

Medi-Caps University, Indore						
Faculty of Management (Proposed BBA Program -Model Scheme-160 Credits)- For BOS						
Batch 2023-2026 / Batch 2024-2027						

First Year

Semester-ODD (I)						
S.N .	Code	Course Title	Hours Per Week			Credits
			L	T	P	
1	MS3SE11	Computer Applications in Business-I	2	0	2	3
2	MS3EG13	Business Economics	3	0	0	3
3	MS3CO15	Principles of Management	3	0	0	3
4	MS3CO16	Business Mathematics and Statistics	3	1	0	4
5	MS3CO17	Financial Accounting	3	1	0	4
6	MS3CO04	Business Environment	3	0	0	3
7	MS3NG01	Communication Skills- I	2	0	0	2
		Total	19	2	2	22
Semester-EVEN(II)						
S.N .	Code	Course Title	Hours Per Week			Credits
			L	T	P	
1	MS3AE06	Business Communication Skills	2	0	0	2
2	MS3CO07	Human Resource Management	3	0	0	3
3	MS3CO20	Marketing Management	3	0	0	3
4	MS3SE08	Fundamentals of Digital Marketing	3	0	0	3
5	MS3CO30	Financial Management	3	1	0	4
6	MS3SE13	Computer Applications in Business- II	1	0	4	3

		Total	15	1	4	18
Certificate of Business Administration; For EXIT - Vocational Course- Tally (4 Credit)						
Second Year						
Semester-ODD(III) Batch 2023						
S.N .	Code	Course Title	Hours Per Week			Credits
			L	T	P	
1	MS3SE04	E-Commerce	3	0	0	3
2	MS3CO21	Organisational Behaviour	3	0	0	3
3	MS3CO11	Business Laws	3	0	0	3
4	MS3CO18	Cost Accounting	3	0	0	3
5	MS3CO22	Quantitative Techniques	3	0	0	3
6	MS3VA03	Business Ethics and Corporate Social Responsibility	3	0	0	3
7	MS3NG02	Communication Skills- II	2	0	0	2
		Total	20	0	0	20
Semester-EVEN(IV)						
S.N .	Code	Course Title	Hours Per Week			Credits
			L	T	P	
1	MS3NG03	Communication Skills- IV	4	0	0	4
2	MS3CO23	Operations Research	3	0	0	3
3	MS3CO24	Income Tax for Indian Residents	3	1	0	4
4	MS3CO19	Management Accounting	3	0	0	3
5	MS3CO25	Research Methodology	3	0	0	3
6	MS3EG07	Business Strategy	3	0	0	3
		Total	16	1	0	20
Diploma in Business Administration; For EXIT - Vocational Course- Digital Marketing (4 Credit)						

Third Year						
Semester-ODD(V)						
S.N .	Code	Course Title	Hours Per Week			Credits
			L	T	P	
1	MS3PC01	Industrial Training	0	2	0	2
2	MS3EG06	Project Management	3	0	0	3
3	MS3E**	Discipline Specific Elective	3	0	0	3
4	MS3E**	Discipline Specific Elective	3	0	0	3
5	MS3E**	Discipline Specific Elective	3	0	0	3
6	MS3E**	Discipline Specific Elective	3	0	0	3
7	MS3E**	Discipline Specific Elective	3	0	0	3
		Total	20	2	0	20
Semester-EVEN(VI)						
S.N .	Code	Course Title	Hours Per Week			Credits
			L	T	P	
1	MS3PC02	Project /Dissertation/ Open MOOC Course*	0	2	0	2
2	MS3EG03	Business Economics-II	3	0	0	3
3	MS3E**	Discipline Specific Elective	3	0	0	3
4	MS3E**	Discipline Specific Elective	3	0	0	3
5	MS3E**	Discipline Specific Elective	3	0	0	3
6	MS3E**	Discipline Specific Elective	3	0	0	3
7	MS3E**	Discipline Specific Elective	3	0	0	3
		Total	18	2	0	20
Fourth Year						
Semester-EVEN (VII)						
S.N .	Code	Course Title	Hours Per Week			
			L	T	P	Credits

1	MS3CO 27	Retail Management	3	0	0	3
2	MS3EG0 8	Supply Chain Management	3	0	0	3
3	MS3SE1 0	Critical Analysis and Writing	4	0	0	4
4	MS3PC0 3	Apprenticeship	0	0	1 2	6
5	MS3CO 28	Counselling and Negotiation Skills for Managers	4	0	0	4
			14	0	1 2	20
			TOTAL			20

Semester-EVEN (VIII)

S.N .	Code	Course Title	Hours Per Week			
			L	T	P	Credits
1	MS3CO 29	Corporate Governance	4	0	0	4
2	MS3AE0 4	Advance Excel	4	0	0	4
3	MS3PC0 4	Project Research	0	0	2 4	12
			10	0	2 0	20
			TOTAL			20

