

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)
MASTER OF BUSINESS ADMINISTRATION (MBA) R17
From Academic Year 2017- 18 admitted batch
COURSE STRUCTURE AND SYLLABUS

I Semester

Course Code	Course title	Int. marks	Ext. marks	L	T	P	C
A141PC1	Management and Organisational Behaviour	30	70	3	1	0	4
A141PC2	Business Economics	30	70	3	1	0	4
A141PC3	Financial Accounting & Analysis	30	70	3	1	0	4
A141PC4	Business Statistics	30	70	3	1	0	4
A141PC5	Business Law and Ethics	30	70	3	1	0	4
A141OE6	A141OE6A: Business Research Methodology A141OE6B: Project Management A141OE6C: Technology Management A141OE6D: Rural Marketing	30	70	3	0	0	3
A141PC7	Business Communication -Lab	100	-	0	0	3	2
	TOTAL	280	420	18	5	3	25

II Semester

Course Code	Course title	Int. marks	Ext. marks	L	T	P	C
A142PC1	Human Resource Management	30	70	3	1	0	4
A142PC2	Marketing Management	30	70	3	1	0	4
A142PC3	Financial Management	30	70	3	1	0	4
A142PC4	Quantitative Analysis for Business Decisions	30	70	3	1	0	4
A142PC5	Entrepreneurship	30	70	3	1	0	4
A142OE6	A142OE6A: Total Quality Management A142OE6B: Corporate Governance A142OE6C: International Business A142OE6D: Supply Chain Management	30	70	3	0	0	3
A142PC7	Summer Internship	100			0	3	2
	TOTAL	280	420	18	5	3	25

III Semester:

Course Code	Course title	Int. marks	Ext. marks	L	T	P	C
A143PC1	Production & Operations Management	30	70	3	1	0	4
A143PC2	Management Information Systems	30	70	3	1	0	4
A143PC3	Data Analytics	30	70	3	1	0	4
A143PE4	ELECTIVE -I	30	70	3	0	0	3
	(MRKG/HRM/FIN/Entrepreneurship)						
	A143PE4M1: Digital Marketing						
	A143PE4F1: Security Analysis and portfolio Management						
	A143PE4H1: Performance Management Systems						
	A143PE4E1: Start up Management						
A143PE5	ELECTIVE –II	30	70	3	0	0	3
	(MRKG/HRM/FIN/Entrepreneurship)						
	A143PE5M2: Advertising and Sales management						
	A143PE5F2: Financial Institutions, Markets & Services						
	A143PE5H2: Learning and Development						
	A143PE5E2 MSME Management						
A143PE6	ELECTIVE –III	30	70	3	0	0	3
	(MRKG/HRM/FIN/Entrepreneurship)						
	A143PE6M3: Consumer Behaviour						
	A143PE6F3: Strategic Management Accounting						
	A143PE6H3: Management of Industrial Relations						
	A143PE6E3: Family Business Management						
	TOTAL	180	420	18	3	0	21

IV Semester:

Course Code	Course title	Int. marks	Ext. marks	L	T	P	C
A144PC1	Strategic Management	30	70	3	1	0	4
A144PE2	ELECTIVE-IV	30	70	3	0	0	3
	(MRKG/HRM/FIN/Entrepreneurship)						
	A144PE2M1: Customer Relationship Management						
	A144PE2F1: International Financial Management						
	A144PE2H1: International Human Resource Management						
	A144PE2E1: Entrepreneurial Finance						
A144PE3	ELECTIVE-V	30	70	3	0	0	3
	(MRKG/HRM/FIN/Entrepreneurship)	30	70	3	0	0	3
	A144PE3M2: International Marketing						
	A144PE3F2: Strategic Investment and Financing Decisions						
	A144PE3H2: Leadership and Change Management						
	A144PE3E2 Entrepreneurial Marketing						
A144PE4	ELECTIVE-VI	30	70	3	0	0	3
	(MRKG/HRM/FIN/Entrepreneurship)						
	A144PE4M3: Marketing of Services						
	A144PE4F3: Risk Management						
	A144PE4H3: Talent and Knowledge Management						
	A144PE4E3: Creativity Innovation and Entrepreneurship						
A144PC5	Pre Submission of Project Work	100	-	0	1	1	1
A144PC6	Comprehensive Viva-Voce	-	100	0	1	1	1
A144PC7	Main Project Viva-Voce	50	150	0	2	3	2
	TOTAL	270	530	12	5	5	17

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
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MBA SEMESTER-I

**A141PC1: MANAGEMENT & ORGANIZATIONAL
BEHAVIOR**

Course Objective:

To understand the Fundamentals of Management and Behavioral aspects of individual and groups in an organization.

