

Name of Faculty: Ms. Guneet Kaur

Discipline: Management

Semester: 4th Semester

Subject: Management Training and Development (HRM-401)

Lesson Plan Duration: 14 weeks (January 2018 to April 2018)

Work Load (Lecture/Practical) per week (in hours): Lectures-4, Practical-NA

**Unit-I Training & Development
(12 Lectures)**

Week	Day	Topics
1	1	Training & Development – An Overview Meaning & Definition of Training Objectives of Training Benefits
	2	Training & Development Process of Training
	3	Spiral Model of Training Need & Importance of Training
	4	Special Issues in Training Types of Training
2	5	Training Challenges Forces Influencing Working & Learning
	6	Concept of Learning Adult Learning
	7	Learning Theories Methods of Learning
	8	Stages in Learning Process Learning Environment
3	9	Learning Imperatives & Strategic Alignment Training & Education Approaches to Learning
	10	Key Terms Spiral Model Training Objectives Training V. Development Training Plans
	11	Training Policy Corporate Plan & Strategies Learning Principles Elements of Learning Process Hierarchy of Learning Transfer of Learning Feedback
	12	Practical Assignment: Critically evaluate the Training Practices of different organizations bringing out the purposes for which they are designed validating the significance of Spiral model. Case Study: Diversity Training at Toys “R” US, Inc. (Source: ICMR, Cases on Training & Development)

**Unit-II Training Need Assessment
(12 Lectures)**

Week	Day	Topics
4	13	Training Needs Assessment Reasons
	14	Levels of TNA Steps in the Needs Assessment Process
	15	Techniques for Investigating Organizational & Personal Needs
	16	Advantages of TNA Organization & Management of Training Management Importance
5	17	Training Administration Procedure
	18	Implementing Training Plan Training Budget
	19	Training Department Report Training Design
	20	Basic Phases of a Training Program Modalities in Training Tasks of Training Systems Dynamics of Developing Training Systems Training Environment Action Research for Training
6	21	Key Terms Logistical Arrangements Physical Arrangements Implementation of Training
	22	Classroom Management Training Policy Organizational Analysis Exit Interviews Operational Analysis
	23	Competency Mapping MBO Approaches to TNA Practical Assignment: Discuss the techniques used by the organizations in the allocated sector to identify TNA and their relative significance in the process of its identification.
	24	Case Study: Training & Development: The GE Way (Source: ICMR, Cases on Training & Development) MCQs

**Unit-III Transfer of Training
(04 Lectures)**

Week	Day	Topics
7	25	Transfer of Training (3 Lectures) Importance Conditions of Transfer

26	Facilitation of Transfer Focus on Organization Intervention: Supervisor support, Peer support, Trainer Support, Reward systems, Climate etc.
27	Key Terms Training Climate Supervisor Support Peer Support
28	Long Questions Short Questions Practical Assignment: Develop the Training module for the building Team Management Skills for employees of services industry. Case Study: Training & Development: The GE Way (Source: ICMR, Cases on Training & Development)

**Unit-IV Training Methods and Techniques
(12 Lectures)**

Week	Day	Topics
8	29	Training Methods, Techniques & Aids (5 Lectures) Objectives of Training Methods Approaches to Training
	30	Principles of Effective Learning & Training Methods Delivery Skills & Programme Management Factors in the Selection of Training Methods
	31	Training Methods
	32	Experiential Learning Method & Outward Bound Learning Method Induction Training Practices & Training Aids
9	33	Training Evaluation Definition, Objectives & Benefits Purposes, Criteria, Process & Approaches
	34	Aspects, Failure of Training Evaluation Return on Investment (ROI) Criteria for Measuring Training Success
	35	Simulation Methods Knowledge Based Methods
	36	Experiential Learning Method & Outward Bound Learning Method Training Aids Long Questions Short Questions
10	37	Key Terms Evaluation Instruments Evaluation Principles Evaluation Designs Evaluation Techniques Models of Training Evaluation Training Audit

38	Evaluation Objectives Evaluation Criteria Experiential Learning Method & Outward Bound Learning Method Knowledge Based Methods
39	Practical Assignment: Design a training module for enhancing interpersonal skills of employees of Marketing department in Hospitality industry. Develop the Evaluation plan for the measuring the effectiveness of the training programme designed for the positions of Testing Analysts in Software industry.
40	Case Study: Training Employees of IBM through E-Learning (Source: ICMR, Cases on Training & Development)

**Unit-V Training and Development in India
(04 Lectures)**

Week	Day	Topics
11	41	Training and Development in India Current trends in Training
	42	Key Terms E-Learning MDPs EDPs ROI in Training
	43	Long Questions Short Questions Practical Assignment: Discuss the recent trends and challenges in the field of Training & Development confronted by organizations in the unprecedented environment by furnishing suitable examples.
	44	Case Study: Knowledge Management Initiatives at TCS (Source: ICMR, Cases on Training & Development) MCQs

**Unit-VI Career and Career Management
(12 Lectures)**

Week	Day	Topics
12	45	Career and Career Management Concept of Career Development
	46	Principles of Career Development
	47	How to support career development
	48	Roles in Career Development
13	49	Management Development How to support management development
	50	MDP Process
	51	Methods & Prerequisites to effective MDP's
	52	Evaluation of MDPs
14	53	Key Terms: MDP's Career development actions
	54	Syndicate method Transactional Analysis Sensitivity Training
	55	Long Questions Short Questions
	56	Practical Assignment: Exemplify how organizations ensure the career development actions for realizing effectiveness in the process of training and to enhance and retain the employees. Case Study: Reel Power:Movies for Learning! (Source: <i>Human Capital</i> , Vol. 14, No. 3, August, 2010)

