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Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year

CRITERIA 3.3.2

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3.	Dr. Rajesh Mankani	Office Management (Book) published by Vipul Prakashan	2017-2018	978-93-87542-47-1	10 – 13
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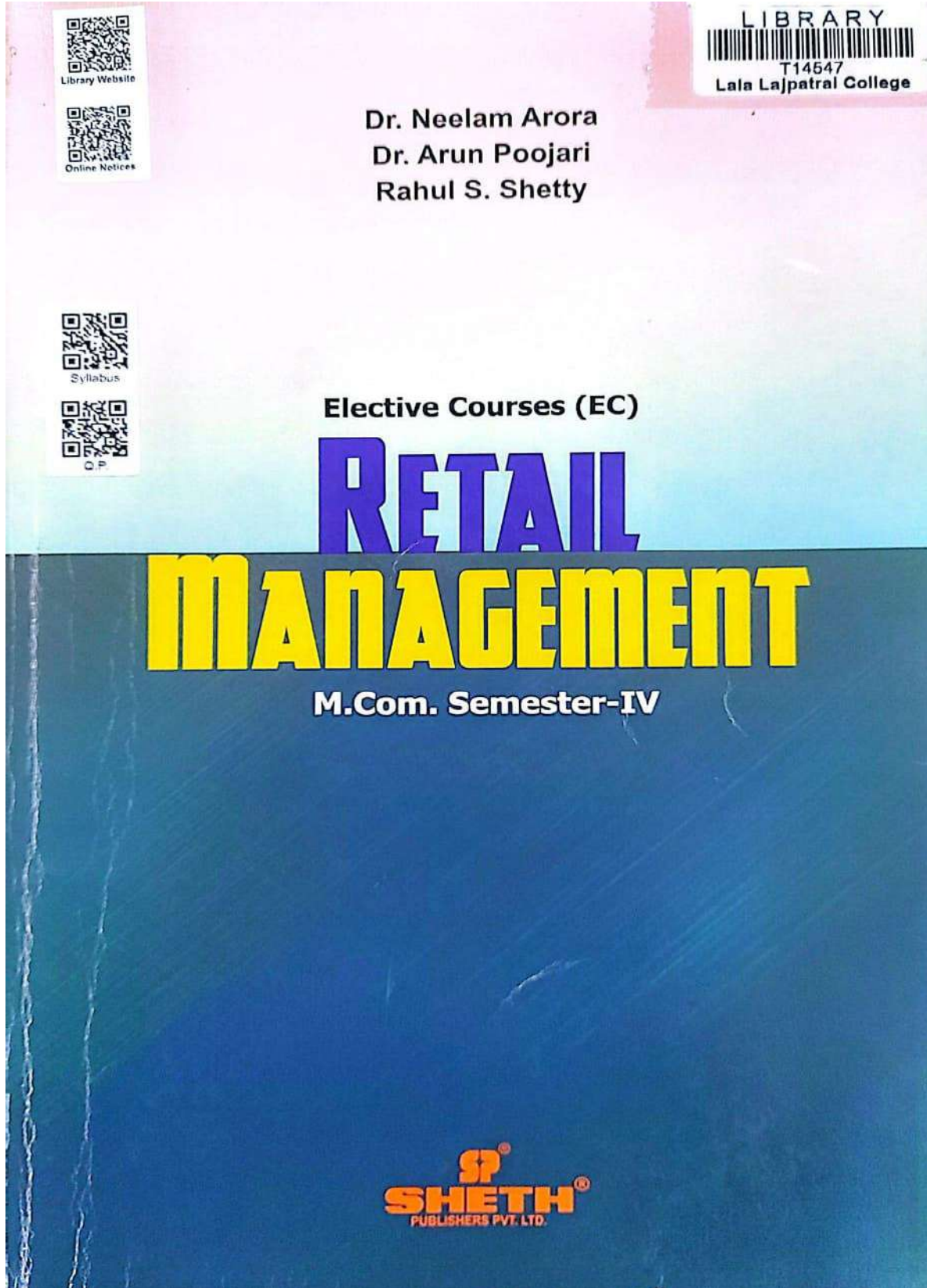


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1) Dr. Neelam Arora, Dr. Arun Poojari, Dr. Rahul Shetty – Retail Management



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M.Com.
(Semester – IV)

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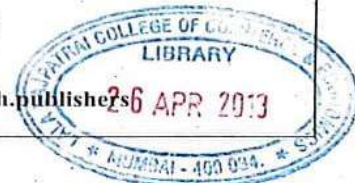
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Syllabus

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Retail Management	15
2	Retail Management Strategy	15
3	Retail Location, Layout and Merchandising	15
4	Use of Technology and Career options	15
Total		60

SN	Modules/ Units
1	Introduction to Retail Management <ul style="list-style-type: none">● Retailing : Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment- Economic, Legal, Technological & Competitive● Retail sector in India : Size, and Drives of Retail changes, FDI in Retailing in Indian Context● Recent Trends in Retailing : Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.
2	Retail Management Strategy <ul style="list-style-type: none">● Retail Strategies : Promotional Strategies, Retail Planning Process, Retail Market Segmentation - Concept and Significance● Relationship Marketing Strategies : CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing● Consumer Strategies : Consumer Behaviour in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.
3	Retail Location, Layout and Merchandising <ul style="list-style-type: none">● Retail Location & Merchandising : Importance, Types, Steps involved in choosing a Retail Location.● Merchandising : Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising● Store Design and Layout : Store Design - Elements, Store Layout - Importance, Steps for Designing

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4	Use of Technology and Career options
	<ul style="list-style-type: none">● Technologies : Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system● E-Retailing : Formats, Challenges, Green Retailing - Concept and Importance● Retail as a Career : Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager



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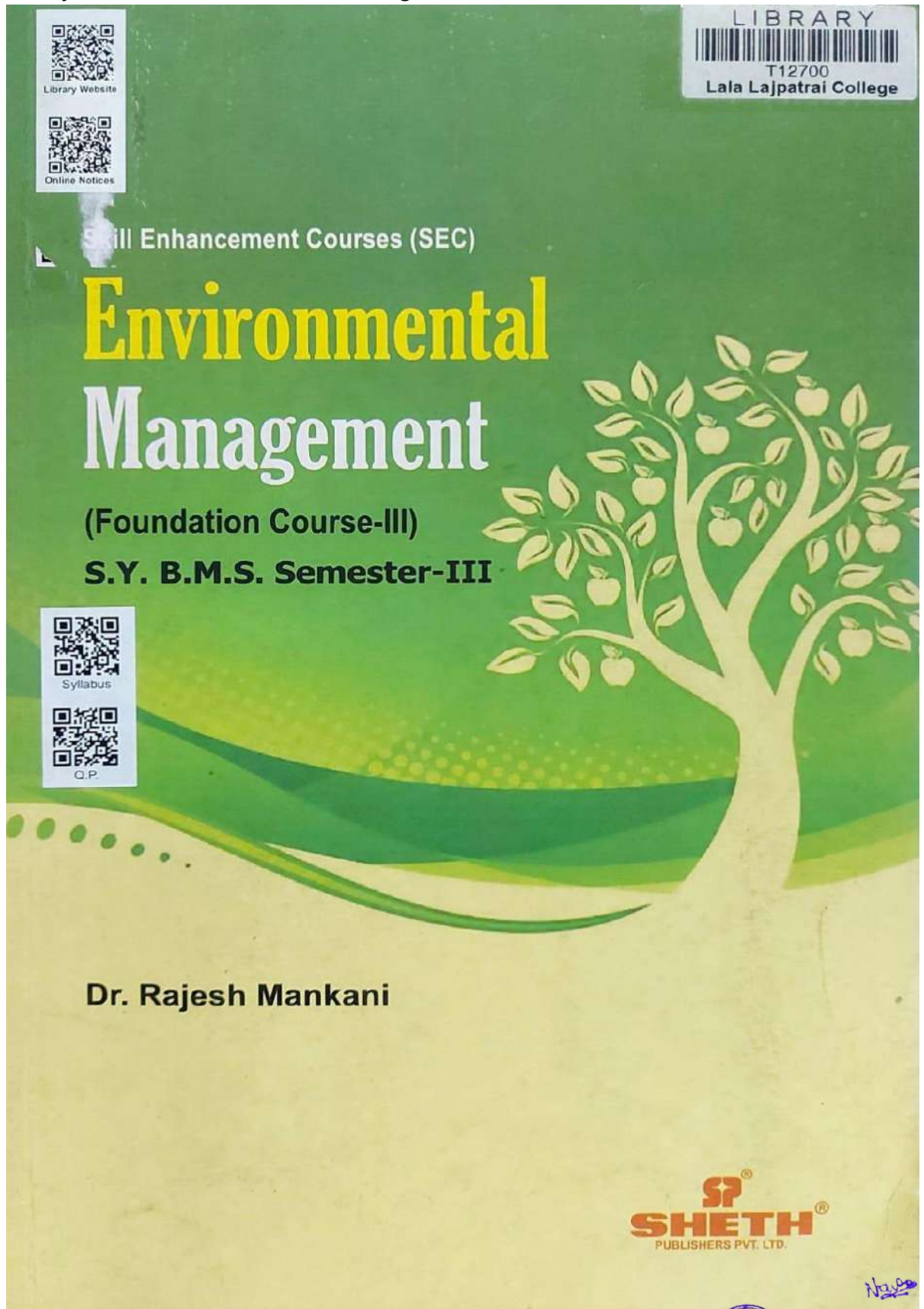


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Syllabus...

