



## **Semester-VI**

### **Subjects:**

- (Core , Compulsory Courses)
- International Business Management
- Management Control System
- Open Electives



**Subject: International Business Management**

**Program: IMBA**

**Subject Code:**

**Semester : VI**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

**Course Objective:**

- Apply theories, tools, and insights found in the field of international management to common real world scenarios.
- Demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management.
- Discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior.
- Discuss the managerial issues related to strategic planning, human resource management, financial management, motivation, and leadership which arise in an international context.

**Course Content:**

**Unit-I**

**Introduction:**

Introduction: Globalization; National Difference in Political Economy; Difference in Culture ; Ethics in International Business

**Unit-II**

**The Global trade and Investment Environment:**

International Trade Theory; Political Economy of International Trade; FDI; Political Economy of FDI; Regional Economic Integration

### **Unit-III**

#### **The Global Monetary System:**

Foreign Exchange Market: Introduction , Nature and Function; International Monetary System ; Crisis Management by IMF

### **Unit-IV**

#### **Strategy and Structure of International Business:**

Strategy of International Business; Organization Of International Business; Entry Strategy and Strategic Alliances

### **Unit-V**

#### **Business Operations :**

Exporting; Importing and Countertrade; Global Production, Outsourcing and Logistics; Global Marketing and R&D; Global HRM; Accounting in International Business

#### **Course Outcome:**

- To make the students understand the different dimension of International Business and inculcate the spirit of cross border business in the era of globalization.

#### **Text Books:**

- Hill, Charles W. L., Arun K Jain, *International Business*, McGraw Hill Publication
- Francis Cherulinam, *International Business*

#### **Reference Books:**

- Griffin, Ricky W. and Pustay, Michael W- Addison Wesley, *International Business: A Managerial Perspective*, Readings, 1999
- Bhattacharya. B; *Going International: Response Strategies of the Indian Sector*, Wheeler Publishing, New Delhi, 1996.
- Rao and Rangachari, *International Business*

#### **Web resources:**

#### **MOOCs:**



**Subject:** Management Control System

**Program:** IMBA

**Subject Code:**

**Semester : VI**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

**Course Objective:**

- To inculcate the awareness about control systems in the business management environment

**Course content:**

**Unit-I**

- Boundaries of management control, formal and informal, control system, functions of the controller, responsibility centre, revenue centre expense centre administration and R & D centres and marketing centres

**Unit- II**

- Business unit as profit centre, other profit centre and measuring profitability
- Transfer pricing methods and their objectives, Pricing Corporate services administration of transfer prices

**Unit-III**

- EVA v/s ROI
- Budget preparation nature and budget preparation process
- Variance analysis and limitation of variance analysis

**Unit-IV**



- Performance measurement and interactive control

- Organisational incentives, incentive compensation plans. Incentives for corporate Officers and Business units managers
- Professional , Financial Services organisation , Health care Organization Non-profit organisations

### Unit-V

- Multinational Organizations, Transfer Pricing Exchange rates
- Nature of project , Project planning execution and evaluation

### Course Outcome:

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

- demonstrate a thorough knowledge of what kind of management control systems that management may use running the business, including operational and risk management and internal control.
- demonstrate a understanding of the role of the board, the audit committee, the internal and external auditors play in the business community.
- discuss how management control systems can function differently in different organizations and how management control systems can have unintended implications.
- critically evaluate various financial management systems and their use in organisations, including a critical assessment of the cost / benefit of management control systems
- identify and evaluate organisational challenges associated with implementing the new control systems and /or major changes to existing systems.
- identify and reflect on ethical issues related to different management control systems and implementation strategies.

### Text Books:

- Robert N. Anthony, Vijay Govindrajana, *Management Control Systems*, Tata McGraw Hill , Special Indian 12 edition

### Reference Books:

- Pro.Mahesh S. Halale, *Management control systems*, Everest Publishing House, First edition, 2006
- N. Ghosh, *Management Control Systems*, Prentice hall of India Pvt Ltd, New Delhi Second Printing, 2006
- Subhash Sharma, *Management Control systems- text and cases*, Tata McGrawHill, 1988

### Web resources:

### MOOCs:



## **Semester-VI**

### **Specialization: (Marketing)**

- Integrated Marketing Communication
- Consumer behavior
- Rural Marketing
- Sales and Distribution Management
- Digital & Social Media Marketing
- Marketing Specialization Project -1



Subject: Integrated Marketing Communication								
Program: IMBA				Subject Code:			Semester : VI	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
3	0	0	3	30/60	-	20/40	-	100

**Course Objectives:**

- To familiarize the students with concepts and practices in marketing communications.
- To learn about various communication tools and their effectiveness in contemporary time,
- Draw a lesson from that knowledge for better integration of various marketing communications tools.
- Bring out ideas for effective marketing communications.