Name of Faculty: Ms. Guneet Kaur

Discipline: Management

Semester: 4th Semester

Subject: Compensation Management (HRM-405)

Lesson Plan Duration: 14 weeks (January 2018 to April 2018)

Work Load (Lecture/Practical) per week (in hours): Lectures-4, Practical-NA

Unit – 1

**Compensation Management- Concept, Strategy, Equity in Compensation System and Wage Differentials
(12 Lectures)**

Week	Day	Topics
1.	1	Compensation Management- <i>Concept, Goals, Foundations</i>
	2	Compensation Strategy: <i>Monetary & Non-Monetary Rewards</i>
	3	Equity in Compensation System- <i>Internal and External</i>
	4	Wage Differentials- <i>Inter and Intra industry</i>
2	5	Key Terms: <ul style="list-style-type: none"> ▪ Minimum Wage ▪ Living Wage ▪ Fair Wage ▪ Intrinsic Rewards
	6	<ul style="list-style-type: none"> ▪ Extrinsic Rewards ▪ Subsistence Wages ▪ Internal Equity ▪ Factor Comparison Method ▪ Ranking Method ▪ Point Rating Method ▪ Classification Method
	7	<ul style="list-style-type: none"> ▪ Job Evaluation ▪ Time Span of Discretion Methods ▪ Decision Band Method ▪ Job Analysis ▪ External Equity ▪ Pay Surveys ▪ Job Title Method ▪ Internal Consistency
	8	<ul style="list-style-type: none"> ▪ External Consistency ▪ Compensation Differentials ▪ Inter-industry Differentials
3	9	Short Questions
	10	Long Questions
	11	Practical Assignments: Analyze the process of designing the compensation strategy adopted in any two of the firms in service sector operating in same industry and elucidate its relevance in building competitive advantage. Critically analyze the strategic linkage between business objectives and compensation policy of two organizations which are in close competition with each other. Diagnose the Salary structure of managerial employees of different cadres of two sample organizations within an industry and map out the internal and external consistencies existing there in.

	12	<p>Case Studies:</p> <p>“NTPC Reward System”</p> <p>“Strategizing Employee Compensation Issues: A Case of PSUs” (Source: Singh B D, “Compensation & Reward Management”, Excel Books, New Delhi, First Edition)</p> <p>Quiz to be Conducted</p>
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Unit – 2

**Fringe Benefits & Supplementary Compensation, Understanding Compensation Packages, Incentive Schemes/
Payment-By-Results (PBR), Performance Linked Compensation
(16 Lectures)**

Week	Day	Topics
4	13	Fringe Benefits and Supplementary Compensation: Objectives, Importance
	14	Strategic Perspectives on Benefit
	15	Classification, Costing Benefits, Determinants of Benefit Package
	16	Flexible Benefits, Administration
5	17	Understanding Compensation Packages
	18	Compensation of Chief Executives
	19	Senior Managers, R & D Staff
	20	Board of Director, Sales Executives
6	21	Incentive Schemes/ Payment-By-Results (PBR): Classification of Incentives
	22	Merits & Demerits of Incentives, Pre-Requisites, Types, Improshare Plan
	23	Group Incentive Plans, Incentives for Indirect Workers, Wage Incentive Plans
	24	Performance Linked Compensation: Performance, Performance Management, Performance Appraisal, Variable Pay, Team Incentives, ESOPs
7.	25	<p>Key Terms:</p> <ul style="list-style-type: none"> ▪ Ala-carte Benefits/ In-basket Benefits ▪ Recreational Benefits ▪ Deferred Income ▪ Improshare Plan ▪ ESOPs ▪ Variable Pay ▪ Scanlon Plan ▪ Rucker Plan ▪ Merrick Differential Piece-Rate System ▪ Performance
	26	<p>Short Questions</p> <p>Long Questions</p>
	27	<p>Practical Assignments:</p> <p>Examine and bring out the implications of combating the FBT on CTC offered by the companies.</p> <p>Analyze the compensation system & its components of an organization of your choice and identify its varied linkages with Performance Management System & Job Evaluation.</p> <p>Investigate the reasons for varied compensation packages and strategies across different levels of organizational hierarchy within an organization of your choice.</p> <p>Establish a correlation between the varied components of compensation package and the performance of employees in a service based organization of your choice.</p>

	28	<p>Case Studies:</p> <p>“Performance based compensation structure in Crompton Greaves Ltd.”</p> <p>“Performance Management System (PMS) at Bharti Telecom”</p> <p>“Restructuring Incentive Scheme The Experience & Approach of National Fertilizers Limited”</p> <p>“Family-Friendly Benefits at Hascot Western Langley”</p> <p>“Executive Pay at RTZ PLC” <i>(Source: Singh B D, “Compensation & Reward Management”, Excel Books, New Delhi, First Edition)</i></p> <p>Quiz to be conducted</p>
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Unit – 3

Tax Planning, Approaches to deal with the Workforce Redundancy, International Compensation Practices (12 Lectures)