Course outcomes:

Students will be able to understand

- Evolution of Management and contribution of Management thinkers.
- The relevance of environmental scanning, planning and to take decisions.
- Organizing and controlling.
- Individual and group Behavior.
- Leadership and Motivation.

Unit – I:

Introduction to Management: The Management Process, Management Functions, kinds of managers, Managerial roles and skills. . *Concept of Human engineering*, Evolution of Management -Theories of Management - Classical, Scientific,Administrative, Behavioral, Management Sciences Theories; Systems and Contingency theory

Unit – II:

Planning and Decision Making: Planning and goal setting – Organizational planning - Vision, Mission and goals, Types of plans, steps in planning process, Approaches to planning, Planning in Dynamic Environment.

Decision making process, types of decisions, decision making styles, Vroom’s Participative decision making model.

Unit – III:

Organizing and Controlling: Organizational Structure, Principles of Organizing, Authority, Power and Influence, designing organizational structure. Mechanistic and organic structures, contemporary organizational design and its challenges.

Controlling: The control process, controlling for organizational performance, types of control, financial controls, Balanced Scorecard, Bench Marking, Contemporary issues in controlling.

Unit – IV:

Organizational Behavior: Individual and Group Behavior: Importance of Organizational Behavior, Culture and diversity, personality theories, perception, formation of group behavior, classification of groups, group properties, group cohesiveness.

Unit – V:

Leadership and Motivation: Leadership traits, Leadership styles, Leadership theories, Power and Politics.

Motivation: Approaches to Motivation, Maslow’s needs hierarchy theory, two factor theory of motivation, McGregor’s theory, ERG theory, McClelland’s needs theory, Valance Theory.

TEXTBOOKS:

1. Richard L. Daft, New Era of Management, Cengage Learning, 11e,2017.
2. AfsanehNahavandi, Robert B.Denhardt, Janet V. Denhardt, Maris P. Aristigueta, Organizational Behaviour, Sage Publications,2015.
3. Laurie J. Mullins, Management, and Organizational Behaviour, Pearson Publications,9e.
4. Stephen P. Robbins, Timothy A.Judge, Neharika Vohra, Organizational Behaviour, Pearson, 16 e,2017.
5. Ramesh B. Rudani, Management and Organizational Behaviour Tata McGraw hill,2011.
6. *O.P.Khanna, Industrial Engineering and Management, 24th reprint, 2017.*

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MBA SEMESTER

A141PC2: BUSINESSECONOMICS

Course Objective:

To understand the Business, impact of Micro and Macro Economic Environment on business decisions.

Course Outcome:

Students will be able to understand

- Economic Principles in Business.
- Forecast Demand and Supply.
- Production and Cost Estimates.
- Market Structure and Pricing Practices.
- Economic Policies.

Unit-I:

Introduction to Business Economics: Definition, Nature and Scope, Relationship with other disciplines – business decision making process- The role of managerial economist- Basic economic principles – the concept of opportunity cost, Marginalism, Equi-marginalism, incremental concept, Time perspective, discounting principle, risk and uncertainty.

Unit-II:

Theory of Demand and Supply: Demand Analysis - demand function, law of demand, determinants of demand, types of demand. Elasticity of demand, types, Measurement and significance of Elasticity of Demand. Demand Forecasting, Need for Demand Forecasting, Methods of Demand Forecasting.

Supply – Supply function, determinants of supply, law of supply, Elasticity of Supply. *Law of diminishing marginal utility.*

Unit-III:

Production and Cost Analysis: Production function, Production function with one, two variables, Cobb-Douglas Production Function, Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale, Economies of scale - Innovations and global competitiveness. Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves.

Unit-IV:

Market Structure and Pricing Practices: Classification of Market Structures - Features - competitive situations - Price-Output determination under Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run. Pricing Practices- Price Discrimination- Pricing Strategies- Pricing Over Product Life Cycle- Break Even Analysis.

Unit-V:

Introduction to Business Environment: Macro Economic Analysis (PESTEL MODEL); Industrial Policy of 1991 and recent developments, Fiscal Policy, Monetary Policy, Export - Import Policy, Foreign Direct Investment in India.