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Environmental Concepts	12
2	Environment degradation	11
3	Sustainability and role of business	11
4	Innovations in business- an environmental Perspective	11
	Total	45

Sr. No.	Modules / Units
1	<p>Environmental Concepts:</p> <ul style="list-style-type: none"> Environment: Definition and composition, Lithosphere, Atmosphere, Hydrosphere, Biosphere Biogeochemical cycles - Concept and water cycle Ecosystem & Ecology; Food chain, food web & Energy flow pyramid Resources: Meaning, classification(Renewable & non-renewable), types & Exploitation of Natural resources in sustainable manner
2	<p>Environment degradation</p> <ul style="list-style-type: none"> Degradation- Meaning and causes, degradation of land, forest and agricultural land and its remedies Pollution - meaning, types, causes and remedies (land, air, water and others) Global warming: meaning, causes and effects. Disaster Management: meaning, disaster management cycle. Waste Management: Definition and types -solid waste management anthropogenic waste, e-waste & biomedical waste (consumerism as a cause of waste)
3	<p>Sustainability and role of business</p> <ul style="list-style-type: none"> Sustainability: Definition, importance and Environment Conservation. Environmental clearance for establishing and operating Industries in India. EIA, Environmental auditing, ISO 14001 Salient features of Water Act, Air Act and Wildlife Protection Act. Carbon bank & Kyoto protocol
4	<p>Innovations in business- an environmental perspective</p> <p>Non-Conventional energy sources- Wind, Bio-fuel, Solar, Tidal and Nuclear Energy.</p> <p>Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits ,other business projects for greener future</p>



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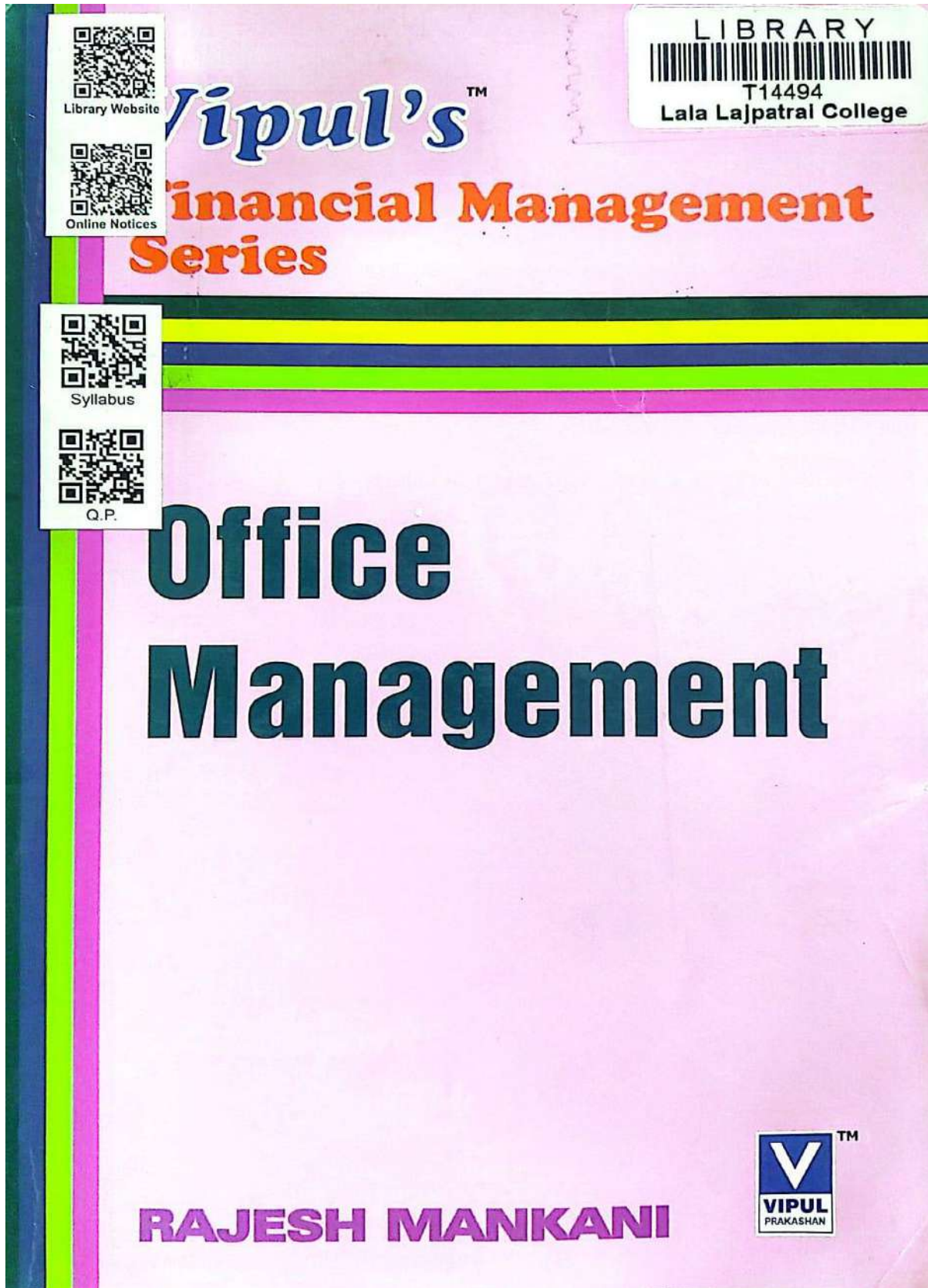


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SYLLABUS

No.	Modules / Units	No. of Lectures
1	Office Accommodation and Environment:	15
	Office building: size, layout, safety and security measures Reception: Importance, shape and size, control Communication: Feature, classification, barriers. Arrangement and adjustment: Furniture, allotment of seats, chambers, cabins rooms etc.	
2	Office Automation:	15
	Uses and abuses of labour saving appliances. Kind of office machines (typewriter, duplicating computers and word processors), calculators, etc. Objectives and advantages of various machines. Use of machines, installing, handling, maintenance. Objectives and advantages of office manuals charts, preparation and play of manuals and charts. Kind of reports, report preparation, enquiries.	
3	HRM for office Management:	15
	Recruitment, selection, training and development of office staff. Office supervision – Importance, span, duties and responsibilities of supervisory staff. Motivation – Financial and Non-financial incentives to subordinates. Discipline: Importance and manner of office control, work control and work distribution.	
4	Planning and Scheduling Office Work:	15
	Office routine, flow of work and office manual Control over stationery, forms and supplies Routine of handling mail Importance of correspondence in business and Govt. offices. Essentials of good business and official correspondence. Various forms of correspondence.	
	Total	60