Week	Day	Topics
8	29	Tax Planning
	30	Tax Implication of Employee Compensation Package to the Employer
	31	Approaches to deal with the Workforce Redundancy
	32	Approaches to deal with the Workforce Redundancy
9.	33	International Compensation Practices
	34	Problems in designing expatriate’s compensation packages
	35	Objectives of Compensation Packages
	36	Elements of Expatriate’s Compensation Package
10	37	<p>Key Terms:</p> <ul style="list-style-type: none"> ▪ Tax Planning ▪ Valuation of Residential Accommodation ▪ Provision to Minimize Tax Liability ▪ Balance Sheet/ Home Made System ▪ Local Growing Rate System ▪ Budget System ▪ Expatriate Systems
	38	<p>Short Questions</p> <p>Long Questions</p>
	39	<p>Practical Assignments:</p> <p>Compare the compensation packages offered by two sample MNCs in the allocated sector and identify role it plays in realization of their business strategies.</p> <p>“Tax Planning is to maximize ‘take home pay’ by availing tax exemptions, deductions and relief available.” Critically examine the statement discussing the Tax Efficient Compensation Package with reference to CTC offered by a sample organization.”</p>

	40	<p>Case Studies:</p> <p>“Google India” “Google US” <i>(Source: Singh B D, “Compensation & Reward Management”, Excel Books, New Delhi, First Edition)</i></p> <p>Quiz to be Conducted</p>
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Unit – 4

Statutory Provisions governing different components of Reward Systems, Institutions related to Reward System

(16 Lectures)

Week	Day	Topics
11	41	Statutory provisions governing different components of reward systems
	42	The Minimum Wages Act, 1948
	43	The Payment of Wages Act, 1936
	44	The Workmen’s Compensation Act , 1923
12	45	Payment of Bonus Act,1965
	46	Institutions related to Reward System
	47	Wage Boards
	48	Pay commissions
13	49	<i>Recommendations of 6th Pay Commission</i>
	50	<i>Recommendations of 2nd National Commission on Labour relating to Compensation</i>
	51	<p>Key Terms:</p> <ul style="list-style-type: none"> ▪ Wage Boards ▪ Pay Commissions ▪ Sixth Pay Commission ▪ National Commission on Labour ▪ Wages as per Payment of Wages Act, 1936 ▪ Wages as per Minimum Wages Act, 1948 ▪ Wages as per Payment of Bonus Act, 1965 ▪ Wages as per Workmen’s Compensation Act , 1923
	52	Short Questions
14	53	Long Questions
	54	<p>Practical Assignments:</p> <p>Analyze the wages paid in organization of your choice in the manufacturing sector and identify its significance in retaining shop floor employees.</p> <p>Critically analyze the provisions & execution of Sixth Pay Commission and Recommendations of 6th Pay Commission.</p>
	55	<p>Case Studies:</p> <p>“Intel India” “Qualcomm” <i>(Source: Singh B D, “Compensation & Reward Management”, Excel Books, New Delhi, First Edition)</i></p>
	56	Quiz to be Conducted

Name of Faculty : Mr. Vinod Kumar
 Discipline : Management
 Semester : 4th Semester
 Subject : International Marketing (MM-401)
 Lesson Plan Duration : 13 weeks (January 2018 to April 2018)
 Work Load (Lecture/Practical) per week (in hours): Lectures-4, Practical-NA

1. Introduction - International Marketing

Week	Theory	
	Lecture Day	Topic (including assignment/test)
1 st	1 st	❖ Introduction
		❖ Evolution of International Marketing
		❖ Importance of Global Marketing
	2 nd	❖ Nature and Scope of International Marketing
		❖ Basis for International trade
		❖ Factors leading to growth of International trade
	3 rd	❖ Problems and Process of Internationalization
		❖ International Marketing orientations
	4 th	Practical assignment: Operating in International markets is much more complex than operation domestically.
		Case Study: The Del Monte Difference Source:- The Strategist, Business Standard www.business-standard.com

2. Reasons and motivation for International Marketing

Week	Theory	
	Lecture Day	Topic (including assignment/test)
2 nd	5 th	❖ Introduction
		❖ Reasons to go International
		❖ Trends in International Marketing
	6 th	❖ Theories of International trade
		❖ Critical success factors in International Marketing
		❖ Questions Discussion
	7 th	Practical assignment: Identify major constraints in the India's exports growth .Suggest suitable measures which can be integrated in the strategy to promote exports?
		Case Study: Reebok Straddles Mass & Class Source:- The Strategist, Business Standard www.business-standard.com
	8 th	Test to be conducted

3. Basic Modes of Entry

Week	Theory	
	Lecture Day	Topic (including assignment/test)
3 rd	9 th	❖ Concept of International Market entry
		❖ Determinants of Entry mode

		❖ Trade Mode
		❖ Contractual entry modes
	10th	❖ Foreign Investment
		❖ Greenfield Investment
	11th	❖ Choosing the right International Marketing Mix
		❖ Entry and Expansion Decision Model
		❖ Questions Discussion
	12th	Practical assignment : “The Split between International and Domestic is very artificial .”Do you agree with the statement.
		Case Study: German Design Source:- The Strategist, Business Standard www.business-standard.com Quiz to be Conducted