TEXTBOOKS:

1. H L Ahuja, Business Economics, S. Chand & Co, 13e,2016.
2. Chaturvedi, Business Economics, International Book House,2012.
3. Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain, Managerial Economics, Pearson, 14e, 2014.
4. Dominick Salvatore, Managerial Economics, Oxford Publications, 7e,2012.
5. Justin Paul, Business Environment, Tata McGraw Hill,2010.
6. Francis Cherunilam, Business Environment Text &Cases, Himalaya Publications,2012.
7. .P L Mehta, Managerial economics,Sultan Chand & Sons.

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
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MBA SEMESTER-I

A141PC3: FINANCIAL ACCOUNTING AND ANALYSIS

Course Objective:

To prepare, analyze, interpret the financial statements for business decision making.

Course Outcome:

Students will be able to understand

- Principles of Accounting, Accounting Process
- Inventory Valuation
- Preparation, Analysis and Interpretation of Financial Statements.

Unit-I:

Introduction to Accounting: Importance, Objectives and Principles, Accounting Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), their implications on accounting system; Double entry system—recording business transactions—Classification of accounts—Accounting cycle.

Unit-II:

The Accounting Process: Overview, Books of Original Record; Journal, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments. Valuation of fixed assets -Tangible vs. Intangible assets. Depreciation, Methods of depreciation—their impact on measurement of business Accounting.

Unit-III:

Inventory Valuation: Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill. Accounting from incomplete records, advantages and disadvantages of single entry and double entry system and the differences between the two, preparation of accounts, and ascertainment of profit from incomplete records, Accounting Treatment as per the statement of affairs method and calculation of missing figures.

Unit-IV:

Financial Analysis-I: Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs. Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.

Unit-V:

Financial Analysis-II: Analysis and interpretation of financial statements, Horizontal Analysis and Vertical Analysis of Company, Financial Statements, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart –Accounting Standards Issued by ICAI- Focus on importance of Standards to give a general view on Financial Accounting practices, International Financial Reporting Standards (IFRS).

TEXTBOOKS:

1. DhaneshK.Khatri, Financial Accounting & Analysis, Tata McGraw-Hill Publishing Limited, New Delhi,2015.
2. S.N. Maheswari ,S.K. Maheshwari, Financial Accounting, 5e, Vikas Publishing House,2013.
3. V. Rajasekharan, R. Lalitha , Financial Accounting & Analysis, Pearson Education, New Delhi,2015
4. Paresh Shah, Basic Financial Accounting for Management, Oxford University Press, New Delhi,2014.
5. Seema Srivastava, Financial Accounting, Jawaharlal, S. Chand,2014.

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)

MBA SEMESTER-I

A141PC4: BUSINESS STATISTICS

Course Objective:

To understand the basic statistical tools for analysis & interpretation of qualitative & quantitative data.

Course Outcomes:

Students will be able to understand

- Conceptual overview of Statistics.
- To apply, analyze various simple & advanced statistical tools.
- To interpret data through statistical tools.

Unit – I:

Introduction to Statistics – Functions of Statistics and Managerial Applications of Statistics-*Econometrics*, Relationship with other subjects. Measures of central Tendency- Mean, Median, Mode, Geometric Mean and Harmonic Mean.

Unit – II:

Measures of Dispersion- Range, Quartile deviation, Mean Deviation, Standard deviation and co-efficient of variation. Skewness : Karl Pearson's co-efficient of skewness, Bowley's co-efficient of skewness, Kelleys co-efficient of skewness, Kurtosis.

Unit – III:

- a) **Tabulation of Univariate, Bivariate and multivariate data**, Data classification and tabulation, Diagrammatic and graphical representation of data. One dimensional, Two dimensional and three dimensional diagrams and graphs
- b) **Small Sample Tests-** t-Distribution-properties and applications, testing for one and two means, paired t-test.

Unit – IV:

- a) **Analysis of Variance** -One Way and Two Way ANOVA (with and without Interaction). Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.
- b) **Correlation Analysis**-Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of Multiple and partial Correlation, Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients.

Unit – V:

Time Series Analysis-Components, Models of Time Series-Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction, Characteristics and uses of index numbers, types of index numbers, unweighted price indexes, weighted price indexes, Tests of adequacy and consumer price indexes.

