples of events

Module 2: Planning & organizing of events (Pre-event)

(12 hours)

Event Overview, Research, Creating Event project/proposal, X factor in bidding, Presenting/meeting clients, Objectives & goals, Theme & Concept, Creativity, learning curve, SWOT analysis, Budget & Funding, Sponsorship, Branding & Marketing, Staffing, Legal requirements, Patent & licence requirements, Leadership & delegation, Venue/premise planning, Vendor & supplier seeking, Security planning, Contingency planning, Planning the little details, insurance, Check lists, Deadlines, Think it through (Visualize), Mock Run

Module 3: Implementation & Controlling

(8 hours)

Follow the Plans set up, Modification of Plans, leading & directing, Time Management, Contingencies, Corrective Measures & Steps, Damage Control, feedback management, communication to stakeholders

Module 4: Evaluation & Follow up (Post Event)

(8 hours)

Resources put back, Closure & Settling of bills/accounts, Final Account, Revenue generated, publicity secured and feedback from the audience who attended, why success? Failure? How it could be improved? Documentation

Module 5: Key Issues in Event Management

(6 hours)

Sustainability event management (green environment), Lobbying & networking, Ethics, Careers in event management

Module 6: Live Case Studies & Latest trends in event management

(12 hours)

Indian Premier League, Pro Kabbadi, Grand Wedding Ceremony, SDM Inter Collegiate Management Fest, etc...

References:

- 1) Event Planning and Management by Sandeep Sharma (Neha publishers & distributors)
- 2) Event Management HB by Sita Ram Singh (Aph Publishing Corp.-NEW DELHI)
- 3) Event Management: For Tourism, Cultural, Business and Sporting Events by Brenda R. Carlos Lynn Van Der Wagen (Pearson Education)
- 4) Event Management – an introduction by Charles Bladen, James Kennell, Emma Abson, Nick Wilde
- 5) Event Management – An International approach by Nicole Ferdinand & Paul Kitchin
- 6) Internet – Authentic & Credible sources

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1503: Soft Skills

SYLLABUS

Objectives of the Course: This course aims to groom the students for today's corporate world. The contents of this course are developed in order to enhance the communication and behavioral abilities of the students so as to improve their etiquettes.

CHAPTER 1: Soft Skills

Introduction-What are soft skill?- Importance of soft skill-Selling your soft skills-Attributes regarded as soft skill- Training and soft skill-Must possess soft skills-Practicing soft skill.

CHAPTER 2: LSRW in communication

Art of Listening: What is listening?-Two ears, one mouth-benefits of listening-kinds of listening-listening tips.

Art of Speaking: Difference between speaking and talking-talking the right things-tips for conversation-public speaking- presentation skills.

Art of Reading: benefits of reading-types of reading-tips for effective reading-tips for becoming an effective reader.

Art of writing: Importance of writing- art of writing-writing tips-creative writing.

CHAPTER 3: Etiquette and Body language

Etiquette-modern etiquette-benefits of etiquette-classification of etiquette-taboo topics-social skills and manners-etiquettes in an group discussion.

Forms of body language - parts of body language-uses of body language-reasons for mastering body language- improving your body language-types of body language -gender differences-female interest and body language-shaking hands with women- interpreting body language-developing confidence with correct body language.

CHAPTER 4: Career Planning

Guidelines to choose the right career- Tips for successful career planning- preparing CV /Resume-Interview skills-Time management-Stress management.



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CHAPTER 5: Know thyself

Self assessment based on learning through SWOT analysis-assessment of one's values, attitudes and perception.

BOOKS FOR REFERENCE:

1. Dr. K. Alex, 2014. *Soft Skills*. S Chand publication, New Delhi.
2. Pillai, Radhakrishnan, 2006. *Spoken English for you*. Emerald Publishers, Chennai.
3. Andrews, Sudhir. 1988. *How to Succeed at Interviews*. 21st Reprint. Tata McGraw-Hill. New Delhi.
4. Mile. D.J. 2004. *Power of positive thinking*. Rohan Book Company. New Delhi.
5. Windshuttle, Keith and Elizabeth Elliot. 1999. *Writing, Researching and Communicating: Communication Skills for the Information Age*. Tata McGraw-Hill. Australia.

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1504: Entrepreneurial Innovation

Objectives : To familiarize and well acquaint students with the concept and process of Small Scale Industry and Entrepreneurship.

1. Concept of Entrepreneurship – Introduction- Types of Entrepreneurs-- Characteristics/Traits of an Entrepreneur- Advantages and Disadvantages of being an Entrepreneur- Role Played by an Entrepreneur in economic development.
2. Small Scale Industry- Introduction to SSI's – MSMED (Micro Small Medium Enterprise Development) Act -2006 –Objectives -Role and Importance of SSI – Advantages and Disadvantages of SSI, Registration of SSI
3. Business Plan, Importance of Business Plan- Elements of Business Plan- Various Aspects of Business Plan
4. Industrial Sickness – Criteria to identify sickness- causes of Sickness in SSI's-Steps taken for revival of sickness
5. E – Entrepreneurs - Purpose of creating E –Entrepreneur- Essence of E-entrepreneurship.

