

Nature of Course: Capstone
Course Title: Strategic Management
Code No: CA 541
Credit: 3

Course Objectives:

This capstone course aims to develop students' skill in using the tools and techniques of strategic management to analyze business environment, and formulate and implement business strategies in the dynamic and competitive environment.

Unit 1: Introduction **[5]**

Conceptual Introduction to Strategy, Levels of Strategy; Introduction to Strategic Management – Definition, Model of Strategic Management Process; Understanding Strategic Intent, Business Vision, Mission, Objectives, Goals

Unit 2: Environment and Analysis **[7]**

Part A

- Environmental Analysis – Components of External environment; Models of External Environment Analysis – PESTEL, SWOT,; Pitfalls in Environmental Scanning;
- Industry Analysis – Industry features; Industry Boundaries; Industry structure; Industry attractiveness;
- Competitive Analysis – Role of competitive forces in shaping strategy; Porter's Five Forces Model

Part B

- Internal Analysis – Importance; Dynamics – Organizational resources, Organizational behavior, Strengths and Weaknesses, Synergistic effects, Competencies, Organizational capability, Strategic and Competitive advantage;
- Core Competence – Concept, Relationship between core competence and core competitive advantage;

- Competitive Advantage – Concept, Sources of competitive strategy, Building blocks of competitive advantage – super efficiency, superior quality, superior innovation, superior responsiveness, Sustaining Competitive advantage;

Unit 3: Strategy Formulation and Choice

[8]

- Introduction; Generating Strategic Alternatives;
- Strategic Analysis and Choice – Nature of Strategic Analysis and Choice; Portfolio Analysis – Concept and Assessment of Portfolio Analysis; BCG Matrix and GE-Nine Cell; Relationship between culture and strategy choice;
- Corporate Strategy – Expansion, Stability, Retrenchment, Concentration strategies; Diversification strategies;
- Business Strategy – Concept; Generic Business strategies – Cost leadership, Differentiation, Focus; Industry Life Cycle Model;

Unit 4: Strategy Implementation

[10]

- Nature of strategy implementation; Interrelationship between formulation and implementation – forward linkages and backward linkages;
- Resource Allocation – Importance; Approaches – Top-Down, Bottom-Up, Strategic budgeting; Factors affecting resource allocation;
- Structural Implementation – Importance of Organizational structure; Types of Organizational Structures; Organizational Design and Organizational Change;
- Leadership and Behavioral Implementation – Strategic leadership and its importance; Role of the strategic leader; Corporate culture and its relationship with strategy; Corporate Politics and Strategic Use of Power;

Unit 5: Strategic Evaluation and Control

[6]

- Nature of Strategic Evaluation and Control; Importance and Barriers;
- Strategic control – Premise control, Implementation control, Strategic surveillance, Special Alert control;

- Operational control – Process of Evaluation, Setting standards, Measurement of performance, Analyzing variance, Taking corrective actions

References:

*Azhar Kazmi, **Strategic Management & Business Policy**, Tata McGraw Hill, Third Edition, 2008.*

*Thomas L. Wheelen, J. David Hunger and Krish Rangarajan, **Strategic Management and Business policy**, Pearson Education., 2006*

*Fred. R. David, **Strategic Management and cases**, PHI Learning, 2008.*

*Charles W.L. Hill & Gareth R. Jones, **Strategic Management Theory: An Integrated approach**, Biztantra, Wiley India, 2007.*

*Gautam, Dhruva Kumar, **Strategic Management Concept & Application**, Asmita Publication, Kathmandu, 2006*

Nature of Course: Capstone
Course Title: International Business
Code No: CA 542
Credit: 2

Unit I: Introduction **LH 3**

International Business –Definition; Internationalizing business-Advantages –factors causing globalization of business; International business environment

Unit II: International Trade and Investment **LH 6**

Promotion of global business – the role of WTO – Multilateral trade negotiation and agreements, Tariff and Non-tariff Barriers, Regional trade blocks; Global trade and investment scenarios; Theories of international trade and theories of international investment. Balance of Trade and Balance of Payment