TEXTBOOKS:

1. P.C. Tulsian, Bharat Jhunjhnuwala, Business Statistics, S. Chand,2016.
2. Levin R.I., Rubin S. David, Statistics for Management, 7e Pearson,2015.
3. Anderson, Sweeney, Williams, Camm, Cochran, Statistics for Business Economics, Cengage 12e,2014.
4. J. K Sharma, Business Statistics, 4e, Vikas Publishing House,2015.
5. Beri, Business Statistics, 1e, Tata McGraw Hill,2015.
6. Gupta S.C., Fundamentals of Statistics, 6e, Himalaya Publishing House,2015.

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)
MBA SEMESTER-I

A141PC5: BUSINESS LAW AND ETHICS

Course Objective:

To understand the Legal and Regulatory Framework for doing business in India.

Course Outcome:

Students will be able to understand

- Business Laws related to incorporating a company
- Importance of Ethics in Business
- Cyber Crime and Legal Aspects.

Unit – I:

Companies Act, 2013: Steps and procedure for incorporation of the company, Appointment of Directors, Powers, duties, & liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.

Unit – II:

Law of Contract: Nature of Contract and Essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and Free Consent, Legality of Object. Unlawful and illegal agreements, Contingent Contracts, Performance and discharge of Contracts, Remedies for breach of contract. Contracts-II: Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, Performance of Contract of Sale.

Unit – III:

Negotiable Instruments Act - 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Introduction to Goods and Services Tax (GST).

Unit – IV:

Business Ethics: The Changing Environment: Business Ethics-why does it matter? ; Levels of Business Ethics-Five Myths about Business Ethics-can Business Ethics be taught and trained? stages of Moral development Kohlberg's study-carol Gilligan's Theory-Principles of Ethics.

Unit – V:

Cyber Crime: The Legal Landscape - Need for cyber laws in the Indian context - The Indian IT Act- challenges to Indian Law and cyber crime scenario in Indian – issues and Challenges in Cyber Crime.

TEXTBOOKS:

1. Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.
2. P.P.S. Gogna, Company Law, S.Chand, 2016.
3. RSN Pillai, Bagavathi, Legal Aspects of Business, S.Chand, 2016.
4. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 3e, 2011.
5. Nina Godbole & Sunit Belapure, Cyber Security, Wiley India, 2012.

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)
MBA SEMESTER-I

A141OE6A: **OPEN ELECTIVE-I:**

BUSINESS RESEARCH METHODOLOGY

Course Objective:

To understand the basic research methodology and apply the tools for interpretation of quantitative and qualitative data.

Course Outcome: Students will be able to understand

- a) Basics of Research Methodology and Research Design
- b) Data Collection methods and the tools for analysis and interpretation
- c) Importance of presentation of data analysis and report writing including referencing style.

Unit-I:

Introduction to Research - Types of Research, Research process-Conceptualization of variables and Measurement – Types and measurement of variables – Reliability and validity in measurement of variables- sources of error in measurement- Ethics in business research.

Unit-II:

Research design - Research Problem- purpose of Research design, Types of Research Design- Experimental research design, Research Design for cross sectional, longitudinal studies,

Research design for action research – Characteristics of the good research design.

Data Collection Methods & Tools: Types of Data, Sources and Instruments for data, Guidelines for questionnaire, Sampling and its application.

Unit-III:

Univariate and Bivariate techniques for data Analysis: Tabulation and Diagrammatic representation of data, Cumulative frequency table, Descriptive statistics, Measures of Central Tendencies, Dispersion, Skewness and Kurtosis. Cross tables, scatter plot, Correlation, Bi variate regression, *Multiple regression analysis*.

Unit –IV:

Non-Parametric tests: .Sign tests, Kolmogorov Smirnov test, Run test for randomness, Mann-Whitney U test, Kruskal –Wallis test(H test).

Unit-V:

Report writing and Presentation of Results:Introduction, Importance of Report writing, Types of Research Reports, Report Preparation and presentation, Report structure, Report formulation, Guides for effective documentation, Research Briefings. Referencing styles and citation in Business Management Research.

Ethics in business research.