4. International Marketing Environment

Week	Theory	
	Lecture Day	Topic (including assignment/test)
4th	13th	❖ Economic Systems
		❖ Stages of Market Development
	14th	❖ Social and Cultural Environment
		❖ Political and Legal Environment
		❖ Ethical Environment
		❖ Economic Environment
		❖ International Financial Environment
	15th	❖ India’s participation in Regional Trading Agreements
		❖ Key terms & Questions Discussion
	16th	Practical assignment : if simple existence of govt can distort trade inside and outside its area, should govts be abolished in order to eliminate trade distortions? Case Study: Korean takeover Source:- The Strategist, Business Standard www.business-standard.com

5. Market Selection, Segmentation and Selection strategies

Week	Theory	
	Lecture Day	Topic (including assignment/test)
5th	17th	❖ International Market Research
		❖ Marketing Selection Process
	18th	❖ Sources of Marketing Information
		❖ Global Market segmentation
	19th	❖ Global Targeting and Positioning
		❖ Selection strategies
	20th	❖ Tools for International Market analysis
❖ Questions Discussion		
6th	21st	Practical assignment : Illustrate a strategic planning process by taking a service organization a an examples (airlines/healthcare) Case Study: Overseas Call (Godrej in Asia, Africa & South America) Source:- The Strategist, Business Standard www.business-standard.com Quiz to be conducted

6. WTO Framework and International Marketing

Week	Theory	
	Lecture Day	Topic (including assignment/test)
6th	22 nd	❖ GATT To WTO
		❖ Functions and Structure of WTO
		❖ Principles of Multilateral Trading Systems
	23 rd	❖ WTO Agreements
		❖ Standards and safety measures for International Markets
		❖ Settlement of International trade disputes
		❖ Implications of WTO on International Marketing
	24 th	❖ Questions Discussion
		Practical assignment : Explain the major provisions of Agreement on Agriculture .Critically analyse its implications on Export of Agro products from India.
Case Study: Three screens & the cloud(Microsoft) Source:- The Strategist, Business Standard www.business-standard.com		
7th	25th	Test to be conducted

7. International Product Policy and Planning International Product Mix

Week	Theory	
	Lecture Day	Topic (including assignment/test)
7 th	26 th	❖ Standardization Vs Adaptation in International Markets
		❖ Voluntary factors influencing product adaptation
		❖ Trade-off strategy
	27 th	❖ Product quality decisions for International Markets
		❖ International Product strategy
	28 th	❖ Product – Promotion strategies
		❖ Product design considerations
		❖ Questions Discussion
		Practical assignment: Can standard marketing techniques (market segmentation and product positioning) be used to market services both locally and Internationally? Quiz to be conducted

8. Branding, Labeling, Packaging

Week	Theory	
	Lecture Day	Topic (including assignment/test)
8 th	29 th	❖ Benefits of Branding
		❖ Selecting Brand name for International markets
		❖ Strategies for Building Brand
		❖ Life Cycle concept and Brand
	30 th	❖ International Branding Strategies
		❖ Packaging and Labeling for International markets
		❖ Warranties and Services
	31 st	❖ Questions Discussion
		Practical assignment: Select an Indian brand and analyze its Branding strategies in International markets vis-a vis Competitors. Case Study: Unity in Diversity(Aditya Birla group) Source:- The Strategist, Business Standard www.business-standard.com
	32 nd	Test to be conducted

9. International Pricing Policies and Strategies

Week	Theory	
	Lecture Day	Topic (including assignment/test)
9 th	33 rd	❖ Pricing Decisions
		❖ Pricing approaches for International Markets
		❖ Factors influencing pricing decisions
	34 th	❖ Terms of payment in International transactions
		❖ Types of Credit
		❖ Availability of Credit
	35 th	❖ Terms of Delivery
		❖ Transfer Pricing in International Markets
		❖ Grey Marketing
	36 th	❖ Alternative Pricing Strategies
		❖ Questions Discussions
		Practical assignment : Explain why US Automakers prefer to use the “Unbundling” approach in pricing their Cars while their foreign competitors use the “Bundling” Pricing approach
	Quiz to be conducted	

10. International Advertising and Media Selection

Week	Theory	
	Lecture Day	Topic (including assignment/test)
10 th	37 th	❖ Role of Advertising
		❖ Patterns of Advertising expenditures
		❖ Advertising and Regulations
		❖ Advertising Media
	38 th	❖ Standardized International Advertising
		❖ Decision – Making Framework
		❖ Elements of Media Selection
	39 th	❖ Questions Discussion
		Practical assignment: “Monte Carlo” is a Domestic brand .Discuss the appropriate decision making framework to be adopted by the Nahar Group to make it a Gobar brand.
		Case Study Chevy Loses India on Map Source:- The Strategist, Business Standard www.business-standard.com

11. International Distribution Management

Week	Theory	
	Lecture Day	Topic (including assignment/test)
10 th	40 th	❖ Channel of International Distribution
		❖ Selecting Channels
		❖ Determinants of Channel types
11 th	41 st	❖ Structure of Distribution Channels
		❖ Distribution strategies: physical distribution and documentation
		❖ Channel strategy for New Market Entry
	42 nd	❖ International Retailing
		❖ International Franchising
		❖ Managing International Logistics

		❖ Questions Discussions
	43th	Practical assignment: Using secondary data, make a Cross Country comparison of McDonalds Retail Outlets.
		Quiz to be conducted