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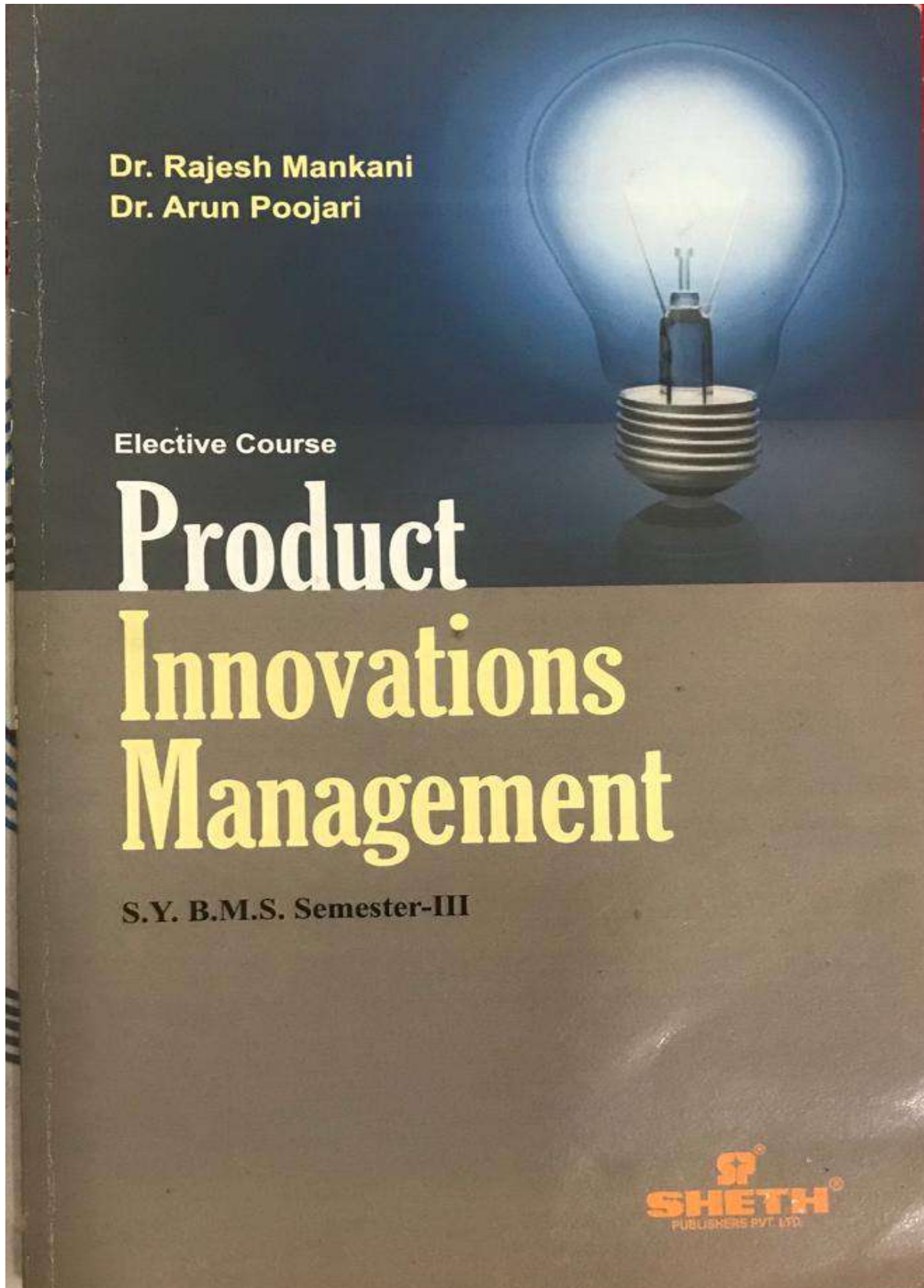


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SYLLABUS

PRODUCT INNOVATIONS MANAGEMENT

S.Y.B.M.S. (Semester – III)

Elective Courses (EC)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1.	Innovations Management	15
2.	Managerial Aspects of Innovations functions	15
3.	Product innovations, Process Innovations and Innovations Diffusion	15
4.	New Product Development Strategy	15
Total		

Objectives

Sr. No.	Objectives
1.	To understand the concept of innovations and relevance of innovations in the present day scenario.
2.	To understand the importance of protecting innovations and legal aspects related to innovations
3.	To study product innovations, process innovations and innovations diffusion
4.	To acquaint the students with stages in new product development

Modules / Units

Sr. No.	Modules / Units
1.	<p>Innovations Management</p> <ul style="list-style-type: none"> ● Introduction -Innovations Management Innovations : Concept; Features; Types of Innovations; Innovations management; Features of Innovations Management; Significance of innovations; Principles of innovations. ● Thinking Tools for Innovations Left and right brain thinking; Creative thinking; Traditional V/S Creative thinking; Intuition; Introduction to creativity; Process of creativity; Creativity methods ● Legal Aspects of innovations Safeguarding innovations; Concept of Intellectual Property Rights; Patents; Patenting trends; trademarks; Industrial designs; Copyrights ;Trade secrets

2. Managerial Aspects of Innovations functions

- **Organizing for Innovations**

Introduction; Concepts; Organizational theories and structures; Traits of innovative organization; Factors influencing organizational design and Size decision.

- **Strategizing Innovations**

Introduction; Innovations as a strategy component; Developing innovation strategy; Innovation strategies; Market standing based strategies.

- **Managing Innovations Functions**

Introduction; Style at the top; Planning; Organizing; Staffing; Controlling; Characteristics of good management

- **Climate and Culture for Innovations**

Introduction; Need for creative organizations; Characteristics of creative organizations; Creating creative organizations - 7s framework; Fostering innovations climate and culture.

3. Product Innovations, Process Innovations and Innovations Diffusion

- **Introduction to Product Innovations**

Types of new products; Technology strategy for product innovation; New product development process; Packaging innovations; Positioning innovations; New product failures; Cases of Innovating companies.

- **Process Innovations**

Introduction; Concept of Process; Features of process; Types of process innovations; Process Management; Process improvement methods; Business process reengineering; Benchmarking.

- **Innovations Diffusion**

Introduction; Concept of diffusion and adoption; Impact of innovations; Diffusion as an integral part of innovation strategy; Innovations diffusion theories; Factors influencing diffusion strategy; Internalization of innovations.

4. New Product Development Strategy

- **New Product Development and Product Specifications**

Concept of new product development, specifications; Establishment of specifications. Establishing Target specifications; Setting the final specifications.

- **Concept Generation, Selection and Testing**

5 step methods of concept generation, Methods for selecting a concept; Benefits of choosing a structured method; Concept screening; Concept scoring, 7- Test method of concept testing.

- **Product Testing**

Introduction, Purpose of product testing; Overriding concerns of product testing; Major decision in constructing a product test.



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ELECTIVE COURSE - FINANCE ELECTIVES

BASICS OF FINANCIAL SERVICES Gopal, Gopal	➔ DIGITAL EDITION AVAILABLE
INTRODUCTION TO COST ACCOUNTING Chopde & Others	➔ DIGITAL EDITION AVAILABLE
EQUITY & DEBT MARKET Kaur, Manku, Gawde, Ramcharan	➔ DIGITAL EDITION AVAILABLE
CORPORATE FINANCE Bhome, Sharma	➔ DIGITAL EDITION AVAILABLE

MARKETING ELECTIVES

CONSUMER BEHAVIOUR Makkad, Thomas	➔ DIGITAL EDITION AVAILABLE
CONSUMER BEHAVIOUR Mehta, Kaur	➔ DIGITAL EDITION AVAILABLE
PRODUCT INNOVATIONS MANAGEMENT Mankani, Poojari	➔ DIGITAL EDITION AVAILABLE
ADVERTISING Nagpal, Sharma	➔ DIGITAL EDITION AVAILABLE
SOCIAL MARKETING Punjabi	➔ DIGITAL EDITION AVAILABLE

HUMAN RESOURCE ELECTIVES

RECRUITMENT AND SELECTION Shelankar	➔ DIGITAL EDITION AVAILABLE
MOTIVATION AND LEADERSHIP Nagpal	➔ DIGITAL EDITION AVAILABLE
EMPLOYEE RELATION AND WELFARE Under Print	➔ DIGITAL EDITION AVAILABLE
ORGANISATION BEHAVIOUR & HRM Lad	➔ DIGITAL EDITION AVAILABLE

ABILITY ENHANCEMENT COMPULSORY COURSES (AECC)

INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - I Singh

SKILL ENHANCEMENT COURSES (SEC)

ENVIRONMENTAL MANAGEMENT (F.C.-III) Shinde	➔ DIGITAL EDITION AVAILABLE
ENVIRONMENTAL MANAGEMENT (F.C.-III) Mankani	➔ DIGITAL EDITION AVAILABLE
CONTEMPORARY ISSUES - (FOUNDATION COURSE - III) Shinde, Bhagwat, Chakne, Nimbalkar	➔ DIGITAL EDITION AVAILABLE

CORE COURSES (CC)

BUSINESS PLANNING & ENTREPRENEURIAL MANAGEMENT Makkad, Sharma, Thomas	➔ DIGITAL EDITION AVAILABLE
BUSINESS PLANNING & ENTREPRENEURIAL MANAGEMENT Jain, Agarwal, Shroff	➔ DIGITAL EDITION AVAILABLE
ACCOUNTING FOR MANAGERIAL DECISIONS Chopde & Others	➔ DIGITAL EDITION AVAILABLE
STRATEGIC MANAGEMENT Nagpal, Sharma	➔ DIGITAL EDITION AVAILABLE