**Course Content:**

**UNIT-I**

**An Introduction to Integrated Marketing Communication (IMC):**

Meaning and Role of IMC in Marketing process, one voice communication v/s IMC, Introduction to IMC tools, IMC as an integral part of marketing, structure of Advertising and Promotions world and perspectives on consumer behavior.

**An Introduction to Integrated Marketing Communication (IMC):**

Meaning and Role of IMC in Marketing process, one voice communication v/s IMC, Introduction to IMC tools, IMC as an integral part of marketing, structure of Advertising and Promotions world and perspectives on consumer behavior.

**UNIT-II**

**Understanding the communication process:**



Source, Message, Channel factors, Communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation Adoption mode, Information Processing Model, The Standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarch. Consumer Involvement – The Elaboration Likelihood (ELM) Model, the Foote, Cone and Belding (FCB) Model and the Kim-Lord model

### UNIT-III

#### **Communication budget and objectives**

Setting promotional objectives, Sales versus communication objectives, DAGMAR approach for setting ad objectives. Budgeting : approaches to budgeting : top-down and bottom-up; marginal analysis and sales response curves

### UNIT-IV

#### **Developing the IMC program**

Developing the IMC program : Creative strategies – Planning, development, implementation and evaluation; Media planning and strategy, introduction to social media networking : growing importance and consequences

### UNIT-V

#### **Creative strategies and ethical issues in advertising**

Creative strategies in advertising, sales promotion, publicity, public relations, personal selling, direct marketing, internet marketing, corporate advertising, event sponsorships etc, role of support media, ethical issues in advertising

#### **Course Outcome:**

- To enable students get a feel of the creative industry and how it must be balanced by adequate marketing support To develop an understanding of the different elements of integrated marketing communication and their integration To develop sensitivity towards legal and ethical considerations in the formulation and implementation of communication strategies.

#### **Text Books:**

1. George Belch, Michael Belch, and KeyoorPurani latest edition. *Advertising & Promotion – an Integrated Marketing Communications Perspective*, TMH Publishing company Ltd
2. Kruti Shah & Alan D Souza, *Advertising and Promotions: An IMC Perspective*, latest edition by TMH Publishing company Ltd

#### **Reference Books:**

1. Kenneth Clown&Donald Bach, *Integrated Marketing Communications*
2. Belch & Belch , *Advertising and Promotions* , Tata McGraw Hill
3. Rajeev Batra, John G.Myers& David A Aaker, *Advertising Management*, PHI
4. Otto Kleepner's, *Advertising Procedure*– PHI
5. Contemporary Advertising, Irwin/McGraw –Hill
6. Duncon, *Integrated Marketing Communications*, TMH



7. S.A.Chunawalla&K.C.Sethia,*Foundations of Advertising Theory & Practice*, Himalaya Publishing



**Web resources:**

**MOOCs:**

**Subject: Consumer Behavior**

**Program: IMBA**

**Subject Code:**

**Semester : VI**

**Teaching Scheme**

**Examination Evaluation Scheme**

Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	30/60	-	20/40	-	100

**Course Objectives:**

- Familiarize the students with the behavioural aspects of consumers.
- To understand the internal forces, external influences and processes that goes on to affect consumer behaviour, the challenges generated for the marketers and the strategies which could be implemented

**Course Content:**

**UNIT-I**

**Understanding the Consumer:** Consumer Behavior: Meeting Changes and Challenges, The Consumer Research Process, Market Segmentation and Strategic Targeting

**UNIT-II**

**The Consumer as an Individual:** Consumer Motivation, Personality and Consumer Behavior, Consumer Perception

**UNIT-III**

**The Consumer as an Individual:** Consumer Learning, Consumer Attitude Formation and Change ,Communication and Consumer Behavior

**UNIT-IV**

**Consumers in their Social and Cultural Settings :**The Family and Social Class, Influence of Culture on Consumer Behavior, Cross-Cultural Consumer Behavior: An International Perspective

### UNIT-V

**The Consumer's Decision-Making Process and Ethical Dimensions:** Consumers and the Diffusion of Innovations, Consumer Decision Making and Beyond, Marketing Ethics and Social Responsibility

#### Course Outcome:

- To examine the nature of Consumer behaviour
- To analyze the application of Consumer Behaviour with regard to formulation of - marketing strategy
- To provide students with an understanding of the wide range of social, cultural and economic factors which influence consumer behaviour.
- To analyze the decision making process of the consumer

#### Text Books:

1. Leslie Lazar Kanuk,S. Ramesh Kumar,Leon G. Schiffman, *Consumer Behaviour*, Pearson

#### Reference Books:

1. Blackwell and Engel,*ConsumerBehaviour*, Cenage.
2. MajumudarRamanuj,*ConsumerBehaviour* , Insights from Indian Market, PHI
3. Hoyer, MacInnisandDasguptaBiztantra, *Consumer Behaviour*
4. Evans, *Consumer Behaviour*, Wiley
5. Lingquist Jay D, *Consumer Behaviour*, Cengage
6. David Loudon, Albert Della Bitta, *Consumer Bahavior*.Tata McGraw Hill.