12. Emerging Issues in International Marketing

Week	Theory	
	Lecture Day	Topic (including assignment/test)
12 th	44 th	❖ Global e-marketing (Death of Distance)
		❖ Targeting Individual customers
	45 st	❖ Relationship Marketing
	46 th	❖ Role of Information, Communication & Technology
		❖ Questions Discussions
47 th	Test to be conducted	

Name of Faculty : Mr. Vinod Kumar
Discipline : Management
Semester : 4th Semester
Subject : Service Marketing (MM-403)
Lesson Plan Duration : 13 weeks (January 2018 to April 2018)
Work Load (Lecture/Practical) per week (in hours): Lectures-5, Practical-NA

1. SERVICES AND THE ECONOMY

Week	Theory	
	Lecture Day	Topic (including assignment/test)
1 st	1 st	<ul style="list-style-type: none"> ✓ Introduction • Product • Services
		<ul style="list-style-type: none"> ✓ Factors influencing the growth of the service sector • Demographic changes • Social & political changes • Economic & technological Changes • Legal Changes
	2 nd	<ul style="list-style-type: none"> • Evolution of service firms • Transformation of Service Economy
	3 rd	<p>Assignment: College, Universities & other educational institutions can be classified as service org. How can you apply the marketing principles developed in this chapter to your institute?</p> <p>Case Study:- More than a Makeover (Bank of Baroda) Sources: The Strategist, Business Standard www.businessstandard.com</p>

2. SERVICES MARKETING & ITS CHARACTERISTICS

Week	Theory	
	Lecture Day	Topic (including assignment/test)
1 st	4 th	<ul style="list-style-type: none"> • Characteristics (4 I's of Services)
	5 th	<ul style="list-style-type: none"> • Challenges of Services
2 nd	6 th	<ul style="list-style-type: none"> • Solutions of Challenges in Services • Role & Importance of Service Marketing Scenario
	7 th	<ul style="list-style-type: none"> • Difference in goods & services marketing
	8 th	<ul style="list-style-type: none"> ✓ Categorization of Services • People Processing • Possession Processing • Mental Stimulus • Information Processing
	9 th	<ul style="list-style-type: none"> • Service Classification on basis of various parameters (involvement/skills/tangibility/end user)
	10 th	<p>Assignment: Some Service marketer think that Service Marketing is fundamentally different from product marketing & that diff. skills are involved. But Some Product Marketers disagree saying 'good marketing is good marketing'</p> <p>Case Study:- Agent of Change (Life Insurance Industry) Sources: The Strategist, Business Standard</p>

3. SERVICE MARKETING ENVIRONMENT AND MIX

Week	Theory	
	Lecture Day	Topic (including assignment/test)
3 rd	11 th	<ul style="list-style-type: none"> • Introduction & Meaning Services Marketing mix • Factors affecting Services Marketing mix
	12 th	<ul style="list-style-type: none"> • Bird's Eye View of Service Marketing Mix (Product and Promotion)
	13 th	<ul style="list-style-type: none"> • Bird's Eye View of Service Marketing Mix (Price and Place)
	14 th	<ul style="list-style-type: none"> • Bird's Eye View of Service Marketing Mix (Physical Evidence & People)
4 th	15 th	<ul style="list-style-type: none"> • Bird's Eye View of Service Marketing Mix (Process)
	16 th	Assignment: Service MARKETING MIX IN AIRLINES INDUSTRY ?
		Case Study:- Future of Books (Digital Publications) Sources: The Strategist, Business Standard www.businessstandard.com
		Quiz to be conducted

4. SERVICE MANAGEMENT TRIANGLE/ TRINITY

Week	Theory	
	Lecture Day	Topic (including assignment/test)
4 th	17 th	<ul style="list-style-type: none"> • Meaning of Service Management Triangle • Internal marketing
	18 th	<ul style="list-style-type: none"> • External marketing • Interactive marketing
	19 th	Assignment: Discuss the practical implications of service triangle in service industry. Test to be conducted

5. SERVICE QUALITY, PRODUCTIVITY AND RECOVERY

Week	Theory	
	Lecture Day	Topic (including assignment/test)
5 th	20 th	Service Quality <ul style="list-style-type: none"> • Definitions of quality • Service Quality • Measuring Service Quality
	21 st	<ul style="list-style-type: none"> • Service quality models • Gronross Model • Gap Model
	22 nd	<ul style="list-style-type: none"> • Monitoring service quality • Assignment - Visit Departmental store like Kumar Mall & Retail outlets like Sony or LG Interview at least 10 customer for their perception about service quality (5 each)
	23 rd	Service Productivity <ul style="list-style-type: none"> • Managing productivity • Relationship between Productivity & Quality
	24 th	<ul style="list-style-type: none"> • Managing differentiation: <ul style="list-style-type: none"> ➤ Service premises ➤ Packaging ➤ Service personnel