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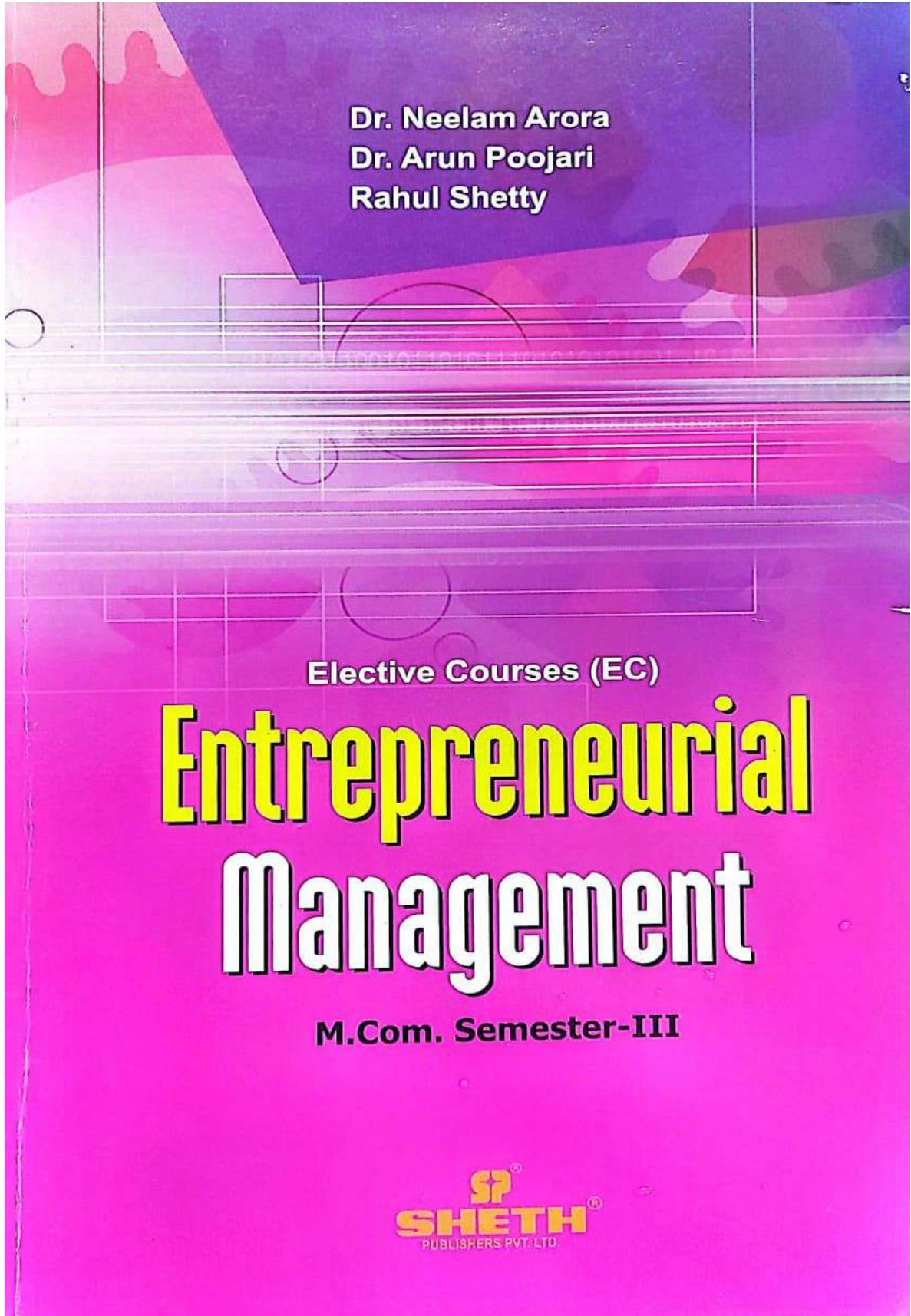


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5) Dr. Neelam Arora, Dr. Arun Poojari & Mr. Rahul Shetty – Entrepreneurial Management



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Elective Courses (EC)

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M. COM. (Semester – III)

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Principal – Lala Lajpatrai College of Commerce & Economics.

Dr. Arun Poojari

Ph.D., M.Com., M.Phil., PGDMM, DCM
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Elective Courses (EC)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1.	Entrepreneurship Development Perspective	15
2.	Creating Entrepreneurial Venture	15
3.	Project Management	15
4.	Assistance and Incentives for Promotion and Development of Entrepreneurship	15
Total		60

Sr. No.	Modules/ Units
1.	<p>Entrepreneurship Development Perspective</p> <ul style="list-style-type: none"> ● Entrepreneurship : Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure. ● Entrepreneurial Culture : Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture. ● Theories of Entrepreneurship : Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness.
2.	<p>Creating Entrepreneurial Venture</p> <ul style="list-style-type: none"> ● Entrepreneurial Environment : Significance, SWOC Analysis, Problems of Entrepreneurship. ● Financial Analysis of Entrepreneurial Venture : Significance, Tools of Financial Analysis, Sources of development finance. ● Social Entrepreneurship : Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.
3.	<p>Project Management</p> <ul style="list-style-type: none"> ● Project : Concepts and Classification of Project, Search of Business Idea, Project Cycle. ● Project Formulation : Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM. ● Project Management : Concept, Phases, Project Identification and Project Feasibility Analysis.
4.	<p>Assistance and Incentives for Promotion and Development of Entrepreneurship</p> <ul style="list-style-type: none"> ● Incentives : Need, Promotion and development Entrepreneurship – Types of Assistance and incentives – Fiscal, Financial, Promotional, Marketing, and Organisational. ● NPSD : National Policy for Skill Development and Entrepreneurship 2015. ● Institutions in aid of Entrepreneurship Development : The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs.



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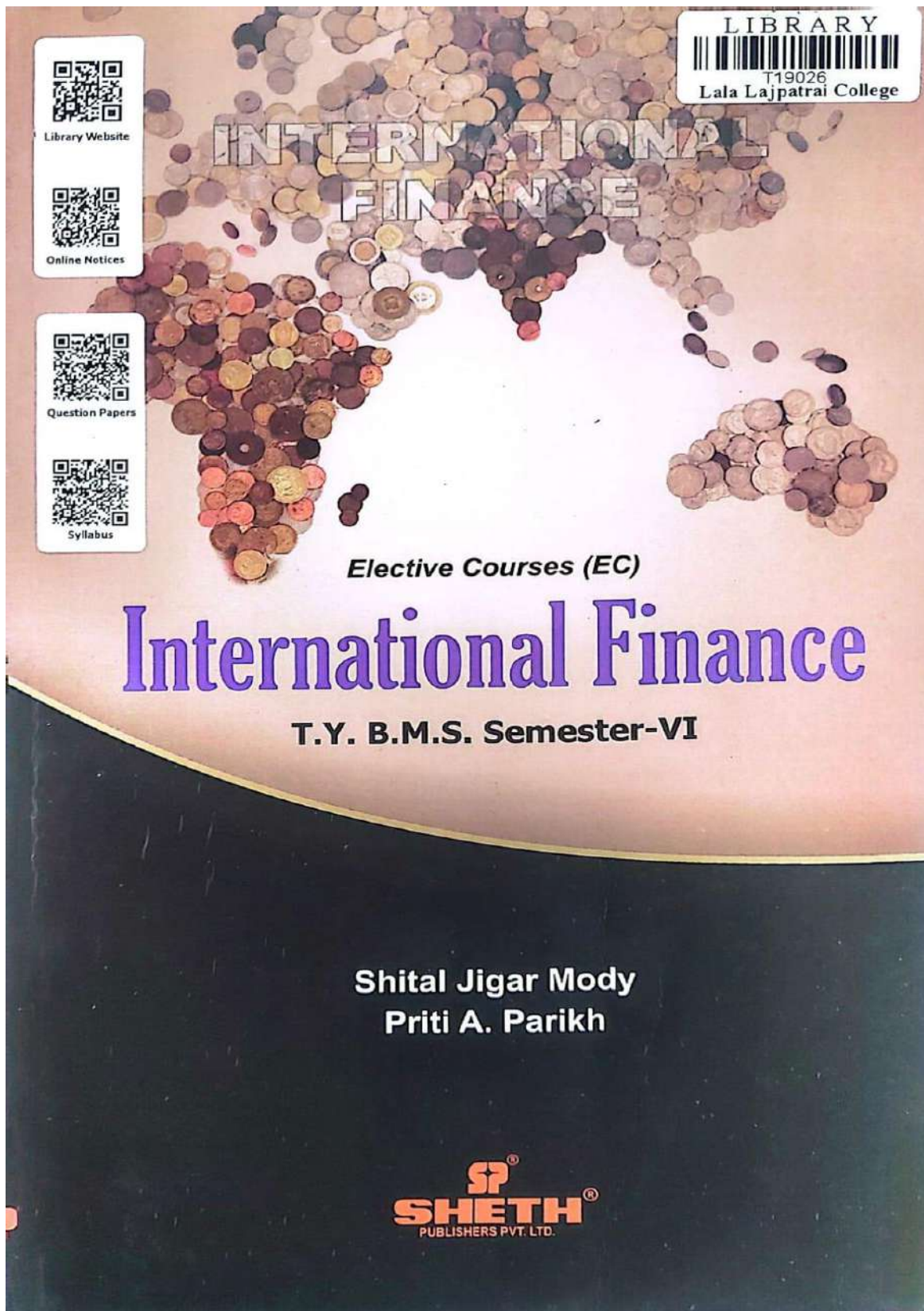


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6) Ms. C.A Priti Parikh – International Finance



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Elective Courses (EC)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1.	Fundamentals of International Finance	15
2.	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives	15
3.	World Financial Markets & Institutions & Risks	15
4.	Foreign Exchange Risk, Appraisal & Tax Management	15
Total		60

Objectives

Sr. No.	Objectives
1.	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance.
2.	The course aims to give a comprehensive overview of International Finance as a separate area in International Business.
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market.