Grand Total 160

**Academic
Coordinator**

**HOD
Management Studies**

**Dean
Management Studies**



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BBA Soft Skills Syllabus	No.ofHrs
Goal Setting	22
Rapport Building	
Interview Practice	
Time Management	
Team Building	
Attitude	
Leadership	
Decision Making	
Intrapersonal Skills	
Kaizen system	
Learning-Unlearning-Relearning	
Self-Discipline	



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Course Code	Course Name	Hours per Week			Total	
		L	T	P	Hrs.	Credits
MS3SE11	Computer Application in Business	2	0	2	4	3

Course Contents:

UNIT- I Basic Concepts:

Characteristics of a Computer, Advantages of Computers, Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Livewire; Software; System Software: Operating system, Translators, interpreter, compiler; function of operating system; Basic commands of operating system, Application software.

UNIT- II Internet:

Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.

UNIT- III Word Processing:

Introduction to word Processing; Word processing concepts, Opening an existing document/creating a new document; saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup.

UNIT- IV Spreadsheet and its Business Applications:

Spreadsheet concepts; Creating a work book, saving and editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Inserting Charts- LINE, PIE, BAR, Mathematical- ROUND ALL, SUM, SUMIF, COUNT, COUNTIF; Logical - IF, AND, OR, Statistical – AVERAGE, MAX, MIN, STDEV, FREQUENCY, Financial - PMT, PPMT, IPMT.

UNIT- V Presentation Software & Practical applications:

Creating a presentation; Editing, Sorting, Layout, Rehearse timing. Loan& Lease statement, Frequency distribution. Regression, Cumulative and calculation of Means, Mode and Median.

Text Books

1. Sinha Pradeep K. and Sinha, Preeti Foundation of Computing, , BPB, Publication.
2. Bharihoka Deepak, Fundaments of Information Technology, Excel Book, New Delhi

Reference Books

1. Rajaraman V., Introduction to Information Technology, PHI. New Delhi
2. Hunt R., Shelley J., Computers and Commonsense, Prentice Hall of India New Delh



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3EG13	Business Economics-I	3	0	0	3

Course Contents:

Unit-1

Introduction to Economics: Meaning, Definition and Fundamental nature of Micro Economics, scope of Micro Economics, Methods of the study of Economics, Utility of Economics in business, Objectives of a firm: Profit Maximization, Baumol's sales revenue maximization and Marris hypothesis of Maximization of Growth rate.

Unit-2

Consumer Behaviour and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Ordinal Utility Approach: Indifference Curves meaning, definition properties and Marginal Rate of Substitution, Concept of Demand and its determinants, Law of Demand, Movement along the demand curve and Shift in Demand Curve, applications of demand curve, Concept and Measurement of Elasticity of Demand. Types of Elasticity of Demand: Price, income and Cross Law of Supply, Price Elasticity of Supply.

Unit-3

Cost Curves Analysis and Production Function: The Concept of Cost and types of Costs, Costs in Long Run and Short Run. The Concept of Revenue: Total Revenue, Average Revenue, Marginal Revenue and Relationship between Marginal Revenue and Average Revenue, Production Function: Law of Variable Proportions, Iso-Quants, Law of Returns to Scale, Marginal rate of technical substitution, economies and diseconomies of scale.

Unit-4

Market Structure and Pricing: Price and output determination under perfect competition, monopolistic competition and monopoly, Non-pricing competition and Advertising, Price Discrimination under monopoly. Oligopoly market: Kinked demand curve, Concept of Cartel formation.

Unit-5

Factor Pricing: Demand for factors and supply of factors. Interest: Meaning of interest, the classical theory of interest, the neo-classical theory of interest, Keynes' liquidity preference theory of interest, modern theory of interest. Profit: Meaning of profit, dynamic theory, innovation theory, risk theory, uncertainty-bearing theory and shackle's theory of profit.

Text Books

1. Dwivedi D.N. – Managerial Economics, Vikas Publishing, New Delhi
2. Gupta G.S. Managerial Economics, Tata McGraw Hills, New Delhi
3. Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi

Reference Books:

1. Koutsoyiannis A. – Modern Micro Economics, Macmillan Press, New Delhi, IInd Edition
2. Atmanand – Managerial Economics, Excel books, New Delhi
3. Dean Joel, “Managerial Economics”, Prentice Hall Publication, Latest edition



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Course Code	Course Name	L	T	P	Credit
MS3CO15	Principles of Management	3	0	0	3

Unit-I

Management concepts & Evolution: Definition, nature, scope and functions of Management, Importance of management, role of manager, management and administration, functional areas of management, POSDCORB.

Unit-II

Planning: Planning, Nature, Importance, Types, Steps in Planning Objectives, Policies, Procedures and Methods, Types of Policies, Decision Making, Process of Decision making, Types of Decisions, Problems involved in Decision making.