Unit III: International Business Strategy **LH 6**

Foreign market entry strategies; Country evaluation and selection, Country Risk Analysis – Political, Social and Economic – Cultural and Ethical practices – Halsteade model; Factors affecting foreign Investment decisions; Impact of FDI on home and host countries; Types and motives for foreign collaboration

Unit IV: Financial Management of International Business **LH 5**

Methods of payment in International Trade; currency translation methods for consolidating financial statements; the LESSARD-LORANGE Model;

Unit V: Challenges in IB **LH 4**

Cross cultural challenges in IB; International staffing decisions; Expatriate staff; Conflict in international business- sources, types and negotiation, social responsibility issues.

References:

Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, 2009.

John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.

Sundaram, Anant K and Steward J. Black, The International Business Environment: Text and Cases, Prentice Hall of India, New Delhi

K. Aswathappa, International Business, Tata McGraw Hill, 2008.

Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 2005.

*Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, **International Management**, Tata McGraw Hill, 2006.*

*Oded Shenkar and Yaong Luo, **International Business**, John Wiley Inc, Noida, 2004.*

Nature of Course: Specialization Finance
Course Title: Security Analysis and Investment Management
Code No: FN 543
Credit: 3

Course Objective

The objective of the course is to provide participants with a sound understanding on investment opportunities, security analysis and investment decision making. The course also aims to enable participants' value financial assets and portfolio of financial assets based on what they have learnt in the previous core subjects in the area of financial management in the preceding semester.

Unit I: Introduction [LH 3]

Meaning of Investment; Characteristics of Investment; Real assets Vs financial assets; Objective of Investment; Investment Vs Speculation; Investment Vs Gambling, Investment Process; Ongoing trends in investment environment.

Unit II: Security Markets, Instruments and Trading [LH 6]

Money market; Bond market; Equity securities; Derivative Markets. Security issue, trading and regulation in Nepal, Market Indexes; Value weighted index, Price weighted index, Equally weighted index, NEPSE Index. Buying in margin and short sales.

Unit III: Mutual Funds and Other Investment Companies [LH 5]

Investment companies; types of investment companies; Mutual funds; cost of investing in mutual funds; Investment performance of mutual fund.

Unit IV: Security Analysis [LH 6]

Macroeconomic and industry analysis: The domestic and global economy, Demand and supply shocks, Fiscal and Monetary Policy, Business Cycle: Industry analysis.

Equity valuation models: Balance sheet valuation methods, Intrinsic value versus market price, dividend discount models, price earnings ratio, inflation and equity valuation, explaining and forecasting the stock market behavior.

Unit V: Risk and Return**[LH 4]**

Single period rate of return, measuring rate of return over Multiple periods, expected return, Investment risk, Sources of risk, measuring risk; standard deviation, variance, coefficient of variation, covariance and correlation coefficient.

Unit VI: Diversification of Risk and Portfolio Analysis:**[LH 10]**

Portfolio risk and return, capital allocation between risky assets, portfolio of one risky asset and one risk free asset, the optimal risky portfolio with two risky assets. Diversifiable and Un-diversifiable risk; beta coefficient of individual and portfolio.

Unit VII: Equilibrium in Capital Market**[LH 2]**

The Capital Assets Pricing Model: Introduction and Extensions of CAPM. Arbitrage Pricing Theory (APT); APT and CAPM.