		<ul style="list-style-type: none"> ➤ Customers ➤ Convenience ➤ Name Of the service Establishment
6 th	25 th	Case Study :- Entertainment Incorporated –Multiplex PVR Source:- The Strategist, Business Standard www.business-standard.com
		Quiz to be conducted
	26 th	Demand & Supply Management <ul style="list-style-type: none"> • Concept of demand • Demand patterns • Capacity constraints
	27 th	<ul style="list-style-type: none"> • Strategies to match demand & capacity
	28 th	<ul style="list-style-type: none"> • Adjusting Capacity to meet demand • Assignment: Identify the capacity constraints faced by airlines industry.
	29 th	Service Recovery Management <ul style="list-style-type: none"> • Meaning of Service Recovery • Significance
7 th	30 th	<ul style="list-style-type: none"> • Service Recovery Tools & techniques
	31 st	Assignment: Enumerate your experience where you have experienced less than desirable service. What do you expect the organization to do to recover ? Case Study: Reebok Straddles: Mass & Class Source:- The Strategist, Business Standard www.business-standard.com
		Test to be Conducted

6. SERVICE VALUE ENHANCEMENT

Week	Theory	
	Lecture Day	Topic (including assignment/test)
7 th	32 nd	Service Consumer Behaviour <ul style="list-style-type: none"> • Consumer Behaviour • Consumer decision making process (Need Recognition / Search)
8 th	33 th	<ul style="list-style-type: none"> • Consumer decision making process (Pre & Post Purchase Evaluation)
	34 th	<ul style="list-style-type: none"> • Factors affecting consumer behavior • Internal factors • External factors • Enhance customer Satisfaction
	35 th	Assignment: Choose particular business to business service industry and one type of service provided in that industry. Talk to five customers in that industry and determine to what extent information search, Evaluation of alternatives , Purchase and consumption, and post purchase evaluation for that service. Quiz to be conducted
9 th	36 th	Service vision & service strategy <ul style="list-style-type: none"> • Framing the vision • Types of segmentation • Basis of Targeting • Steps in developing positioning in services
	37 th	<ul style="list-style-type: none"> • Various service strategies <ul style="list-style-type: none"> ○ Segmentation ○ Positioning ○ Targeting
	38 th	Case Study :- Coming out of the closet:- Vaseline facewash & cream for men Source:- The Strategist, Business Standard www.business-standard.com

	39 th	Test to be conducted
10 th	40 th	Relationship Marketing <ul style="list-style-type: none"> • Definition • Benefits of relationship mktg.
	41 st	<ul style="list-style-type: none"> • Strategy in relationship marketing mgt. • Communication & relationship marketing
	42 nd	Practical assignment Find 5 Print Ads from one Magazine and Comment on the Social-Class characteristics being exhibited & Discuss the Strengths & Weaknesses of each.
		Quiz to be conducted
11 th	43 rd	Employee Empowerment <ul style="list-style-type: none"> • Meaning • Benefits of empowerment
	44 th	<ul style="list-style-type: none"> • Ways to empower
	45 th	<ul style="list-style-type: none"> • Assignment: Service Employees use their knowledge & courteous behaviour to instill trust & confidence in customers. Discuss.
12 th	46 th	Customer involvement in services <ul style="list-style-type: none"> • Using marketing research in services • Total market surveys
	47 th	<ul style="list-style-type: none"> • Steps to frame a customer involvement program
	48 th	<ul style="list-style-type: none"> ➤ Case Study :- German Designs: Can Volkswagen become the people's car in India? Source:- The Strategist, Business Standard • www.business-standard.com

Name of Faculty : Ms. Shivani Gulati

Discipline : Management

Semester : 4th Semester

Subject : Rural and Agricultural Marketing (MM-405)

Lesson Plan Duration : 15 weeks (January 2018 to April 2018)

Work Load (Lecture/Practical) per week (in hours): Lectures-4, Practical-NA

Unit-I

Rural Marketing-Definition, Nature , Scope, Characteristics, Importance (5 lectures)

Week 1	Day of completion	Topic
	Day 1	Meaning of Rural Market, Nature of Rural markets, Phase of evolution of rural marketing.
	Day 2	Characteristics & Model of rural marketing, Challenges & Potential of Rural Markets
	Day 3	Case Study: Role of Agriculture in employment generation. Source: Southern Economist, Feb 1,2011,vol.49,no.19. Case Study: HUL's Marketing Mantra-4M- The Strategist 2012, Business Standard
	Day 4	Key Terms <ul style="list-style-type: none">▪ Rural market▪ Agricultural marketing▪ Developmental marketing▪ Lifestyle analysis New concept of rural marketing Long/ Short Questions & MCQs
Week 2	Day 1	Practical Assignment: Given the diversity and large population ,discuss the potential of rural markets for consumer goods companies in India. Long/ Short Questions & MCQs

Unit-II

Rural Marketing Environment (4 lectures)

Week 2.	Day of completion	Topic
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	Day 2	Introduction, Socio-cultural factors & Economic factors
	Day 3	Political factors & technological factors, Difference between rural & urban markets
	Day 4	Practical assignment: Role of Central & State Govt & Subsidy provided for food processing Industry. Quiz to be conducted
Week 3	Day 1	Case Study: The GM crops , necessary evil. Source: Economic & Political Weekly, June-26-july 9,2012, vol.xlv. no.26 & 27

Unit-III
Understanding Rural Consumers (4 lectures)

Week 3	Day of Completion	Topic
	Day 2	Introduction, Consumer buying behaviour models
	Day 3	Factors affecting consumer behaviour, Consumer buying process, Needs and wants of rural consumer.
	Day 4	Key terms <ul style="list-style-type: none"> ▪ Subculture ▪ Social Class ▪ Reference Groups ▪ Opinion Leaders Consumer buying behaviour model Practical assignment: Choose any product & describe how the segmentation of rural consumer can be done on the basis of that product Multiple Choice Questions
Week 4	Day 1	Case Study: Fast moving food business: The Strategist 2013 , Business Standard.