#### Web resources:

#### MOOCs:

**Subject: Rural Marketing**

**Program: IMBA**

**Subject Code:**

**Semester : VI**

**Teaching Scheme**

**Examination Evaluation Scheme**

Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	30/60	-	20/40	-	100

**Course Objectives:**

- To be able to describe and explain fundamentals of Rural Marketing,
- To be aware of Rural Marketing practices

**Course Content:**

**UNIT-I**

**Introduction:** Definition, Phased evolution of rural marketing; Scope of rural marketing-concepts, components of rural markets; Rural Marketing Model; Classification of rural markets; Rural vs. urban markets

**Rural marketing environment:** Brief profile of Indian Rural Markets- Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities; Rural credit institutions; Rural retail outlets

**UNIT-II**

**Rural Consumer Behavior:** Consumer buying behavior models; Factors affecting Consumer Behavior- Social factors, Technological Factors, Economic Factors, Political Factors; Characteristics of Rural consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty

**UNIT-III**

**Rural Marketing Strategies:** Rural Marketing Mix; 4 As of Rural Marketing Mix: Affordability, Availability, Awareness, Acceptability;

**Segmenting, Targeting and Positioning:** Segmentation- Heterogeneity in Rural, Prerequisites for Effective Segmentation, Degrees of Segmentation; Basis of Segmentation and Approaches to Rural Segmentation- Geographic, Demographic, Psychographic, Behavior, Multi-attribute; Targeting- Evaluation and Selection of Segments, Coverage of Segments; Positioning- Identifying the positioning Concept, Selecting the positioning Concept, Developing the Concept, Communicating the Concept



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## UNIT-IV

**Product Strategy:** Marketing Mix Challenges; Product concepts; Classification of Products, Rural Product Categories – FMCG, Consumer Durables, Agriculture Goods, Services

**Branding in Rural India:** Branding Process; Branding and Rural Buying Behavior; Brand Loyalty Vs Stickiness; Brand building in Rural India

**Distribution Strategy:** Accessing Rural Markets; Coverage Status in Rural Markets; Channels of Distribution; Evolution of Rural Distribution Systems-Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats, Public Distribution System, Co-operative Societies; Behavior of the Channel; Prevalent Rural Distribution Models- FMCG Companies, Durable Companies, Emerging Distribution Models- Corporate –SHG (Self Help Groups) Linkage, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers

## UNIT-V

**Communication strategy:** Challenges in Rural Communication, Developing Effective Profiling of the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalized media, Rural Media; Media innovation; Influence of Consumer Behavior on Communication strategies

**Rural Marketing of FMCGs:** Case Studies of Marketing of FMCGs- HUL

**Rural Marketing of Consumer Durables:** Issues related to Marketing of Consumer Durables in Rural Markets; Select Case Study

**Rural Marketing of Financial Services:** Marketing strategies of Banking Services in rural markets; Marketing strategies of Insurance Services in rural markets;

**Marketing of Agricultural Inputs:** Marketing for Tractor Industry; Marketing for Fertilizer Industry; Agro-chemicals

**Agricultural Co-operative Marketing:** Types of Co-operative societies; Challenges for Co-operative societies

### Course Outcome:

After completion of the course the student will be:

- Able to understand the nature of rural economy
- Able to understand the unique characteristics of rural markets
- Will be able to understand the differences between rural and the urban economy and how to strategize while dealing with the rural markets

### Text Books:

1. Dogra, Ghuman, Rural Marketing- Concepts and Practices, Tata McGraw Hill
2. Velayudhan, Rural Marketing- Targeting the Non-urban Consumer, SAGE

### Reference Books:

1. Kashyap, Raut, Rural Marketing, Biztantra
2. GopalSwamy, Rural Marketing, Vikas Publishing House
3. C. S. G. Krishnamacharyulu, LalithaRamakrishnan, *Rural Marketing Text & Cases*, Pearson

### Web resources:



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## MOOCs:



**Subject: Sales and Distribution Management**

<b>Program: IMBA</b>				<b>Subject Code:</b>			<b>Semester : VI</b>	
<b>Teaching Scheme</b>				<b>Examination Evaluation Scheme</b>				
<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Credits</b>	<b>University Theory Examination</b>	<b>University Practical Examination</b>	<b>Continuous Internal Evaluation (CIE)- Theory</b>	<b>Continuous Internal Evaluation (CIE)- Practical</b>	<b>Total</b>
3	0	0	3	24/60	-	16/40	-	100

**Course Objective:**

- The objective of this course is to help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important.
- This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

**Course Content:**

**Unit-I**

Introduction to Sales & Distribution Management: Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies, sales forecasting and budgeting decisions, emerging trends in selling, ethical leadership, case analysis.