References:

1. Bodie, Z. Kane A and Marcus A. J. Investments:, Tata Mcgraw Hill
2. Sharpe, W. F., Alexander G. J., and Bailey, J. V., Investments, Prentice- Hall of India
3. Francis , J. C., *Investments:Analysis and Management* (7th ed.), McGraw-Hill, Inc
4. Annual reports of SEBON and NEPSE
5. Jones, Charles P., Investments:Analysis and Management(9th ed.)
6. Reilly, F. K. Investment Analysis and Portfolio Management. New York: MCGraw Hill
7. Tandanatham M., & Madhumathi R., Investment Analysis and Portfolio Management (1st ed.) Pearson Education

Nature of Course: Specialization Finance
Course Title: Management of Financial Institutions
Code No: FN 544
Credit: 3

Course Objective:

The main objective of this course is to provide a conceptual framework of current issues in managing financial institutions and their risk management. The course basically aims at imparting conceptual and analytical skills to the students on the issues relating to management of financial institutions. The specific objectives of this course are as follows:

- To understand the role of financial institutions in financial system.
- To understand and analyze the bank performance measures.
- To understand the operations and management of commercial banks and other depository institutions.
- To understand the basics of insurance functions and mutual funds operations.
- To comprehend the legal-regulatory environment in which banks and other financial institutions operate.
- To learn the basics of financial institution management, including analysis of their financial statements; asset management; liability management; and capital adequacy management.
- To understand the financial risks faced by the various financial institutions and the various methods to manage them.

Course Contents:

UNIT I: Introduction and Overview of Financial Institutions

LH 3

- Overview of Financial Institutions.
- Economic Functions Performed by Financial Institutions.
- Role of Financial Institutions in the Financial System as a whole.
- Structure of the Nepalese Economy and Financial System.

UNIT II: Regulatory body - Central Bank

LH 3

- Introduction
- Objectives
- Functions
- History of Central Banking system in Nepal

UNIT III: Banking and the Management of Financial Institutions

LH 7

- Basics of Banking.
- General Principles of Bank Management: Liquidity Management, Asset Management, Liability Management and Capital Adequacy Management.
- Off-Balance Sheet Activities: Loan Sales, Generation of Fee Income, Trading Activities and Risk Management Techniques.
- Measuring Bank's Performance: Bank's Income Statement, Measures of Bank Performance.
- Recent Trends of Bank Performance Measures in Nepal.

UNIT IV: Commercial Banking Industry and Other Depository Institutions

LH 7

- Definition of a Commercial Bank.
- Financial Statements of Commercial Banks and Their Analyses.
- Regulation of Depository Institutions in Nepal: Balance Sheet and Off-Balance Sheet Regulations.
- Development Banks, Finance Companies and Finance Cooperatives in Nepal: Their Roles, Size, Structure and Compositions.

UNIT V: Management of Insurance Companies

LH 4

- Overview of Insurance Companies
- Fundamentals of Insurance
- Types of Insurance
- Life Insurance Companies: Meaning and Their Functions
- Types of Life Insurance Policies and Their Determination.
- Property and Liability Insurance Companies: Meaning and Their Functions

UNIT VI: Credit Risk Management in Financial Institutions

LH 7

- Need to Manage Risk by Financial Institutions.
- Types of Risks Incurred by Financial Institutions.

- Overview of Credit Risk Management.
- Credit Risk Analysis: Cash Flow Analysis, Ratio Analysis, Common Size Analysis
- Credit Scoring Models
- Calculating Return on a Loan

UNIT VII: Liquidity Risk Management in Financial Institutions

LH 5

- Overview of Liquidity Risk Management.
- Causes of Liquidity Risk.
- Liquidity Risk and Depository Institutions: Asset Side Liquidity Risk, Liability side Liquidity Risk and Measuring bank's Liquidity Exposure

References:

- Anthony Saunders and Marcia Millon Cornett. (2006). *Financial Markets and Institutions*. Tata McGraw Hill Publishing Company Limited, New Delhi.
- Anthony Saunders and Marcia Millon Cornett. (2003). *Financial Institutions Management: A Risk Management Approach*. McGraw Hill, Irwin, USA.
- Frederic S. Mishkin and Stanley G. Eakins. (2006). *Financial Markets and Institutions*. Pearson Education Inc. and Dorling Kindersley (India) Pvt. Ltd.
- L.M. Bhole. (2005). *Financial Institutions and Markets: Structure, Growth and Innovations*. Tata McGraw Hill Publishing Company Limited, New Delhi.
- Meir Kohn. (2005). *Financial Institutions and Markets*. Tata McGraw Hill Publishing Company Limited, New Delhi.
- Ram Sharan Kharel and Dilli Ram Pokhrel. (April 2012). *Does Nepal's Financial Structure Matter for Economic Growth?* NRB Working Paper. Nepal Rastra Bank Research Department.
- Nepal Rastra Bank. (2012). *Banking and Financial Statistics*. NRB: Bank and Financial Institution Regulation Department, Statistics Division.
- Banks and Financial Institutions Act, 2063 (2006).
- Nepal Rastra Bank. *Quarterly Economic Bulletin (various issues)*. NRB: Central Office, Baluwatar, Kathmandu.

Purbanchal University
MBA IV Semester
LH:-36

Nature of Course: Specialization Finance
Course Title: Financial Derivatives and Engineering
Code No: FN 545
Credit: 3

Course Objective:

This course aims at providing the students with the knowledge of different types of financial derivatives and the mechanisms of their markets, and the fundamentals of financial engineering.

Unit I: Introduction

L.H. 6

Exchange-traded Markets; Over-the-counter Markets; Forward Markets; Definition and characteristics of derivative instruments; Application of financial derivatives; No-arbitrage principle; Speculation Vs Hedging; Types of Traders; Hedgers; Speculators; Arbitrageurs.

Unit II: Future Markets

L.H. 8

Forward Contracts: definition, advantage, disadvantage; Futures contract: definition and characteristics; Distinction between forward contract and futures contract; Role of clearing house in trading futures contracts and futures position administration; Ways to close futures position; Types of futures contracts; Purpose of futures markets.

Unit III: Option Markets

L.H. 6

Definition of call and put option; Option buyer and option writer; European and American option; Mechanics of option market: clearing house, types of option trade, margin rule, and price quotation

Unit IV: Option Payoffs and Option Strategies

L.H. 10

Analyzing Short and long option positions and payoff diagram; Covered call strategy; Portfolio hedging strategy; Option valuation using Binomial and Black and Scholes model.

Unit V: Swaps Market

L.H. 6

Motivations for entering into a swap agreement; Swap agreement terminology; Interest rate swaps; Currency swaps

References:

Robert W. Kolb, **Futures, Options & Swaps**, Blackwell, Oxford
John C. Hull., **Options, Futures, and Other Derivatives**, Pearson Education, Inc

S. Eckl, J.N. Robinson, and D.C. Thomas, **Financial Engineering**, Blackwell, Oxford

Kiran Thapa , Jhabindra Pokharel, Financial Derivatives and Risk Management, Ashmita Books Publishers & Distributors

Nature of Course: Specialization Finance
Course Title: International Financial Management
Code No: FN 546/ IB 545
Credit: 3

Course Objectives:

This course aims at providing knowledge to the students on the concepts and theories and their applications in international business and finance, international trade and foreign investment, and foreign exchange rate risk management.

Unit 1: An Overview of Multinational Financial Management

LH 4

Goals of international Financial Management, Emerging global markets and international opportunities; Overview of multinational corporations (MNC); MNC's cash flows and valuation model for an MNC.

Unit 2: International Monetary System

LH 4

Evolution of international monetary system; international flow of funds; Factors effecting international trade flows; Balance of payment and correcting balance of trade deficits; International capital flows.

Unit 3: International Financial System

LH 5

International financial market; foreign exchange market; Euro currency market; Euro credit market; Euro bond market; interest rate comparison among countries; International stock market; Effects of financial market on MNC's value.

Unit 4: The Foreign Investment Decision

LH 6

Direct foreign investment (DFI): Motives and benefits; International diversification and its benefits on multiple project; Risk and return analysis of international projects; Impact of DFI on MNC's value.