Unit IV
Rural Markets & STP (5 lectures)

Week 4	Day of completion	Topic
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	Day 2	Introduction, Product ,price, distribution strategies
	Day 3	Promotion, Product redesign or modification needs
	Day 4	Product & Pricing Strategies, Communication & Distribution Strategies
Week 5	Day 1	Key terms POP promotion 4 A's of marketing Practical Assignment: Collect details about 5 MNC'S who innovate & lead in marketing their durable & non durable goods & services in rural markets.
	Day 2	Case Study: Not a two minute war: The Strategist 2013, Business Standard

Unit-V
Organisation & functions of agricultural marketing in India (06 Lectures)

	Day of completion	Topic
	Day 3	Introduction, Rural marketing strategies, Segmentation & selection of target markets
	Day 4	Competitive scenario analysis
Week 6	Day 1	Key terms <ul style="list-style-type: none"> ▪ Outdoor media option ▪ Jobbers ▪ Mobile team Region specific strategies Practical assignment:Collect details about 5 MNC'S who market their goods & services in rural markets.
	Day 2	Long questions, Short questions
	Day 3	Case Study: Agriculture,Industry & mining in Orissa Source:Economic & political review May.15,2012,vol.xlv.no.20
	Day 4	Case Study: Agriculture,Industry & mining in Orissa Source:Economic & political review May.15,2012,vol.xlv.no.20

Unit-VI
Classification of agricultural products ,marketing structure, distribution & processing facilities for different agricultural products (4 Lectures)

Week.7	Day of completion	Topic
	Day 1	Marketing mix challenges, Product concepts & classification

	Day 2	Five levels of product, Marketing structure
	Day 3	Types of processing facilities Key Terms <ul style="list-style-type: none">▪ Agri foods▪ FMCG▪ Services Consumer durables Long Questions, Short Questions Test
	Day 4	Case Study: Rural consumer behaviour & consumption pattern of fast moving consumer goods. Source:southern economist Feb.15,2011.vol.49,no.20

Unit-VII

Problems of agricultural marketing, nature scope & role of co-operative marketing in India (05 Lectures)

Week 8	Day of Completion	Topic
	Day 1	Introduction, Obstacles in agricultural marketing
	Day 2	Nature & scope of marketing
	Day 3	Role of co operative marketing in india
	Day 4	Key terms <ul style="list-style-type: none">▪ Co operative marketing▪ Developmental marketing Service marketing MCQs
Week 9	Day 1	Long questions, Short question

Unit-VIII

Role of warehousing & role of agricultural price commission (6 Lectures)

Week 11	Day of Completion	Topic
	Day 3	Types of warehouses
	Day 4	Factors leads to choice of warehouses
Week 12	Day 1	Determination of agricultural prices, Role of agricultural price commission
	Day 2	Key terms <ul style="list-style-type: none">▪ Agricultural price commission▪ Bonded warehouse▪ Public warehouse

		Role of intermediaries Practical assignment: Distribution strategy of ITC In rural area.
	Day 3	<ul style="list-style-type: none"> ▪ Long questions, Short questions
	Day 4	Case Study: Linking farmers to modern markets in India. Source:Southern Economist Feb15,2011.vol.49,no.2

Unit-IX

Marketing of agricultural inputs with special reference to fertilizers, seeds, farm input & pesticides (04Lectures)

Week 13	Day of completion	Topic
	Day 1	Introduction, Marketing of fertilizer industry, Challenges for Marketing of fertiliser
	Day 2	Marketing strategies for agriculture, Needs and wants of rural consumer, Needs and wants of rural consumer
	Day 3	Practical assignment: What are the challenges faced by the marketer in marketing of agricultural inputs in rural sector.
	Day 4	Case Study: Comparative study of organized agri-food business in India. Source:Paradigm Vol..XIII,No.2,july-dec.2009

Unit-X

Role of central & state governments & institutions in agricultural marketing (06Lectures)

Week 14	Day of completion	Topic
	Day 1	Introduction, Role of state govt., Role of central govt
	Day 2	Unique features of commodity markets in india, Organizations in agricultural marketing
	Day 3	Key terms <ul style="list-style-type: none"> ▪ Pricing policies ▪ Agricultural marketing

		Types of commodity markets
	Day 4	Practical assignment: Describe the role of various institutions in agricultural marketing.
Week 15	Day 1	Case study: Kisan Credit Card Scheme. Source: :Southern Economist Feb15,2011.vol.49,no.2
	Day 2	Long question, short question MCQ

Name of Faculty : Ms. Shivani Gulati

Discipline : Management

Semester : 4th Semester

Subject : Marketing Communication Strategy (MM-406)

Lesson Plan Duration : 10 weeks (January 2018 to April 2018)

Work Load (Lecture/Practical) per week (in hours): Lectures-5, Practical-NA

UNIT 1

Integrated Marketing Communication (4 Lec)