Sr. No.	Modules / Units
1.	<p>Fundamentals of International Finance</p> <p>a) Introduction to International Finance</p> <ul style="list-style-type: none"> ● Meaning / Importance of International Finance, Scope of International Finance, Globalization of the World Economy, Goals of International Finance, The Emerging Challenges in International Finance <p>b) Balance of Payment</p> <ul style="list-style-type: none"> ● Introduction to Balance of Payment, Accounting Principles in Balance of Payment, Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business, Management, Production and Consumption. <p>c) International Monetary Systems</p> <ul style="list-style-type: none"> ● Evolution of International Monetary System, Gold Standard System, Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present, Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System. <p>d) An introduction to Exchange Rates</p> <ul style="list-style-type: none"> ● Foreign Bank Note Market, Spot Foreign Exchange Market ● Exchange Rate Quotations ● Direct & Indirect Rates ● Cross Currency Rates ● Spread & Spread % ● Factors Affecting Exchange Rates
2.	<p>Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives</p> <p>a) Foreign Exchange Markets</p> <ul style="list-style-type: none"> ● Introduction to Foreign Exchange Markets, Structure of Foreign Exchange Markets, Types of Transactions & Settlement Date, Exchange Rate Quotations & Arbitrage, Forward Quotations (Annualized Forward Margin). <p>b) International Parity Relationships & Foreign Exchange Rate</p> <ul style="list-style-type: none"> ● Interest Rate Parity, Purchasing Power Parity & Fishers Parity, Forecasting Exchange Rates (Efficient Market Approach, Fundamental Approach, Technical Approach, Performance of the Forecasters), Global Financial Markets & Interest Rates (Domestic & Offshore Markets, Money Market Instruments). <p>c) Currency & Interest Rate Futures</p> <ul style="list-style-type: none"> ● Introduction to Currency Options (Option on Spot, Futures & Futures Style Options), Futures Contracts, Markets & the Trading Process, Hedging & Speculation with interest Rate Futures, Currency Options in India.



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3.	World Financial Markets & Institutions & Risks
	<p>a) Euro Currency Bond Markets</p> <ul style="list-style-type: none"> Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market), Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market. <p>b) International Equity Markets & Investments</p> <ul style="list-style-type: none"> Introduction to International Equity Market, International Equity Market Benchmarks, Risk & Return from Foreign Equity Investments, Equity Financing in the International Markets, Depository Receipts – ADR, GDR, IDR. <p>c) International Foreign Exchange Markets</p> <ul style="list-style-type: none"> Meaning of International Foreign Exchange Market, FERA v/s FEMA, Scope & Significance of Foreign Exchange Markets, Role of Forex Manager, FDI v/s FPI, Role of FEDAI in Foreign Exchange Market. <p>d) International Capital Budgeting</p> <ul style="list-style-type: none"> Meaning of Capital Budgeting, Capital Budgeting Decisions, Incremental Cash Flows, Cash Flows at Subsidiary and Parent Company, Repatriation of Profits, Capital Budgeting Techniques – NPV.
4.	Foreign Exchange Risk, Appraisal & Tax Management
	<p>a) Foreign Exchange Risk Management</p> <ul style="list-style-type: none"> Introduction to Foreign Exchange Risk Management, Types of Risk, Trade & Exchange Risk, Portfolio Management in Foreign Assets, Arbitrage & Speculation. <p>b) International Tax Environment</p> <ul style="list-style-type: none"> Meaning of International Tax Environment, Objectives of Taxation, Types of Taxation, Benefits towards Parties doing Business Internationally, Tax Havens, Tax Liabilities. <p>c) International Project Appraisal</p> <ul style="list-style-type: none"> Meaning of Project Appraisal, Review of Net Present Value Approach (NPV), Option Approach to Project Appraisal, Project Appraisal in the International Context, Practice of Investment Appraisal.

QUESTION PAPER PATTERN

Maximum Marks : 75

Questions to be set : 05

Duration : 2 1/2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No.	Particular	Marks
1.	Objective Questions A. Sub Questions to be asked 10 and to be answered any 08 B. Sub Questions to be asked 10 and to be answered any 07 (*Multiple choice / True or False / Match the columns / Fill in the blanks)	15 Marks
2.	Full Length Question OR	15 Marks
2.	Full Length Question	15 Marks
3.	Full Length Question OR	15 Marks
3.	Full Length Question	15 Marks
4.	Full Length Question OR	15 Marks
4.	Full Length Question	15 Marks
5.	A. Theory questions B. Theory questions OR	08 Marks 07 Marks
5.	Short Notes To be asked 05 To be answered 03	15 Marks

Note : Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.



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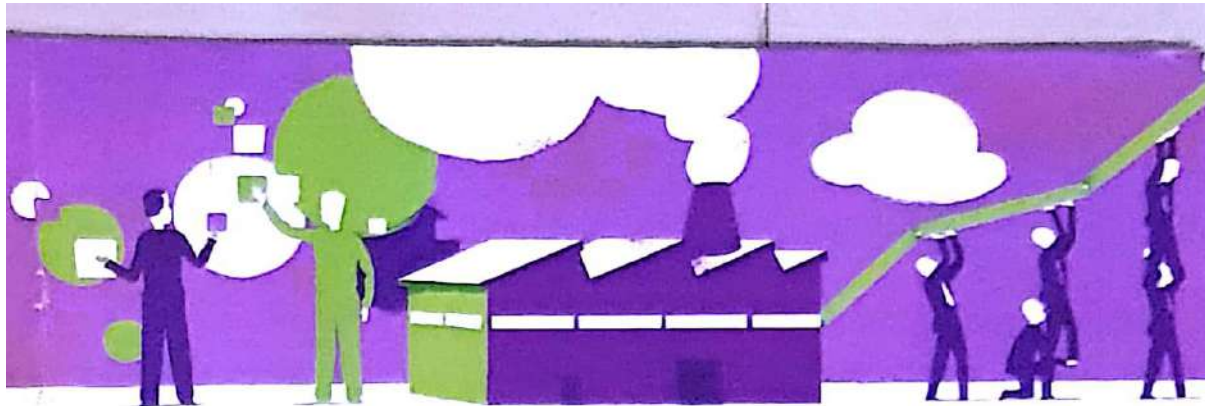


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7) Dr. Arun Poojari – Industrial Marketing



Elective Course (EC)

15-16
16-17
12-18 pro
10-19

Industrial Marketing

T.Y. B.M.S. Semester-V

Dr. Arun Poojari



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Elective Courses (EC)

INDUSTRIAL MARKETING

**T.Y.BMS.
Semester – V**

DR. ARUN POOJARI

M.Com, M.Phil., PGDMM., DCM., Ph.D.,



Vice Principal and BMS Co-ordinator,
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SYLLABUS

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Industrial Marketing -An Introduction, Marketing Environment and Buying Behaviour	15
2	Industrial Marketing Research and Segmentation, Targeting and Positioning in Industrial Market	15
3	Industrial Marketing Mix	15
4	Emerging Trends in Industrial Marketing	15
	Total	60

Objectives

SN	Objectives
01	To understand basics of industrial marketing, Marketing Environment, Segmenting Targeting Positioning, channel strategy, marketing communication and pricing
02	To provide knowledge of industrial market structure and how they function
03	To provide understanding of the various attributes and models applicable in Industrial Marketing
04	To acquaint the students with trends in Industrial Marketing