Unit 5: Multinational Capital Budgeting

LH 7

Subsidiary Vs parents prospective; Inputs for multinational capital budgeting; Analysis and example of multinational capital budgeting; Risk adjustment; Impact of multinational capital budgeting on MNC's value.

Unit 6: Multinational Cost of Capital and Capital Structure

LH 6

Cost of capital for MNC; Cost of capital across countries; Capital structure decision; Interaction between subsidiary and parent financing decision; Target capital structure on local Vs global basis; Capital structure across countries

Unit 7: Taxation of Multinational Firm

LH 4

Taxation of multinational corporation and tax incentives for foreign trade; Tax haven and MNC; Taxation and corporate organization

References:

Jeff Madura, **International Financial Management**, Asian Books Pvt Ltd, New Delhi.

A.C. Shapiro, **Multinational Financial Management**: John Wiley & Sons, NY.

Bekaert, Geert, Hodrick, Robert J., **International Financial Management**, Prentice-Hall India

Nature of Course: Specialization HRM
Course Title: Compensation Management
Code No: HR 543
Credit: 3

Course Objectives:

This course aims to develop student's understanding of the compensation and helping them in designing compensation and benefits plans in achieving organizational goals in today's highly competitive environment.

Course Contents

Unit I:	L.H. 5
Concept, objectives, components, and influencing factors of employee's compensation	
Unit II:	L.H. 6
Managing compensation: designing a compensation system, internal and external equity in compensation system, framework of compensation policy, and compensation as a retention strategy.	
Unit III:	L.H. 7
Strategic perspectives in compensation: business strategy and compensation, strategy pay decision, competency based compensation program and diagnosis and benchmarking.	
Unit IV:	L.H. 7
Performance based compensation: concept, performance and motivation, pay for performance system, meeting the challenges of pay for performance system, and types of pay for performance plan.	
Unit V:	L.H. 11
Wage and salary administration: concept, wage determination process, method of wage fixation, theories of wages, types of wages, and wage differential.	
Incentives and fringe benefits: concept, types, kinds of fringe benefits, and fringe benefits in Nepal.	
Compensation of special groups, statutory provisions related to compensation.	

References:

Kanchan, Bhatia .(2011). *Compensation Management*. Mumbai: Himalayan Publishing House.
Agararwala, Tanuja. (2012). *Strategic Human Resource Management*. New Delhi; Oxford University Press.
Halder, Uday. and Sarkar, Juthinka. (2012). *Human Resource Management*. New Delhi. Oxford University press.
Jyothi,P. and Venkatesh,D.N. (2013). *Human Resource Management*. New Delhi: Oxford University Press.

Nature of Course: Specialization HRM

Course Title: Performance Management: Systems and Strategies

Code No: HR 544

Credit: 3

Course Objective:

Performance management is the most critical function and strong determinant of organizational excellence. This course is designed to develop appreciation and skills essential for designing and instituting effective performance management systems and strategies.

Students will gain practical skills through self-reflection, discussion, case studies, reading, literature reviews, research and application.

Course Contents:

UNIT I: Introduction to Performance Management

LH. 4

Concept of Performance Management, Characteristics, Objectives and Principles of Performance Management, Role of Appraisal in Performance Management, Challenges to Performance Management, Performance Management Process, Performance Management and Strategic Planning Linkage.

UNIT II: Performance Management System and Strategies

LH. 5

Components of PMS, Competency based PMS, Electronic Performance Management, Corporate and Business Level Strategic Plans, Objectives, Targets, Goals, Target and Performance Management, Scorecards.

UNIT III: Performance Planning and Appraisal

LH. 6

Concept of Performance Planning, Characteristics, Objectives, Importance & Methodologies, Components of Performance Planning, KPIs (Key performance Indicators) Process & Barriers to Performance Planning, Competency Mapping, Methods of Competency Mapping, Appraisal Process, Common Rating Errors.