Unit-III

Organizing: Definition, Nature, Process, Purpose of Organizing, Principles of Organisation, Formal and Informal Organizations, Line and Staff Organizations, Delegation, Departmentation, Centralization, Decentralisation, MBO and MBE
Staffing: Definition, Steps, Manpower Planning, Recruitment, Selection, Training, Performance Appraisal

Unit-IV

Directing: Direction, Definition, Characteristics, Importance, Nature and Scope, Principles, Techniques, Types of Direction, Motivational theories viz Maslow, Herzberg, McGregor's X & Y theory

Unit-V

Controlling, Definition, Features, Significance, Control Process, Requirements of an effective Control System, Budgetary and Non-Budgetary Control Techniques (Basic concepts only)

Leadership: Meaning, Styles

Text books

1. Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons, New Delhi 2008
2. Bhat Anil & Arya Kumar Principles Processes and Practices 1 st Edition 2008 Oxford Higher Education
3. Chandan J.S., Management Theory and Practice, 1st edi, Reprint 2007 Vikas Publishing House.

Reference Books

1. Harold Koontz, O'Donnell and Heinz Weihrich, Essentials of Management. New Delhi, Tata McGraw Hill, 2006
2. Robbins Stephen P., David A. Decenzo, Sanghmitra Bhattacharya, 7 Madhushree Nanda Agarwal, Fundamentals of Management, Pearson Education, 2009
3. Robbins, Management, 9th edition Pearson Education, 2008



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Syllabus

Course Code	Course Name	Hours per Week			Total	
		L	T	P	Hrs.	Credits
MS3CO16	Business Mathematics and Statistics	3	1	0	4	4

Course Learning Objectives:

CLO₀₁: To appreciate applications of mathematics of finance to various real life business problems.

CLO₀₂: To use set theory and concept of matrices in real world situations.

CLO₀₃: To understand concept of statistics and frequency distributions.

CLO₀₄: To use central tendency & dispersion to various real life business problems.

CLO₀₅: To use the concept of correlation and regression in real world problems.

Prerequisites: NIL

Co-requisites: NIL

Curriculum:

Unit –I Mathematics of Finance

Percentage, Ratio and Proportion, Arithmetic and Geometric Series, Simple Interest & Compound Interest, calculation of geometric mean i.e. CAGR, EMI, Annuity, Time value of money, Permutations and Combinations (no proof only simple numerical problem).

Unit -II Set Theory and Matrices

Set Theory: Definition, Notation of sets, types of set, operation on sets, use of set theory in business.

Matrices: Definition, Types of Matrices, Operation on Matrices, Transpose of a Matrix.

Determinants: Definition, Basic properties without proof, Minor of an element, Co-factor of an element, Inverse of a Matrix, Cramer's rule.

Unit –III Introduction to Statistics

Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry, Frequency Distribution, Cumulative Frequency Distributions, Graphs - Histogram, Frequency polygon, Diagrams – Multiple bar, Pie, Subdivided bar.

Unit -IV Measure of Central Tendency and Dispersion

Measure of Central Tendency: Criteria for good measures of Central Tendency, Arithmetic mean, Median and Mode for grouped and ungrouped data, Combined Mean.

Measure of Dispersion: Range, Variance, Standard Deviation, Coefficient of Variation.

Unit-V Correlation and Regression (for ungrouped data)

Correlation and its types, Karl Pearson's Coefficient of correlation, Regression, Regression Coefficients and Properties, Regression lines for y on x and x on y .

Text books

1. A. P. Verma, Business Mathematics and Statistics, Asian Books Private Limited, 2007.
2. J. K. Thukral, Business Mathematics and Statistics, Taxmann, New Delhi, 2021.

Reference books

3. V. K. Kapoor, *Business Mathematics*, Sultan Chand & Sons, New Delhi, 2014
4. D. N. Elhance, *Fundamentals of Statistics*, Kitab Mahal, Allahabad, 2024.
5. Levin & Rubin, *Statistics for Management*, Prentice Hall India, 2017.

Web Source:

1. nptel.ac.in/courses/105105045/40
2. nptel.ac.in/courses/111107058/

Open Learning Source:

1. <https://swayam.gov.in/courses/public>
2. <http://nptel.ac.in/course.php>



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Course Code	Course Name	L	T	P	Credit
MS3CO04	Business Environment	3	0	0	3

Course Objectives

1. To understand business environment and its role in society.
2. To enable the student to analyze the planning and development phases of India.
3. To enable the student to undertake business activities.
4. To enable the students to acquaint with the dynamics of business scenario in India.
5. To comprehend the international business environment.

Course Outcomes:

After completion of this syllabus the students develop business skills for growth of organization and forecast possible impacts of changes in the business environment.

Course Contents:

Unit: I Overview of Business Environment:

Meaning of business, scope & objectives of Business environment, Micro and Macro Environment- Political, Economic, Social, Technological, Legal and Natural Environment, Environmental Analysis – Concept, Objectives, and Significance.