References

1. Dr. Aruna Kaulgud, Entrepreneurship Management; 2003, Vikas Publishing House, New Delhi.
2. Vasant Desai, Small Scale Industries and Entrepreneurship, 2011, Himalaya Publishing House, Mumbai
3. Management and Entrepreneurship , Kanishka Bedi, 2009, Oxford University
4. M B Shukla , Entrepreneurship and Small Business Management, 2013 Kitab Mahal ,Allahabad ,6th Edition ,
5. Nafeez A Khan , Entrepreneurship Development



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1505: BRAND MANAGEMENT

Unit I

Introduction to Branding: Concept, Need for Branding, Features, Role of Branding, Advantages of Branding, Importance of Branding.

Unit II

Brand & related concepts: Brand Equity, Brand Life Cycle, Sources, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association. Brand Positioning & Repositioning, Value Addition from Branding, Family vs. individual Branding, Multiple branding, brand extension,.

Unit III

Brand Positioning: Concept, features, types, qualities of successful positioning,

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Unit V

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Suggested Readings:

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- Understanding different e-business models

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- Classification of E-Commerce; E- Commerce business models; Value Chains in E-Commerce; Architectural framework of E-Commerce; E- Commerce and the Trade Cycle

Unit 2

Business Models

- Meaning of business Model; Social networking and Facebook; E-Business based on the relationship of transaction types; E-business model based on the relationship parties- Business –to-customer, business-to-business, business-to-consumer, business-to-Government, business-to-Employee, consumer –to-consumer

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Applications of Electronic Commerce in Marketing

- Application of E Commerce in Direct Marketing and Selling (Product, Physical distribution, Price, Promotion); Value Chain Integration; Supply Chain Management; Corporate Purchasing, Financial and Information Services; Obstacles in adopting E-Commerce Applications; Future of E Commerce.
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Unit 5

Mobile Commerce

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E Commerce- Issues and opportunities in implementation

- Commercial issues; online travel services; Online career services; Security issues; Infrastructural issues; Social and cultural issues.
- Securing business in internet; Security policy, procedures and practices; Legal issues for E-business; Ethics in E-business; Cyber security; Cybercrime; Network and Website Security Risks; Site Hacking, Security; Incidents on the internet; security and email; network and website security; Firewall(Concept, Components and Constituents, Benefits, Enterprise wide security Framework, secure physical infrastructure).
- Future of E-Commerce

Suggested Readings:

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(M.B.A. Programme)

1507: Pedagogical Innovations

Chapter 1: Innovative Teaching Methods -Methods, Strategies & Approach -Brainstorming & Buzz. Groups – Jigsaw - Forked Road decision making -Problem based Learning -Art based Learning -Use of Simulation Games -Micro teaching -Web based Learning

Chapter 2: Designing a course & preparing Syllabus -Passive Learning -Active Learning -Situational Factors - Three Functions of a Syllabus

Chapter 3: Managing the class room and dealing with students -Managing Class room behaviour -Dealing with student diversity - Advising and mentoring your students

Chapter 4: Assessing student learning and giving helpful feedback -Using writing assignments and giving helpful feedback -Assessing student learning in the Class -Creating and Grading Exams

Chapter 5: Improving your Teaching -Getting & Interpreting student evaluation and feedback -Soliciting helpful feedback from Colleagues, Mentors and Supervisors

References:

- Cindy L. Lynch and Susan K. Wolcott, “Helping Your Students Develop Critical Thinking Skills” (www.idea.ksu.edu/papers/Idea_Paper_37.pdf).
- Marva A. Barnett, “Promoting Students’ Intellectual Growth” (trc.virginia.edu/Publications/Teaching_Concerns/Fall_2000/TC_Fall_2000_Barnett.htm).
- Mike Font, Gena Todd, and Barbara Welch, “Critical Thinking: Approaches” (www.nyu.edu/cte/tctstud.html).

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1508: Creativity and Innovation in Business

Creativity & Innovation in Business (++)

Objectives: To introduce and enable the student to understand the role and importance of being creative & introducing Innovative ways in Business. Also make them develop ways to be creative.

Pedagogy: Interactions, Case Analysis, Lecturers, Assignments (Group & Solo), Practical Exercises, Role plays, Group Discussions, Debates, Presentations, real life outdoor activities etc...

Module 1: Introduction to Creativity & Innovation (+ Case Studies)

Importance, Roles of Creativity, Innovation & its role, Difference between Creativity & Innovation, Process of Innovation, Examples & case study on various Innovative companies.

Module 2: Creative Environment (+ Case Studies)

What is creative environment, How to promote it, Basic essentials of a creative environment, restraining forces for creative environment.

Module 3: (+ Case Studies)

Understanding the Gap in Market (Opportunity), R & D Cell & its role, Risk factors, Competitors analysis, Entrepreneurial Opportunities & Start ups, Factors influencing Innovation feasibility, Role of technology in Creativity & Innovation,

Module 4: Live Project (+ Case Studies)

Come up with an Creative & Innovative Firm

References:

- Trusted Internet Sources!!