UNIT IV: Performance Management Implementation

LH. 5

Bottlenecks, Strategies & Factors affecting PM implementation, Operationalizing Change through Performance Management, Building & Leading high performance team

UNIT V: Performance Monitoring and Counseling

LH. 6

Concept, Characteristics, Objectives, Importance and Process of Performance Monitoring, Ongoing Mentoring and Protégé Development

Performance Counselling: Concept, Principles of Performance Counselling, Performance Counselling Skills & Performance Counselling for higher job performance.

UNIT VI: Performance Management Strategic and Interventions

LH. 4

Reward based performance management; career based performance management, team based performance management, culture based performance management; measurement based performance management; competency based performance management; leadership based performance management.

UNIT VII: Ethics in Performance Management

LH. 2

Ethical Issues & Dilemmas, Developing Code of Ethics

Reference:

Aguinis, Herman, Performance Management, Pearson Education, Inc. 2nd Edition

Kandula, Srinivas R., Performance Management, PHI, New Delhi.

Rao, T.V., Performance Management and Appraisal Systems, Response Bank, New Delhi.

Cardy, Robert L., Performance Management: Concepts, Skills and Exercise, PHI, New Delhi.

Cascio, W. F. , Managing Human Resources: Productivity, Quality of work life, Profits, Singapur: McGraw Hills.

Dessler, G. and Varkkey, B., Human Resource Management, New Delhi: Prentice Hall.

Acharya, Bawani Shanker, Human Resource Management: Emerging Concepts, Challenges & Applications, Kathmandu: Asmita Books Publishers and Distributors.

Nature of Course: Specialization HRM
Course Title: Strategic Human Resource Management
Code No: HR 546
Credit: 3

Course Objective:

This specialization area course aims to familiarize students on the theory and practice of strategic human resource management. This course offers a detail picture of how successful organizations manage human resources in order to compete effectively in a dynamic, global environment.

Course Detail:

Unit I: Introduction to Strategic HRM

LH. 4

Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies

Unit II: Human Resource Environment

LH. 4

Technology and structure; Workforce diversity; Demographic changes; Temporary and contract labour; Global environment

Unit III: Recruitment and Retention Strategies

LH. 7

Online recruitment; Employee referrals; Recruitment process outsourcing; Head hunting; Executive education; Flexi timing; Telecommuting; Quality of work life; Work - life balance; Employee empowerment; Employee involvement; Autonomous work teams

Unit IV: Training and Development Strategies

LH. 5

Creating a learning organization; Competency mapping; Multi-Skilling; Succession planning; Cross cultural training

Unit V: Performance Management Strategies

LH. 6

Defining key result areas (KRA); Result based performance; Linking performance to pay; Merit based promotions

Unit VI: Retrenchment Strategies

LH. 4

Downsizing; Voluntary retirement schemes (VRS); HR outsourcing; Early retirement plans;

Unit VII: Human Aspect of Strategy Implementation

LH. 6

Behavioral issues in strategy implementation; Matching culture with strategy; Human side of mergers and acquisitions; Leadership, power and politics; Employee morale; Personal values and business ethics

References:

Strategic HRM – Jeffery Mello, Thompson publication, New Delhi
Strategic HRM – Charles Greer, Pearson education Asia, New Delhi
Strategic HRM - Michael Armstrong, Kogan page, London
Strategic HRM – Agarwal, Oxford university press, New Delhi
Human resource management – Garry Dessler, PHI, New Delhi

Nature of Course: Specialization Marketing

Course Title: Planning and Managing Retail Business

Code No: MK 543

Credit: 3

Course Objective:

The Course will focus on understanding of the retail business and explore manufactures' perspective on retail management.

Course Content:

Unit 1 L.H 6

Retailing- Meaning, Nature, Classification, Growing Importance of Retailing, Factors influencing Retailing, Functions of Retailing, Retail as a career

Unit 2: L.H. 6

Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of Retail, Classification of Retail Units,

Unit 3: L.H. 7

Retail formats: Store & Non Store Retailing --Franchising- Unconventional channels Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs

Unit 4: L.H. 6

Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.