Unit: II Economic Environment:

Characteristics of Indian Economy, Elements of economic environment, Economic systems, Economic Planning in India, Economic Reforms, Impact of Liberalization, Privatization and Globalization on Indian business, Industrial policy of 1991.

Unit: III Political and Legal Environment:

Elements of Political Environment, Role of government in regulation and development of business, Government and Legal Environment Monetary Policy, Exim policy, Fiscal policy, Competition Act 2003, FEMA.

Unit: IV Socio-Cultural and Technological Environment:

Elements of Socio-cultural environment, social responsibilities of business, social audit, Elements of Technological environment- Impact of technology on business, Transfer of technology.

Unit – V International Business Environment:

Elements of International environment, Challenges of international business, Multinational Corporations, International Economic Institutions: WTO, World Bank, IMF, IBRD

Text Books

1. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill) 3rd Edition.
2. P.Subba Rao, Business Environment, Himalaya Publishing house, Bombay.
3. Aswathappa, K.; *Essentials of Business Environment*, Himalaya Publishing House, 2000 7th edition.
4. Suresh Bedi, Business Environment, Excel books New Delhi.
5. Business environment, P. Subba Rao, Himalaya Publishing house, Bombay.

Reference Books

1. Sundaram & Black: International Business Environment Text and Cases, PHI
2. Fernando-Business Environment, Prentice hall
3. Avid W. Conklin, Cases in Environment of Business, Sage Response Books
4. Paleri- Business Environment, Cengage Learning.
5. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House)



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Course Code	Course Name	L	T	P	Credit
MS3CO17	Financial Accounting	3	1	0	4

Unit-I

Introduction: Financial Accounting meaning & definition, Scope, objectives, users of accounting information, advantages and limitations of accounting. Types of accounting: Basic term used in accounting, Basic accounting concepts & Conventions, Accounting Equation, Introduction of Accounting Standards & IFRS. Types of vouchers: Voucher entry, Editing and deleting of vouchers, Voucher numbering, Customization of vouchers. Recording of Transactions: Preparing Reports, Cash books, Bank book, Ledger accounts

Unit-II

Accounting Process: Classification of Account, Rules of Debit and Credit, Journalizing. Sub-division of Journal: Preparation of Cash Book i.e. Simple cashbooks, double columns. Journal proper. Ledger: Posting from Journal to respective ledger accounts. Trial Balance: Meaning, Objectives, Methods of Preparation of Trial Balance.

Unit-III

Final Account: Final Accounts: Meaning, Features, Uses and Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor. Format for preparing financial statements for IND-AS companies as per Division II, Schedule III, Companies Act, 2013. Understanding the contents of a Corporate Annual Report (Actual latest annual reports to be used) with basic adjustment related to, Depreciation, closing stock, Prepaid & outstanding expenses, Accrued income, Bad debts, Reserve, Provision for bad debts etc.

Unit-IV

Depreciation & Bank Reconciliation Statement: Meaning of Depreciation, Causes, Objectives, Methods of providing depreciation, Straight line method, diminishing balance method, Disposal of assets, Change in the method of depreciation. Bank Reconciliation Statement: Need, Reasons for difference between cash book and pass book balances, Problems on favorable and over draft balances, Ascertainment of correct cash book balance.

Unit-V

Computerized Accounting System: Computerized Accounting: Meaning and Features, Advantages and disadvantages of computerized Accounting Creating of an Organization, Grouping of accounts, Creation of Accounts, Creation of inventory, Creation of stock groups, Stock categories, Units of measurement stock items, Entering of financial transactions.

Text Books

1. Shukla, Grewal, and Gupta,. Advanced Accounts. S. Chand & Co., New Delhi.
2. Maheshwari, and Maheshwari,. Financial Accounting. I, Vikas Publishing House, New Delhi.
3. Tulsian, P.C. Financial Accounting, Tata McGraw Hill, New Delhi

Reference Books

1. Horngren, Charles T. Introduction to Financial Accounting, Pearson Education
2. R.L.Gupta & Radhaswamy, Advanced Accounting, S. Chand & Company, New Delhi.
3. T.S Grewal Introduction to accounting S. Chand & Co., New Delhi.



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Course Code	Course Name	Hours per Week			Total Credits
		L	T	P	
MS3AE06	Business Communication	2	0	0	2

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UNIT- I

Building Corporate Vocabulary: Proverbs, Homonyms and Homophones, Antonyms, and synonyms, One word substitution, corporate jargons.