TEXTBOOKS:

1. Jon.C. Carr ,AtanuAdhikari,MitchGriffin,BarryJ.Babin, Business Research Methods Cengage Learning,2012.
2. Prahalad Mishra, Business Research Methods, Oxford University Press,2015.
3. S. Sreejesh, Sanjay Mohapatra, Anusree, Business Research Methods: An Applied Orientation, Springer International Publishing,2014.
4. Donald R Cooper , Pamela S. Schindler, Business Research Methods Tata McGraw Hill, 2013.
5. Deepak Chawla, NeenaSondhi, Research Methodology concepts and cases, Vikas Publications, 2e2016.
6. *J.K.Sachdeva,Business Research Methodology,Himalaya Publishing House.*
7. *C.R.Kothari,ResearchMethodology,New age International Publishers.*

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)
MBA SEMESTER-I

A141OE6B: OPEN ELECTIVE - I:

PROJECT MANAGEMENT

Course Objective:

The objective of this course is to lay an important foundation to students in managing projects with a special focus on every phase such as project planning, execution, monitoring and evaluation.

Course Outcome:

Students will be able to understand

- a) Importance of Project Management.
- b) Project Planning, Execution and implementation.
- c) Significance of teams in projects
- d) Project evaluation techniques.

UNIT-I:

Introduction: Introduction to Project management –Project Characteristics- Project Life cycle – Project Identification, Formulation and Implementation- Project management in different sectors: Construction, Services Sector, Public sector and Government Projects. Systems approach to project management.

UNIT-II:

Project Planning and Appraisal: Project Planning – Project Appraisal- Feasibility study- Technical, Commercial, Economic, Financial, Management, Social Cost Benefit Analysis- Project Risk Analysis.

UNIT-III:

Project Finance : Project Cost Estimation, Project Financing- Investment Criteria, Project Evaluation Techniques- Pay Back Period, Accounting rate of return, Net present value, Internal Rate of return, Profitability Index, Cash Flows Estimation for new and replacement projects- Cost of Capital, Risk Analysis.

UNIT-IV:

Project Planning and Control: Planning Steps- Scheduling- Network Diagrams, Network Analysis, Critical Path, Quality Management, Project Execution, Monitoring and control, Agile project Management, Scrum, Lean Production and project management.

UNIT-V:

Organizational Behavior and Project Management: Organizational Structure and Integration, Role of project manager, Roles in the project team, Project stakeholder engagement, Leadership in project management, participative management, team building approach, Conflict Management in Projects, Stress Management.

TEXTBOOKS:

1. John M, Nicholas and Herman Steyn, Project Management for Engineering, Business, and Technology, 5e, Routledge,2017.
2. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation, and review, 6e, Tata McGraw Hill2008.
3. K. Nagrajan, Project Management, New Age International Publishers, 7e2015.
4. Jack Gido, Jim Clements Rose Baker, Successful Project Management, Cengage Learning, 7e2015.
5. R. Paneerselvam, P. Senthil Kumar, Project Management, PHI,2009.

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)
MBA SEMESTER-I

A141OE6C: OPEN ELECTIVE - I:
TECHNOLOGY MANAGEMENT

Course Objective:

To Understand the importance of technology in conduct of business.

Course Outcome:

Student will be able to understand:

- a) Importance of Technological Innovation.
- b) Importance of Research and development in technology management.
- c) Forecasting of Technology.

Unit – I:

The Process of Technological Innovation: The Need for a Conceptual Approach, Technological Innovation as a Conversion Process, Factors Contributing to Successful Technological Innovation. Strategies For Research and Development: R&D as A Business, Resource Allocation to R&D, R&D Strategy In the Decision Making Process, Selection and Implementation of R&D Strategy, R and D and Competitive Advantage, New Product Development- Techniques For Creative ProblemSolving.

Unit – II:

Financial Evaluation of Research and Development Projects: The Need For Cost Effectiveness, R&D Financial Forecasts, Risk as a Factor In Financial Analysis, Project Selection Formulae, Allocation of Resources, DCF and Other Techniques of evaluating R&Dventures.

Unit – III:

Research and Development: Programme Planning and Control, Portfolio Planning, Project Planning and Control, Project Termination, Resource Allocation and Management- New Product Development: New Product Development as a Competitive Strategy, Market Research For Developing New Products, Commercialization of Research Outcomes, Industrial Design, Product Architecture and Design For Manufacture, Developing Indigenous Substitute For Raw Materials.

Unit – IV:

Technological Forecasting For Decision Making: The Definition of Technological Forecasting, Forecasting System Inputs and Outputs, Classification of Forecasting Techniques, Organization For Technological Forecasting, CurrentStatus.