Unit 5: L.H. 5

Retail Location: Factors affecting location decision – Site Selection – Location based retail Strategies

Unit 6: L.H. 6

Store Design: Interiors and Exteriors - Store layout – Types of layouts – Factors affecting store layout – Store image mix – Store Façade – The Internet Store.

References:

1. Berman, Berry & Evans, Joel R.; Retail Management; A Strategic Approach; PHI/Pearson Education; New Delhi.
2. Levy Michael & Weitz Barten W.; Retailing Management; Tata McGraw Hill, New Delhi.
3. Newman, Andrew J. & Cullen, Peter; Retailing: Environment & Operations; Vikas Publishing House; New Delhi.
4. Duane; Retailing; Thomson Learning; Mumbai
5. Gilber, David; Retail Marketing Management; Pearson Education; New Delhi.
6. Diamond, Jay and Gerald Pintel Retailing. Prentice-Hall, NJ, 1996.
7. Morgenstein, Melvin and Harriat Strong in Modern Retailing, Prentivce-Hall, NJ, 1992.

Nature of Course: Specialization Marketing
Course Title: Sales and Distribution Management
Code No: MK 544
Credit: 3

Course Objective:

The Course will focus on understanding of the Sales and Distribution and its management..

Course Content:

UNIT 1

L.H 5

Sales Management – Definition and Meaning, Objectives of Sales Management, Sales executive as coordinator, Sales management and control, Informal and formal sales control.

UNIT 2

L.H 7

Sales setting – Environmental and managerial forces that impact sales, Sales channels, Industrial/commercial/public authority selling, Selling for resale, Selling services, Sales promotions, Exhibitions, Public relations.

UNIT 3

L.H 5

Personal Selling Objectives, Sales forecasting methods, Introduction to personal selling, The opening, Need and problem identification, The presentation and demonstration, Dealing with objections, Negotiation, Closing the sale, Follow-up.

UNIT 4

L.H 7

Recruitment, Selection and Compensation – The importance of selection, Preparation of the job description and specification, Sources of recruitment, The interview; Devising a sales compensation plan, Types of compensation plans, Fringe benefits

UNIT 5

L.H 7

Sales Personnel Evaluation – The sales force evaluation process, The purpose of evaluation, Setting standards of performance, Gathering information, Measures of performance, Appraisal interviewing. Sales displays; Sales meetings, Sales contests; Quotas; Sales territories; sales budgeting and control

UNIT 6

L.H 5

Role and function of intermediaries; designing the distribution channel; conflict and power in the channel

References:

Gupta , S.L., Sales & Distribution Management, Excel Books, N.Delhi.

Still Richard, Cundiff Edward and Govoni Norman, Sales Management: Decisions, Strategies and Cases, Prentice Hall of India Pvt. Ltd. New Delhi.

Rosenbloom, Bert., Marketing Channels : A Management View, The Dryden Press, Thomson Learning, Bombay.

Anderson, Rolph E., Professional Sales Management, McGraw Hill Publishing Co. Ltd.

Stern, Louis W., El-Ansary Adel J.& Coughlan Anne, Marketing channels, PHI, N. Delhi

Pelton, Lou E, Strutton David & Lumpkin, James R, Marketing Channels - A Relationship Management Approach, TMH, N.Delhi.

Purbanchal University

MBA IV Semester

LH:-36

Nature of Course: Specialization Marketing

Course Title: Services and Industrial Marketing

Code No: MK 545

Credit: 3

Course Objective:

This course aims to provide students with the knowledge and skill in marketing of services and Industrial goods. .

Course Content:

Unit-I L.H 6

Distinctive aspects of service management: Nature of services; goods vs. service marketing; customer involvement in service process; managing service encounters; customer behaviour in service settings.

Unit-II L.H 6

Targeting customers: Managing relationships and building loyalty; complaint handling and service recovery; positioning a service in the marketplace; creating the service product and adding value

Unit-III L.H 6

Pricing strategy for services: Customer education and service promotion; creating delivery system; enhancing value by improving quality and productivity.