UNIT- II

Introduction to Communication: Nature, Process and Importance of Effective Communication, Different Levels, and forms of Communication. Barriers to Communication, Principles of Effective Communication. Types of Communication (verbal & Non-Verbal), Body language: Kinesics, Proxemics, Para language. Channels of Communication Formal, Upward, Downward, Lateral. Informal: Grapevine; Advantages and Disadvantages of the grapevine. Comparing Formal and Informal Channels for Communication Situations

UNIT- III

Effective Listening: Art of Listening, Purpose, Components and Principles of effective listening; Factors affecting listening, Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations Developing Listening Skills, Importance of Feedback.

UNIT- IV

Presentation Skills: Preparing for and conducting presentations, Introducing yourself. Use of formal expressions, Delivery using Audio – Visual Aids with stress on body language and voice modulations, audience research, objective of presentation, Assimilation of data and post presentation strategy.

UNIT- V

Business Correspondence : Art of paraphrasing, Art of Condensation; Precis, Summary, Synopsis, Principles of Business Letter Writing, Types of Business Letters, demi-official letters, Format for Business Letters Cover letters, Sales and Credit letters, Applications, Memorandum, Notices, Agenda, Minutes.

Text Books

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley, Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Kaul: *Effective Business Communication*: Prentice Hall, New Delhi.

Reference Books

1. Ronald E. Dulek and John S.Fielder: *Principles of Business Communication*; Macmitlan Publishing Company London.
3. Randall E.Magors; *Business Communication*: Harper and Row New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.
5. Senguin J: *Business Communication; The Real World and Your Career*, Allied Publishers, New Delhi.
6. Robinson, Netrakanti and Shintre: *Communicative Competence in Business English*; Orient Longman, Hyderabad.



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Course Code	Course Name	L	T	P	Credit
MS3CO07	Human Resource Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit I

Introduction: Importance of Human Resource Management-Meaning, Nature and Scope, Functions and Role of HR Manager –Challenges of HRM; Personnel Management vs HRM

Unit II

Procurement and Development Functions: HR Planning Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization .

Unit III

Training and Development: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development.

Unit IV

Compensation and Maintenance: Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; Maintenance : overview of employee welfare, health and safety, social security.

UNIT – V

Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Employee grievances and their redressa. Employee discipline.

Note: The cases of each unit are supplemented in the T L P.

Text Books:

1. Flippo, Edwin B., Personnel Management, Tata McGraw Hill.
2. Rao, V S P, Human Resource Management, Text and Cases, Excel Books.
3. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company, New Delhi,

Reference Books:

1. Chhabra, T. N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi.
2. Dr. Gupta, C. B.; Human Resource Management, Sultan Chand and Sons, New Delhi,.
3. Dessler, Gary; Human Resource Management; Prentice Hall.



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w.e.f. 2023-2026 Batch

Course Code	Course Name	L	T	P	Credit
MS3CO20	Marketing Management	3	0	0	3

Unit-I: Concept of marketing

Market, Marketing, and Marketer, Approaches to the study of Marketing - Selling concept, marketing concept, Social marketing concept - Role & functions of Marketing Manager, Recent trends in Marketing - Introduction, E-business – Tele-marketing – M-Business – Green Marketing – Relationship Marketing and Virtual Marketing

Unit II: Scanning the Marketing Environment

Meaning – Demographic – Economic – Natural – Technological – Political – Legal – Socio – Cultural Environment Marketing Strategy: Market Segmentation, Targeting and Positioning

Unit III: Product

Product –Meaning- Level of Product; Product Mix – Product Line, Product Length, Product Width, Product Depth – Product Lifecycle –New Product Development

Unit IV: Price and Place

Pricing –Meaning –Objectives of Pricing, Factors influencing Pricing Policy, Methods of Pricing.Physical Distribution – Meaning –Factors affecting Channel Selection – Types of Marketing Channels

Unit-V Promotion

Promotion – Meaning and Significance of Promotion, Promotion Mix -Advertising, Sales Promotion, Personal selling, Publicity and Public relations

Note: The cases of each unit are supplemented in the T L P.

Text Books :

1. Philip Kotler, Kelvin & Keller, Abraham Koshy, Mithileshwar Jha “Marketing Management” South Asia perspective –New Delhi : Pearson Education. Latest Edition.
2. Rajan Saxena – Marketing Management, TMH Latest Edition.
3. Dhiraj Sharma, Marketing – Cengage Latest Edition.

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Reference Books:

1. V.S.Ramaswamy&S.Namakumari - A Textbook on Marketing Management, McMillan.
2. Philip Kotler, Keller, Koshy & Jha - Marketing Management, Pearson Education
- 3.S H H Kazmi - Marketing Management, Excell Book



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Modify-Wef. Jan-2024

Course Code	Course Name	L	T	P	Credit
MS3CO30	Financial Management	3	1	0	4

Objective:

1. To acquaint the students with the fundamental principles of Financial Management.
2. To provide knowledge about the cost of capital.
3. To provide knowledge about the Capital structure decision.
4. To provide knowledge about the various capital budgeting techniques.
5. To provide knowledge about Working capital management.