Unit – V:

Transfer of Technology: Modes of technology transfer, Price of technology transfer, Negotiation for price of MOT.

TEXTBOOKS:

1. Tarek Khalil, Management of Technology—The Key to Competitiveness and Wealth, Tata McGraw Hill, Boston,2015.
2. V.K.Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education,2015.
3. Norma Harison and Samson, Technology management – Text and cases, TMH,2015
4. Shane: Technology Strategy for Managers and Entrepreneurs, Pearson,2015.
5. Khandwala: Corporate Creativity, TMH,2015.
6. Lucy C. Morse, Daniel L. Babcock: Managing Engineering and Technology (6th Edition), Pearson.

TKR COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous)
MBA SEMESTER-I

A141OE6D: OPEN ELECTIVE - I:

RURAL MARKETING

Course Objective:

To understand the importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India and Strategies to be adopted by the corporate.

Course Outcome:

Students will be able to understand:

- Rural Marketing opportunities.
- Rural Economy and Environment.
- Social and cultural aspects in rural India.
- Innovations in rural marketing.

Unit – I:

Introduction: Meaning - Evolution – Nature and Characteristics of Rural Market – Understanding the Indian Rural Economy –Rural Marketing Models – Rural Marketing Vs Urban Marketing – Parameters differentiating Urban & Rural Market - Differences in consumer behavior in Rural and Urban market.

Unit – II:

Rural Market Research: Sources of Information- Factors influencing rural consumers during purchase of products – Rural consumer Life style –Approaches and Tools of Marketing Research - Rural Business Research- Evolution of Rural Marketing Research – Sources and methods of data collection, data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.

Unit – III:

Rural Marketing Mix: Rural Marketing Mix – Additional Ps in Rural Marketing – 4As of Rural Marketing Mix – New Product Development for Rural Market – Rural Market Product Life Cycle – Objectives behind new product launch – New Product development process.

Unit – IV:

Rural Market Brand & Channel Management: Brand Loyalty in Rural Market – Regional Brands Vs National Brands – Channel Management – Indian Rural Retail Market – Rural Retail Channel Management – Strategies of Rural Retail Channel Management.

Unit – V:

Applications and Innovations: Marketing of Consumer products, services, social marketing, agricultural marketing, rural industry products- Innovation for Rural Market – Marketing Strategies – e- Rural Marketing – Agricultural Co – operative Marketing – Rural Market

TEXTBOOKS:

1. C.S.G. Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing: Text and Cases, Pearson Education,2009.
2. Pradeep Kashyap, Rural Marketing, 3e Perason Education,2016.
3. BalramDogra&KarminderGhuman, Rural Marketing, TMH, 2009.
4. Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications,2012.
5. T P Gopaldaswamy, Rural Marketing, Environment, problems, and strategies, 3e Vikas Publications,2016.

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MBA SEMESTER-I

A141PC7: BUSINESS COMMUNICATIONS (LAB)

Course Objective:

To understand the importance of oral and written communication and its applications in Business.

Course Outcome:

Students will be able to understand

- The importance of Communication in Business.
- To develop writing skills and presentation.
- Writing business proposals and letters.
- Application of business communication in the self-development process.

Unit - I:

Introduction: Introduction to Business Communication, Communication Barriers, Communication Media Choices, Inter cultural and Team Communication, Interpersonal Communication, Non-Verbal Communication, Listening, Communication through Social Media, Business Meetings.

Unit - II:

Developing Business Writing Skills: Importance of Writing Business Communication, Process of Writing, Process of Revision, Writing positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Business Memos.

Unit - III:

Business Reports and Proposals: Writing the report, planning the Report, Steps in writing Business Reports, Parts of a Report, Corporate Report and Business Proposal.

Unit - IV:

Oral and Employment Communication: The role of Business Presentations, Planning and organizing presentations, Team Presentations, online Presentations. Understanding Yourself , Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry mails, Preparing for the job interview, Practicing Businessetiquettes.

Unit-V:

Contemporary Aspects in Communication: Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related operations.

TEXTBOOKS:

1. Ober Newman, Communicating in Business, Cengage Learning,2015.
2. P. Subba Rao, B. Anita Kumar, C. HimaBindu, Business Communication, Cengage Learning India. Pvt. Ltd.2012.
3. Stephen Bailey, Academic Writing for International students of Business, Routledge,2013.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,2013.
5. SaileshSen Gupta, Business and Managerial Communication, PHI,2011.