Unit-IV L.H 6

Nature of industrial marketing; industrial vs. consumer marketing management; industrial marketing concepts; nature of industrial buying, industrial marketing environment.

Unit-V L.H 6

Dynamics of industrial buyer behaviour; industrial marketing strategy; assessing marketing opportunities; industrial marketing segmentation; targeting market and positioning.

Unit-VI L.H 6

Product strategy in industrial marketing; formulating channel strategy; marketing logistics; developing the industrial sales force: planning, organizing and controlling the selling function.

References:

Payne, The Essence of Service Marketing, Prentice Hall of India, N.Delhi.

Christopher Lovelock, Service Marketing: People, Technology, Strategy, Pearson Education, N.Delhi.

Rampal, M.K. and Gupta, S.L., Service Marketing, Galgotia Publishing Co, N.Delhi.

Reeder, Robert R., Brierty Edward G. & Reeder Betty H, Industrial Marketing: Analysis, Planning and Control, PHI, N.Delhi

Havaldar, Krishna K., Industrial Marketing, Tata McGraw Hill Pub Co. Ltd., N.Delhi

Nature of Course: Specialization Marketing

Course Title: Advertising Management

Code No: MK 546

Credit: 3

Course objective:

This course aims to develop a basic understanding of the field of Advertising and develop students' skill in promotion planning, designing advertising strategy, creating advertising, and using media properly.

Course Contents:

Unit – I; INTRODUCTION: L.H 8

Marketing Communication and Advertising; Concept and Nature of Advertising; Types of Advertising; Dimension of Advertising – social dimension, economic dimension, psychological dimension, informative dimension; Social Issues in Advertising; Key Players in Advertising Business; determination of target market, advertising objectives; DAGMAR approach; building of advertising programme- message, headline, copy, logo, appeals, illustrations

Unit – II: ADVERTISING AGENCY RESEARCH AND SELECTION: L.H 4

Role of Ad Department in Ad Creation; Concept and Types of Ad Agencies; Functions and Need of Ad Agencies; Selection Strategies of Ad Agencies;

Unit – III: MESSAGE DESIGN AND COPY WRITING: L.H 6

Concept and Factors in Message Design; Message Strategies; Use of Ad Appeals in Ad Message; Concept and Elements of Ad Copy; Message Formats for Copy Writing

Unit –IV: MEDIA PLANNING AND SELECTION: L.H 3

Concept and Process of Media Planning; Media Research and Selection; Media Scheduling;

Unit – V: ADVERTISING BUDGETING AND APPROPRIATION: L.H 5

Factors in Ad Budgeting; Approaches to Ad Budgeting; Process of Ad Budgeting; Establishing Ad Appropriation; Methods for Establishing Ad Appropriation;

Unit – VI: ADVERTISEMENT EFFECTIVENESS TESTING: L.H 6

Concept of Copy and Ad Effectiveness Testing; Areas of Ad Effectiveness Testing; Models for Measurement of Total Effectiveness of Advertising Campaign; (PACT and DAGMAR)

Unit – VII: GLOBAL ADVERTISING PRACTICES: L.H 4

Advertising Practices in Nepal; Advertising Agencies in Nepal and Their Role; Nepalese Advertisements vs. Foreign Advertisements; Approaches to the International Ad Campaign;

References:

- Belch & Belch, Advertising and Promotion: An integrated marketing communications perspective, TATA McGRAW-Hill, New Delhi.
- O'Guinn, Allen and Semenic, Advertising & Integrated Brand Promotion, Thomson SouthWestern, Delhi.
- Wells, Burnett and Moriarty, Advertising: principles and practice, Prentice-Hall of India, New Delhi.
- Sangeeta Sharma and Raghuvir Singh, Advertising Planning and Implementation, PrenticeHall of India, New Delhi.
- John Wilmshurst and Adrian Mackay, The Fundamentals of Advertising, Butterworth Heinemann, Delhi