Unit-I Fundamentals of Finance

Finance: meaning, importance and Function. Finance & related disciplines. Financial management: meaning, definition, Importance, objectives, role of finance manager, Time value of money, Present value of single amount & Annuity, Future value of single amount & Annuity, Doubling period.

Unit –II: Capital Budgeting Techniques

Need and importance of capital budgeting, Techniques of capital budgeting: Payback period, Accounting Rate of return, Discounted Payback period, Net present value Method, profitability index and internal rate of return.

Unit-III: Cost of capital

Meaning & Significance of cost of capital, Components of cost of capital, Calculation of cost of Equity, cost of debt, cost of preference shares and cost of retained earnings. Weighted average cost of capital and marginal cost of capital.

Unit- IV: Capital Structure Analysis

Factors affecting capital structure, Determination of optimum capital structure. EBIT, EBT analysis, Leverages: operating and financial leverage, Measurement of. Operating financial and Combined leverages.

Unit-V: Working capital

Meaning & Importance of working capital, Types of working capital, factors affecting working capital requirements, working capital estimation and calculation, working capital as a percentage of Net Sales, working capital as a percentage of total Assets, working capital based on Operating Cycle.

Text Books

1. Khan and Jain : Financial Management, Tata McGraw Hill, New Delhi
2. Rustagi, R.P : Strategic Financial Management, Sultan Chand & Sons, New Delhi
3. Vyaptakesh Sharan: Fundamentals of financial management, Pearson education.

Reference Books

1. Kulkarni and Satyaprasad Financial Management, Himalaya Publishing House, New Delhi
2. Maheshwari, S.N : Financial Management, Sultan Chand & Sons, New Delhi
3. Prasanna, Chandra : Fundamentals of Financial Management, Tata McGraw Hill, New Delhi



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Wef. Jan-2024

Course code	Course Name	L	T	P	Credit
MS3SE13	Computer Application in Business-II	1	0	4	3

Course Contents

Unit-I

Computer Basics: Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, storage devices, Input & Output Devices.

Operating System Concept: Introduction to Operating System, Types of Operating System, Operating System Components, Operating System Services and Functions.

Unit-II

MS Word: Introduction, Document Views - Formatting, Save, Text Alignment, Basic Formatting in MS Word, Advanced Formatting Creating, editing, saving - Font and paragraph formatting- Inserting tables, smart art, page breaks - Spell check,- Word art, Clip Art, Usage of Header and Footer- Using lists and styles-Page Layout -working with graphics, templates, wizards -Navigating through a Word Document Understanding document properties-Performing a Mail Merge, Macros-Printing Documents, Print Preview.

Unit-III

MS Excel: Introduction, Workbook, Worksheet, Formatting, Advanced formatting, Working with formulas and functions, Modifying worksheets with colour & auto formats Graphically representing data : Charts & Graphs- Using Data Forms- Analysing data : Data Menu, Subtotal, Filtering Data Formatting - Securing & Protecting spreadsheets Printing worksheets- using worksheet as databases, “what-if” Analysis.

UNIT-IV:

MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, - Opening, viewing, creating, and printing slides -Advanced Formatting, slide show-slide views- Using Templates, Inserting objects & charts, Inserting tables - Applying auto layouts, Adding custom animation, Using slide transitions - Creating Professional Slide for Presentation.

Unit- V

Introduction of E-Business and E-Commerce: Concept, Advantages and Disadvantages, Business on Internet, Framework, Models, and Infrastructure of E-Business.

E-Payment Systems: Concepts, Banking and Financial, Retailing, Online E-Business Payments, Designing of E-Payment System, Risk on E-Payment- Customer Perspective, Merchant's Perspective, Financial Service Provider Perspective.

Text Books:

1. Dave, Chaffey. E-Business and E-Commerce Management-Strategy, Implementation and Practice. South Asia: Pearson Education, 2017.
2. Goel, Anita, Computer Fundamentals, New Delhi: Pearson Education, 2016.
3. Balagurusany, E., Fundamentals of Computers, New Delhi: McGraw Hill Education (India) Pvt. Ltd., 2014

Reference Book:

1. Joy Cox, Joan Lambert, and Curtis Frye, Step by Step MS Office Professional 2010, PHI Learning Pvt. Ltd., New Delhi, 2012.
2. Paul Phillips, E-Business Strategy: Text and Cases, Mc Graw Hill Education, 2011
3. Bhel, Ramesh, Information Technology for Management, New Delhi, Tata McGraw-Hill 2009.



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Course Code	Course Name	L	T	P	Credit
MS3SE08	Fundamentals of Digital Marketing	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Course Learning Objectives (CLOs):

CLO ₀₁	To Understand the concept of digital marketing and its integration of traditional marketing. Understand behavior of online consumers.
CLO ₀₂	To Create digital media campaigns through an understanding of e-mail, content and social media marketing.
CLO ₀₃	To Examine search engine optimization tactics to enhance a website's position and ranking.
CLO ₀₄	To Leverage digital strategies to gain competitive advantage for business and career.
CLO ₀₅	To Understand behavior of online consumers.