Sr. No.	Modules / Units
1	Industrial Marketing -An Introduction, Marketing Environment and Buying Behaviour <ul style="list-style-type: none">● Introduction to Industrial Marketing : Introduction, Definition, Features, Industrial versus Consumer marketing, Classification of Industrial products and Services● Industrial Marketing Environment : Technological; Customer; Competitive, Legal and Economic Environment; Responsibility of industrial Marketing Manager in planning, Coordination, Execution and control● Industrial Buying and Buying Behaviour : Procurement function; Purchase policy; Organization buying processes, Profile of Business buyers : Buying Centres; Buying Centres Roles; Buying Centre Members, Vendor Analysis: Criteria for evaluating potential vendor; Vendor Rating, Models of industrial buying Behaviour



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2	Industrial Marketing Research and Segmentation, Targeting and Positioning in Industrial Market
	<ul style="list-style-type: none">● Industrial Marketing Research : Introduction, Classification of Industrial Marketing Research, Industrial Marketing Research Process, Role and Scope of Industrial Marketing Research, Advantages and limitations of Industrial Marketing Research, Role of Industrial Marketing Research in Marketing Information System and Decision Support System.● Segmentation, Targeting and Positioning in Industrial Market : Introduction to segmentation; Criteria for market segmentation; Basis of Market segmentation, choosing the market segmentation, Target Market: Concept, Approaches to Target Market, Positioning: Concept, Objectives of positioning, Positioning of Products and services; Effective Positioning; positioning process.
3	Industrial Marketing Mix
	<ul style="list-style-type: none">● Industrial Products and New Product Development : Introduction to Industrial Products; Product Policy; Product Classification; Introduction to new product development; New industrial products; stages in New product development.● Industrial Pricing : Introduction to industrial Pricing; Factors influencing industrial pricing decision; Types of pricing; Leasing; Bidding; Negotiation● Industrial Marketing Communication : Advertising, Personal selling and Sales promotion: Role of advertising in B2B Market; various media options; Advertising on the internet; Using Advertising Agencies for industrial Marketers; Personal Selling in industrial Marketing; Different steps in Personal Selling; Sales promotion in industrial marketing.● Marketing Channels and Physical Distribution of Industrial Products : Industrial marketing channels; Indirect and direct marketing channels; Importance of marketing channels; Factors affecting selection of Marketing Channels; Process of designing the channel structure: Analyzing the channel objectives, constraints, channel tasks, channel alternatives and selecting the channel
4	Emerging Trends in Industrial Marketing
	<ul style="list-style-type: none">● Business Networks : Business Networks in Industrial marketing, Relationship in Business networks, Technology and Business networks● E-Procurement in Industrial Market : Meaning , Importance of E-procurement , Implementation of E-procurement● E-Commerce : Definition of E-Commerce, Advantages and disadvantages of B2B E-Commerce, Role of E-Commerce in the context B2B marketer, Forms of B2B E-Commerce, Electronic Data Interchange; E-payments; E-security



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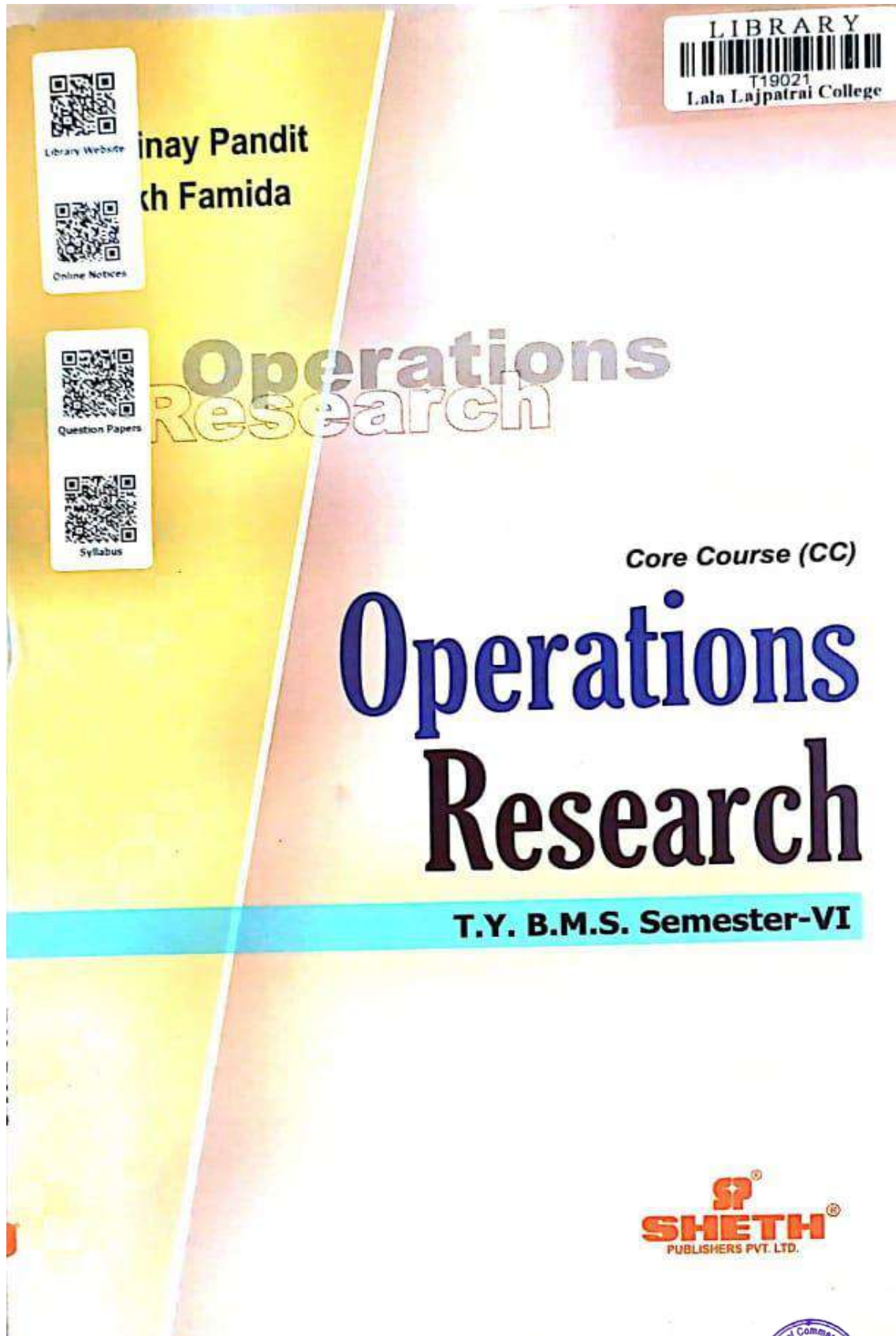


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8) Dr. Vinay Pandit and Ms. Famida Sheikh – Operations Research



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CORE COURSE (CC)

OPERATIONS RESEARCH

**T.Y. B.M.S.
(Semester – VI)**

DR. VINAY PANDIT

M.Sc, MBA, PGDOR, SET, Ph.D.

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MS. SHEIKH FAMIDA

M.Sc. (Statistics)

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S Y L L A B U S

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Operations Research and Linear Programming	15
2	Assignment and Transportation Models	15
3	Network Analysis	15
4	Job Sequencing and Theory of Games	15
	Total	60

Objectives

SN	Objectives
1	To help students to understand operations research methodologies
2	To help students to solve various problems practically
3	To make students proficient in case analysis and interpretation

SN	Modules/ Units
1	Introduction to Operations Research and Linear Programming a) Introduction To Operations Research <ul style="list-style-type: none">● Operations Research - Definition, Characteristics of OR, OR Techniques, Areas of Application, Limitations of OR. b) Linear Programming Problems: Introduction and Formulation <ul style="list-style-type: none">● Introduction to Linear Programming● Applications of LP● Components of LP● Requirements for Formulation of LP Problem● Assumptions Underlying Linear Programming● Steps in Solving LP Problems● LPP Formulation (Decision Variables, Objective Function, Constraints, Non Negativity Constraints) c) Linear Programming Problems: Graphical Method <ul style="list-style-type: none">● Maximization & Minimization Type Problems. (Max. Z & Min. Z)● Two Decision Variables and Maximum Three Constraints Problem● Constraints can be "less than or equal to", "greater than or equal to" or a combination of both the types i.e. mixed constraints.● Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima.