**Unit-II**

- Personal Selling Process, Sales Territories & Quotas: Selling process, relationship selling, Designing Sales Territories, sales quotas and sales organisation structures, case Analysis

**Unit-III**

- Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the salesforce, controlling the salesforce, case analysis

#### **Unit-IV**

- Distribution Management: Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management, case analysis

#### **Unit-V**

- Market logistics and supply chain management: Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, distribution management in international markets, Case analysis.

#### **Course Outcome:**

- The ability to create value and execute deals that others might overlook;
- The strategic skill and competencies needed for success.
- The ability to avoid common mistakes made by sales professionals and negotiators;
- The ability to work with people whose backgrounds, expectations, and values differ from your own; and
- The capacity to reflect and learn from your experience.

#### **Text Books:**

- Krishna K. Havaldar, Vasant M. Cavale Sales & Distribution Management Tata McGrawHill Latest Edition
- Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni Sales Management : Decisions, Strategies & Cases Pearson Latest Edition
- Johnson F.M., Kurtz D.L., Scheuing E.E. Sales Management: Concepts, Practice, and Cases Tata McGrawHill Latest Edition

#### **Reference Books:**

- David Jobber, Geoffrey Lancaster Selling & Sales Management Pearson Latest Edition
- Tanner, Honeycutt, Erffmeyer Sales Management Pearson Latest Edition
- Mark W. Johnston, Greg W. Marshall Sales Force Management Tata McGrawHill Latest Edition
- William L. Cron, Thomas E. DeCarlo Sales Management Wiley Latest Edition
- Dr. S. L. Gupta Sales & Distribution Management Excel Latest Edition

#### **Web resources:**

#### **MOOCs:**

**Subject: Digital and Social Media Marketing**

<b>Program: IMBA</b>				<b>Subject Code:</b>			<b>Semester : VI</b>	
<b>Teaching Scheme</b>				<b>Examination Evaluation Scheme</b>				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

**Course Objective:**

- To understand, various approaches to Internet Marketing
- To learn advantages and disadvantages of approaches to Internet Marketing
- To develop skills to implement Internet Marketing under appropriate situations

**Course Content:**

**Unit-I**

- Introduction: What is internet marketing? Significance of internet marketing, benefits of internet to the marketer, how internet marketing differs from traditional marketing Marketplace, customers, online buyer behavior, competitors, suppliers, intermediaries
- Websites: People behind websites- owners, venture capitalists, creative directors, account and project managers, programmers, graphic designers, copy writers, marketers Types of websites- web portals, B2B, B2C, C2C, B2E( Business to employee), social networking, informational, entertainment

**Unit- II**

- **Social Media and social networking sites:** An overview of social media and networking sites, The rise and dominance of social networking- Social media optimization, social media marketing Who is using social media and how? Social networking sites- types of audiences, generalist social networking, Niche market social networking, social bookmarking
- **Blogging as a marketing strategy:** Blogging basics- What is blogging? Types of blogs, who blogs, who reads them, how and why. Blogging as a marketing strategy- Benefits of blogging, pitfalls of blogging, the requirements for a successful marketing blog

**Unit-III**

- Web based video: Who is watching what, video as a social media tool, web based video as a marketing tool Wikis , RSS, Mashups , virtual worlds and marketing
- Web and brand building - Brand – brand promise, brand personality, unique selling proposition, The web’s place in brand building

**Unit-IV**

- E- commerce sites: sources of revenue - direct sales, indirect sales, paid memberships



and Subscriptions, advertising Shopping on the social web- store layout, the shopping



cart and check out process, intuitive and personal content provision, Feedback and reviews

### **Unit-V**

- Online promotion techniques: Search engine marketing, online PR, Online partnerships, interactive advertising, e-mail marketing, viral marketing

### **Course Outcome:**

On Completion of the course student will be able to:

- Grasp various approaches to Internet Marketing
- learn advantages and disadvantages of approaches to Internet Marketing
- develop skills to implement Internet Marketing under appropriate situations

### **Text Books:**

- Principles of Internet Marketing- new tools and methods for web developers by Jason I. Miletsky, Course Technology, Cengage Learning, 200

### **Reference Books:**

- Internet marketing- strategy, implementation and Practice- David Chaffey, Fiona
- Ellis- Chadwick, Richard Meyer, Kevin Johnston, Pearson Education Limited, 2006 The ultimate Web- Marketing Guide- Michael Miller, PearsonEducation(QUE), 2011

### **Web resources:**

### **MOOCs:**