Course Outcomes (COs):

After completion of this course the students shall be able to:

1. Understand the concept of digital marketing and its real-world iterations
2. To understand the concept of online Consumer in Digital Marketing
3. Articulate innovative insights of digital marketing enabling a competitive edge

3. Understand how to create and run digital media based campaigns
4. Identify and utilize various tools such as social media etc.

-

Unit-I Introduction to Digital Marketing:

Introduction to Electronic Marketing, Internet and Business, Digital marketing- Concept, Meaning, Definition, Significance. Need for Digital engagement, Traditional marketing v/s Digital marketing. Types of Digital Marketing. E- Marketing-strengths and applications.

Unit-II Online Marketing Mix and E-CRM:

The Online marketing Mix- E-products, E-Price, E-Promotion, The Online Consumer- Consumer behavior, Customer Relationship Management – Concept, Definition, Objectives, Benefits of E-CRM, CRM Process.

Unit-III Business Drivers in Digital World:

Web 2.0 Social Media marketing-Concept, Social Media Analytics, Social Media Platforms- Facebook, LinkedIn, YouTube, Twitter. Pros and Cons of Social Media Marketing.

Unit-IV Online Tools for Marketing:

Content management- Concept, Engagement marketing through Content Management, Online Campaign Management- Concept and Significance, Online Consumer Segmentation, Targeting, and Positioning.

Unit-V Latest Digital marketing trends:

Concept and features of Email Marketing, Mobile Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM).Online Video Marketing, Affiliate Marketing, Digital Display Advertising.

Text Books:

1. Digital Marketing, Vandana. Ahuja Oxford University Press India
2. Fundamentals of Digital marketing, Pearson Education, Puneet Bhatia
3. Digital Marketing, Seema Gupta, McGraw hill.

Reference Books:

1. Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media, Mel Carson and Paul J. Springer, Kogan Page.
2. Commonsense Direct And Digital Marketing By Drayton Bird; Kogan Page

3. Understanding Digital Marketing: marketing strategies for engaging the digital generation; Ryan, Damian; Kogan Page.

Websites:

www.digitalvidya.com

www.tutorialspoint.com

www.edupristine.com



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Course Code	Course Name	Hours per Week			Total
		L	T	P	Credits
MS3SE04	E-Commerce	3	0	0	3

UNIT I : Introduction to Electronic Commerce

What is E-Commerce (Introduction and Definition), Main activities E-Commerce, Goals of E-Commerce, Technical Components of E-commerce, Functions of E-commerce, Advantages and Disadvantages of E-commerce, Scope of E-commerce, Electronic commerce Applications, Electronic commerce and Electronic Business, (B2C, B2B, C2C)

UNIT II : The Internet and Web Sites:

Definition of Internet, Advantages and Disadvantages of the Internet, Components of an Intranet, Difference between Internet and Intranet, Benefits of websites, Registering a Domain Name, Web site design principles, Push and pull Technologies, Web promotion.

UNIT III : Electronic Payment System

Introduction, Special features required in payment system for e-commerce, Types of Electronic payment system, Value exchange system, Credit cards, Smart cards, Electronic wallets, Electronic funds transfer, Paperless bill, Electronic cash

UNIT IV : Electric Data Interchange

Introduction, Concepts of Electronic Data Interchange (EDI) and Limitation, Application of Electronic Data Interchange, Disadvantages of EDI, Electronic Data Interchange Model, Security Issues in E-Commerce, Security tools.

UNIT V : Applications of E-Commerce & Internet

E-Governance, Online Shopping Services, Online Travel & Tourism Services, online Banking, E-Education, Popular e-Commerce Sites like Flipkart, Amazon, Ola, Myntra, IRCTC, Snapdeal etc,

Text Books:



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Course Code	Course Name	Hours per Week			Total
		L	T	P	Credits
MS3CO21	Organisational Behaviour	3	0	0	3

Unit-1 –fundamentals of OB

Definition, scope and importance of OB, Historical evaluation of OB, Theories of Management leading to Organizational Behavior, Challenges and opportunities for OB - OB Models and approaches.

Unit-2 - Motivation

Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation. Perception: Meaning and Concept of Perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception (Stereotyping and Halo Effect).

Unit-3- Leadership

Leadership: Concept of Leadership, Styles of Leadership, Trait Approach, Fielder's Contingency Model, House's Path-Goal Theory, Contingency Leadership Approach, Contemporary leadership, Meaning and significance of contemporary leadership, Concept of transformational leadership, Contemporary issues in leadership, Contemporary theories of leadership, Leadership Effectiveness Success stories of today's Global and Indian leaders.