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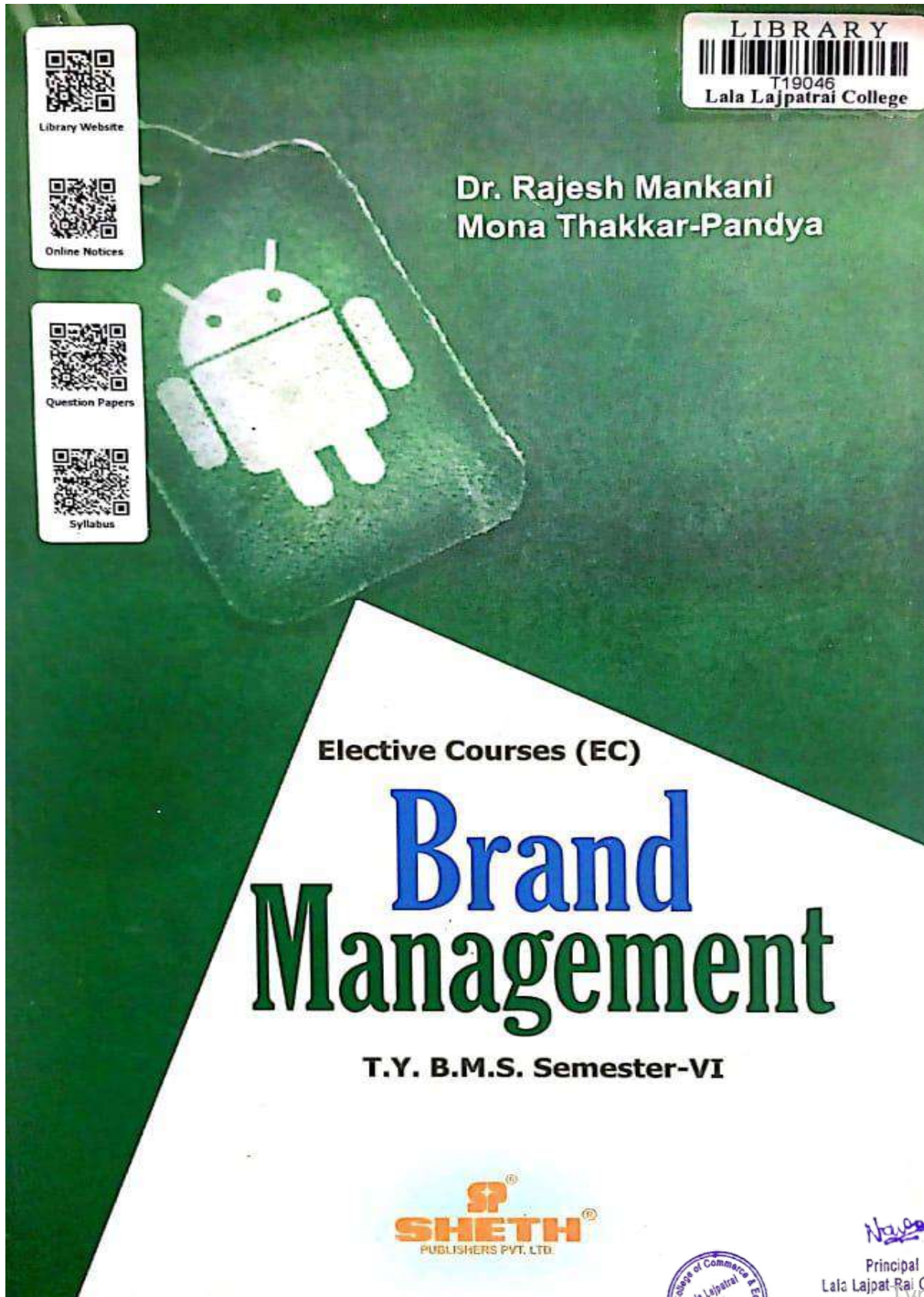


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9) Dr. Rajesh Mankani & Ms. Mona Thakkar Pandya – Brand Management





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Elective Courses (EC)

BRAND MANAGEMENT

T.Y.BMS.
(Semester – VI)

Dr. RAJESH MANKANI

B.Com., DSM, M.B.A. (HR), LLB, Ph.D. (Management)

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Research Guide, Corporate Trainer & Management Consultant.*

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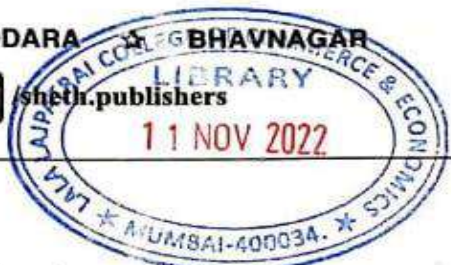
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SYLLABUS

Brand Management Modules at a Glance

Sr. No.	Modules	No. of Lectures
1.	Introduction to Brand Management	15
2.	Planning and Implementing Brand Marketing Programs	15
3.	Measuring and Interpreting Brand Performance	15
4.	Growing and Sustaining Brand Equity	15
	Total	60

Objectives

Sr. No.	Objectives
1.	To understand the meaning and significance of Brand Management
2.	To Know how to build, sustain and grow brands
3.	To know the various sources of brand equity

Sr. No.	Modules/ Units
1.	<p>Introduction to Brand Management</p> <p>a) Introduction to Brand Management</p> <ul style="list-style-type: none"> ● Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis.
2.	<p>Planning and Implementing Brand Marketing Programs</p> <p>a) Planning and Implementing Brand Marketing Programs</p> <ul style="list-style-type: none"> ● Brand Elements : Meaning, Criteria for choosing Brand Elements, Types of Brand Elements. ● Integrating Marketing Programs and Activities. ● Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing. ● Product Strategy : Perceived Quality and Relationship Marketing. ● Pricing Strategy : Setting Prices to Build Brand Equity. ● Channel Strategy : Direct, Indirect Channels. ● Promotion Strategy : Developing Integrated Marketing Communication Programs. ● Leveraging Secondary Brand Associations to Build Brand Equity : Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.



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3.	<p>Measuring and Interpreting Brand Performance</p> <p>a) The Brand Value Chain</p> <p>b) Measuring Sources of Brand Equity</p> <ul style="list-style-type: none">● Qualitative Research Techniques Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association● Quantitative Research Techniques Brand Awareness : Recognition, Recall, Brand Image, Brand Responses <p>c) Young and Rubicam's Brand Asset Valuator</p> <p>d) Measuring Outcomes of Brand Equity</p> <ul style="list-style-type: none">● Comparative Methods Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis.● Historic Methods Residual Approaches, Valuation Approaches : Historical Perspectives and Interbrand's Brand Valuation Methodology.
4.	<p>Growing and Sustaining Brand Equity</p> <p>a) Designing & Implementing Branding Strategies</p> <ul style="list-style-type: none">● Brand Architecture Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy.● Brand Hierarchy Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels.● Cause Marketing to Build Brand Equity : Meaning of Cause Marketing, Advantages, Green Marketing. <p>b) Brand Extensions</p> <ul style="list-style-type: none">● Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity. <p>c) Managing Brands over Time</p> <ul style="list-style-type: none">● Reinforcing Brands, Revitalising Brands. <p>d) Building Global Customer Based Brand Equity</p>