Week 1	Day of Completion	Topics
	Day 1	Defining Integrated Marketing communication, Big Picture Theory, IMC Components
	Day 2	Defining Communication, Meaning of Communication, Process of communication, Importance of communication
1.	Day 3	Key Terms: <ul style="list-style-type: none">• Selective attention & distortion• Media mix• Press kits• Encoding Decoding Practical Assignment: : Discuss how the IMC perspective differs from traditional advertising and promotion. Also discuss some of the reasons why marketers are switching to this perspective? Long question
	Day 4	Case Study – Low Budget Big Bang Strategist

UNIT II

Marketing Communication Mix (6 Lec)

Week 1	Day of completion	Topics
	Day 5	Elements of communication, Basic model of communication, Different models of communication
Week 2	Day 1	Implementation of communication, Elements of Marketing Communication Mix, Characteristics of Marketing Communication Mix
	Day 2	Factors in setting Marketing Communication Mix <ul style="list-style-type: none">• Analyzing the receiver The response process
	Day 3	Measuring effectiveness of Marketing Communication Mix. Key Terms <ul style="list-style-type: none">• Target audience• Feedback• Conviction• Barriers Source
	Day 4	Practical Assignments: HP's IMC theme is "we understand". Do you think it conveys a clear message about the company's operation in the software industry? MCQ
	Day 5	Case Study – Segment & Rule Business Strategist

UNIT –III
Advertising (09 lec)

Week 3	Day of completion	Topics
	Day 1	Purpose, Role and Types, Marketing Vs Communication Objectives Sales vs communication objectives
	Day 2	Criteria of Selection of Promotional Objectives
	Day 3	Dagmar
	Day 4	Media Planning
	Day 5	Advertising Campaign <ul style="list-style-type: none"> • Creativity Planning • Creativity Strategy • Creativity Tactics • Creativity implementation
Week 4	Day 1	Advertising effectiveness
	Day 2	Key Terms <ul style="list-style-type: none"> • Informative Ads • Persuasive Ads • Reminder Ads • Reinforcement Ads • Short Questions • Long questions
	Day 3	Practical Assignments: Discuss some of the reasons managers' still use top down budgeting methods.
	Day 4	Case Study: Brand Amul- The Taste of India http://drypen.in/case-studies/case-study-brand-amul-the-taste-of-india.html

UNIT –IV

The Process of Public Relations & Publicity (8 lec)

Week 4	Day of completion	Topics
	Day 5	Traditional Definition of PR, The new role of PR, Promotional mix
Week 5	Day 1	The Process of PR, Advantages and Disadvantages of PR
	Day 2	Measuring the effectiveness of PR., PR Function, Creating positive image building activities, Assessing Corporate reputation
	Day 3	Power of Publicity, Control and dissemination of publicity, Control and dissemination of publicity, Importance of publicity
	Day 4	Tools and techniques to support publicity, Measuring the effectiveness of publicity
	Day 5	Key Terms <ul style="list-style-type: none"> • MPR • Audiences • Team Approach • Press Conference Audits Practical Assignments: Discuss some of the criteria used by companies to measure the effectiveness of public relations program provide examples
Week 6	Day 1	Case Study: Dove campaign for real beauty case study http://psucomm473.blogspot.com/2007/03/dove-campaign-for-real-beauty-case.html
	Day 2	MCQ

UNIT V

The Internet and Integrated marketing communication (15 lec)

Week 6	Day of completion	Topics
	Day 3	Defining Internet
	Day 4	Advertising on internet
	Day 5	Sales Promotion on internet
Week 7	Day 1	Personal selling on internet
	Day 2	Public relations on internet
	Day 3	Direct Marketing on Marketing
	Day 4	Brand Loyalty and IMC internet Programme.
	Day 5	Sales Support on internet
Week 8	Day 1	Customer Service and internet
	Day 2	Key Terms <ul style="list-style-type: none"> • Web Participants • Pop-Unders • Websnarl • GPS • Interstitials
	Day 3	Long Questions
	Day 4	Short Questions
	Day 5	Practical Assignments: The internet is growing at an extremely rapid pace. At the same time there are indications that this growth will slow. Discuss what might be the probable reasons.
Week 9	Day 1	Case Study: Integrated Marketing Communication & Internet http://www.questia.com/library/communication/business-and-organizational-communication/integrated-marketing-communications.jsp
	Day 2	Quiz to be conducted

UNIT VI

Direct Marketing and IMC (5 Lec)

Week 9	Day of Completion	Topics
	Day 3	Defining direct marketing, Characteristics of direct marketing
	Day 4	Component of direct marketing Prominent tools of direct marketing
	Day 5	Direct marketing strategies
Week 10	Day 1	Key Terms: <ul style="list-style-type: none"> • Direct Marketing • Whole seller and customer • Customer relationship management • Sale Decoding Practical Assignment: : Choose a on line website who is doing direct marketing also discuss strategies opt by that company. Long question
	Day 2	Case Study – Case of Amazon

UNIT VII

Personal selling and IMC (3 Lec)

Week 10	Day of Completion	Topics
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	Day 3	Define personal selling meaning, features., Importance
	Day 4	Directing sales force, Managing sales force.
	Day 5	Key Terms: <ul style="list-style-type: none">• Door to door selling• Sales force• sales <p>Practical Assignment: : Discuss how the IMC perspective differs from traditional personal selling and promotion. Also discuss some of the reasons why marketers are switching to this perspective?</p> <p>Long question</p>