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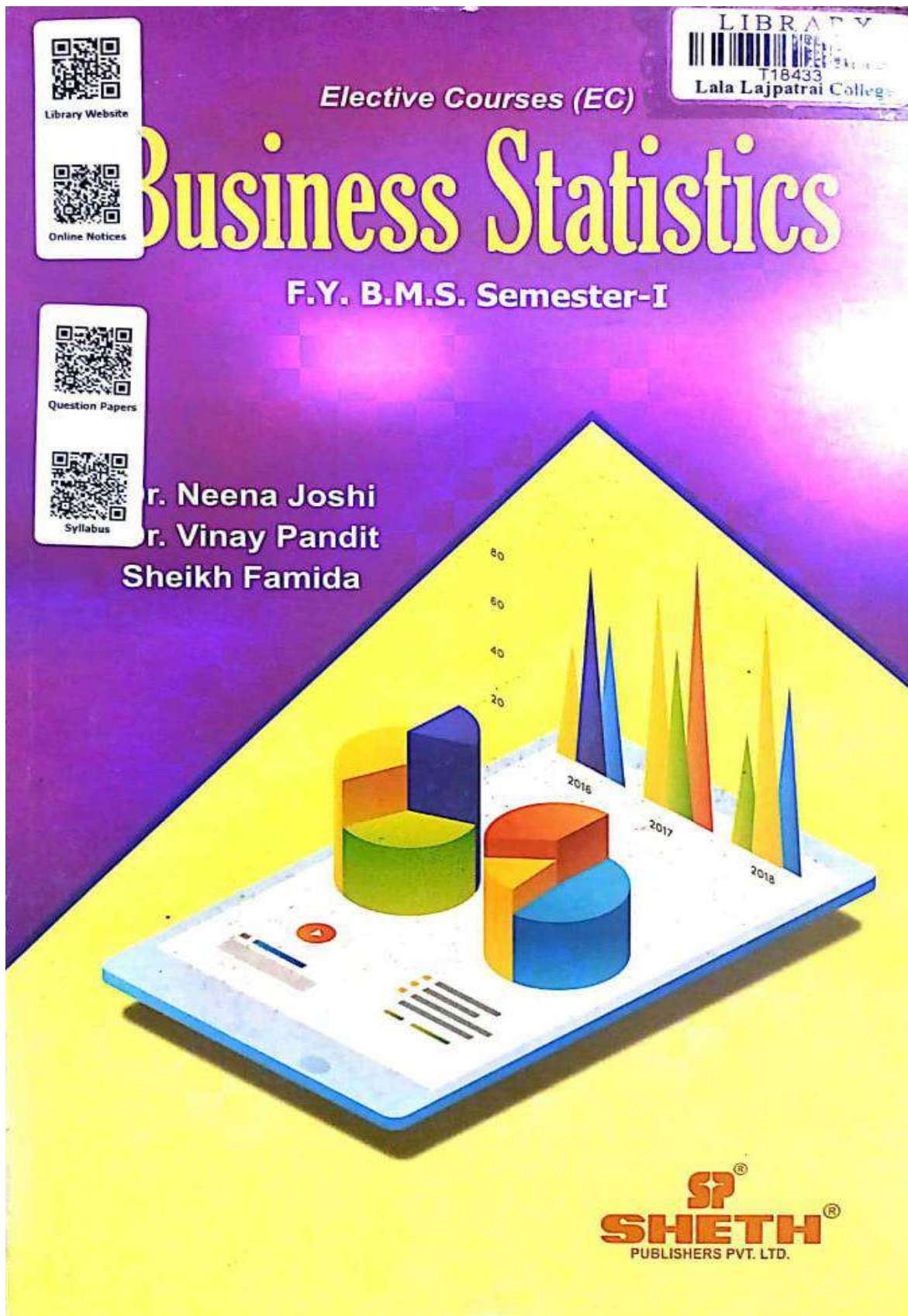


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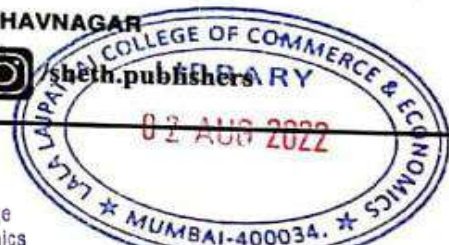


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SYLLABUS

BUSINESS STATISTICS F.Y.B.M.S. (Semester – I)

UNIT – I

INTRODUCTION TO STATISTICS

- Functions / Scope
- Importance
- Limitations

DATA

- Relevance of Data (Current Scenario)
- Type of data (Primary & Secondary)
- Primary (Census v/s Samples, Method of Collection (In Brief))
- Secondary (Merits, Limitations, Sources) (In Brief)

PRESENTATION OF DATA

- Classification – Frequency Distribution – Discrete & Continuous
- Tabulation
- Graph (Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)

MEASURES OF CENTRAL TENDENCY

- Mean (A.M, Weighted, Combined)
- Median (Calculation and graphical using Ogives)
- Mode (Calculation and Graphical using Histogram)
- Comparative analysis of all measures of Central Tendency

(12)

UNIT – II

MEASURES OF DISPERSION

- Range with C.R (Co-Efficient Of Range)
- Quartiles & Quartile deviation with CQ (Co-Efficient of Quartile)
- Mean Deviation from mean with CMD (Co-Efficient of Mean Deviation) (12)
- Standard deviation with CV (Co-Efficient Of Variance)
- Skewness & Kurtosis (Only concept)

CO-RELATION

- Karl Pearson
- Rank Co-Relation

LINEAR REGRESSION

- Least Square Method

UNIT – III

TIME SERIES

- Least Square Method
- Moving Average Method
- Determination of Season



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INDEX NUMBER

- Simple (unweighted) Aggregate Method
- Weighted Aggregate Method
- Simple Average of Price Relatives
- Weighted Average of Price Relatives
- Chain Base Index Numbers
- Base Shifting, Splicing and Deflating
- Cost of Living Index Number

(12)

UNIT - IV

PROBABILITY

- Concept of Sample space
- Concept of Event
- Definition of Probability
- Addition & Multiplication laws of Probability
- Conditional Probability
- Bayes' Theorem (Concept only)
- Expectation & Variance
- Concept of Probability Distribution (Only Concept)

DECISION THEORY

- Acts
- State of Nature Events
- Pay offs
- Opportunity loss
- Decision Making under Certainty
- Decision Making under Uncertainty
- Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz)
- Probabilistics (Decision Making under risk)
 - * EMV
 - * EOL
 - * EVPI
- Decision Tree



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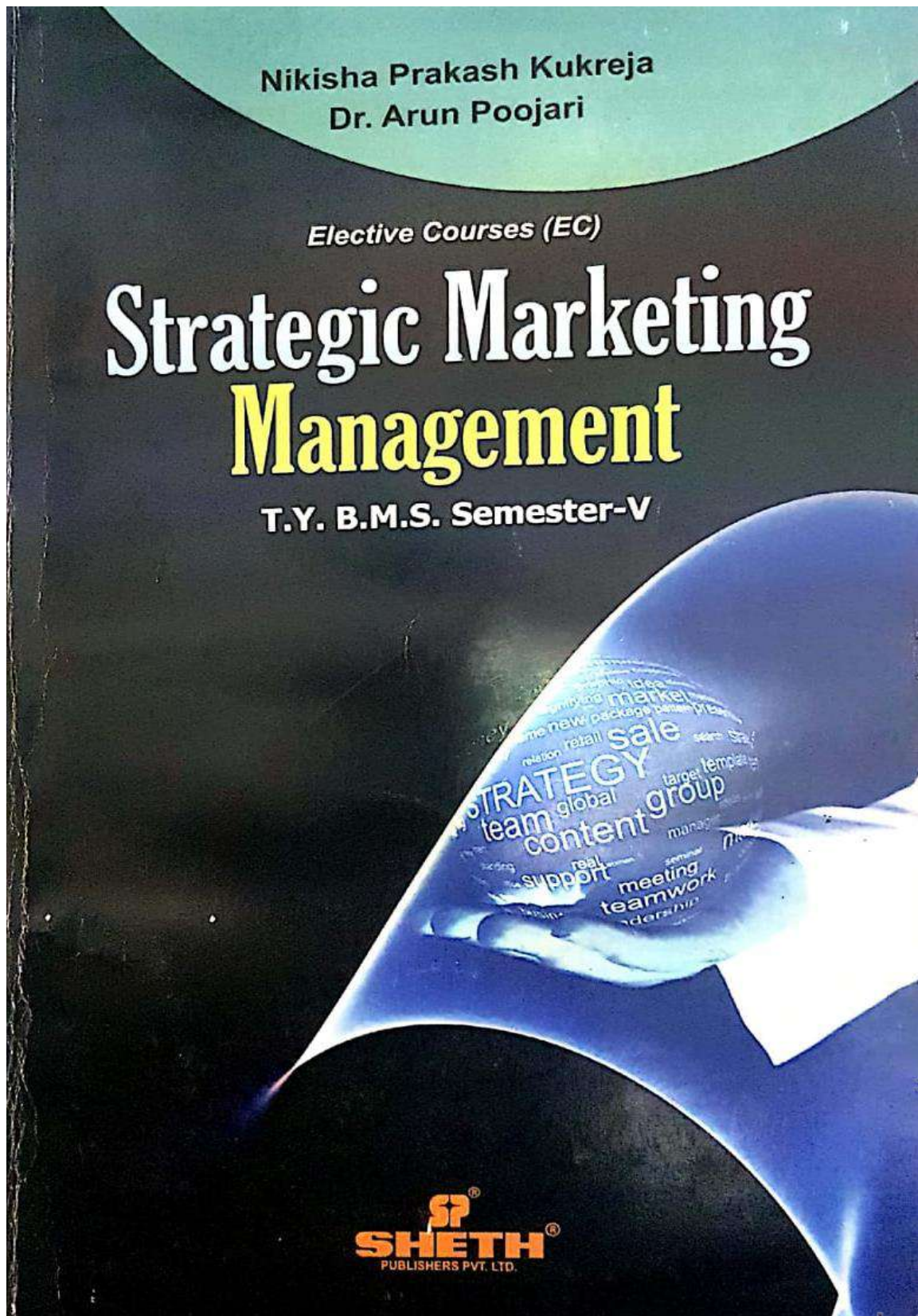


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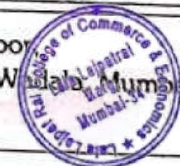
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