Unit-4- Conflict Management and negotiation

Nature of Conflict, Dynamics of Conflict, Conflict resolution Modes, Approaches to Conflict Management, Sources, Patterns, Levels and Types of Conflict, Conflict Resolution, Negotiation.

Unit-5- Perception and Personality

Perception: Meaning and Concept of Perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception (Stereotyping and Halo Effect). Definition Personality, Importance of Personality in Performance, The Myers-Briggs Type Indicator and The Big Five Personality Model, Significant Personality Traits suitable to the workplace (Personality & Job – Fit Theory), Personality Tests and their practical applications,

1. E- Commerce Technology Handbook-.Minoli Daniel, Minoli Emma,Mc.Graw Hill
2. E-Commerce by --Kamlesh K Bajaj and Debjani Nag,TMH
3. Frontiers of Electronic Commerce -Ravi Kalakota & Andrew Whinstone

Reference Books:

1. Business on the Net - Introduction to E – Commerce, Agarwal Kamlesh N and Agarwal Deeksha, Macmillan
2. Electronic Commerce by --Gary P. Schneider Paperback,8th edition,Course Technology
3. E-Commerce, Technology and applications ,David Whitely, Mc.Graw Hill
4. Electronic Commerce-A Managers guide to E-Business-Diwan Parag & Sunil Sharma, Venity Books International.

Web-links:

1. <http://meity.gov.in/e-commerce>
2. <https://www.export.gov/article?id=India-e-Commerce>
3. <https://www.edx.org/school/iitbombayx>



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Course Code	Course Name	Hours per Week			Total
		L	T	P	Credits
MS3CO11	Business Laws	3	0	0	3

Unit- I: The Indian Contract Act, 1872:

Definition of Contract, Essentials of valid contract, Offer and acceptance, consideration, free consent, coercion, undue influence, Fraud, Misrepresentation, Mistake, Quasi-Contract

Unit-II: The Sale of Goods Act, 1930:

Contract of sale, meaning and difference between sale and agreement to sell, Goods & Their classification, Unpaid seller – meaning of unpaid seller, rights of an unpaid seller against the goods and the buyer.

Unit- III: Negotiable Instrument Act 1881:

Definition of negotiable instruments, Features and specimen, Promissory note, Bill of exchange & cheque, Holder and holder in the due course, Discharge of negotiable instrument.

UNIT-IV: The Consumer Protection Act 1986:

Meaning, Salient features of Act; Definition of consumer, Complainant, rights of consumer, Consumer grievance redressal agencies, procedure to file complaint, procedure followed by Redressal agencies

Unit-V: The Limited Liability Partnership Act, 2008

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Nature of LLP, Extent and limitation of liability of LLP and partners

Text Books:

1. Avtar Singh, The Principles of Mercantile Law; Eastern Book Company, Lucknow.
2. S.S Gulshan. and G.K Kapoor., “Business Law including Company Law”,2003,New Age International Private Limited Publishers.
3. P.C Tulsian., Business Law , TMH, New Delhi

Reference Books:

1. T.R.Desai Indian Contract Act, Sale of Goods Act , S.C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. J.S Khergamwala.: The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd., Mumbai.

3. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

Websites

1. <http://lawmin.nic.in/>
2. <http://ncdrc.nic.in/>
3. <https://www.india.gov.in/official-website-ministry-law-and-justice-0>



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Course Code	Course Name	L	T	P	Credit
MS3CO18	Cost Accounting	3	0	0	3

Course Contents:

Unit-I: Introduction:

Meaning & Definition of Cost, and Cost Accounting, Objectives of Costing, Elements of Cost, Classification of Cost, Cost Centre and Cost Unit, Cost control, Cost Reduction. Difference between Cost Accounting and Financial Accounting

Unit – II: Cost ascertainment:

Cost Accounting Standards. Preparation of simple Cost Sheet, Material Meaning, Direct Material ,Indirect Material, Store Keeping, Techniques of Inventory Control, Setting of Stock Levels ,EOQ, ABC Analysis & VED Analysis (Theory only). Methods of Pricing Material Issues, FIFO, LIFO method

Unit – III: Methods of Costing:

Process Costing – Meaning , features and practical problems related to simple process account, Normal and abnormal process loss, abnormal gain.

Job Costing – Meaning, procedure, advantages and limitations, Difference between Job Costing and Process Costing Simple Practical problems.

Unit – IV: Marginal costing and cost volume profit analysis:

Marginal Cost and marginal costing, Marginal Costing as a tool for decision making ,contribution, Profit volume ratio, breakeven point, breakeven analysis, margin of safety, and Cost - Volume Profit Analysis.

Unit – V: Standard costing and Budgeting:

Standard costing meaning, Variance analysis, Material cost variance, price variance & usage variance. Labour cost variance, price variance & usage variance. Budget & Budgetary control, Preparation of different types of budget (Theory only)

Note: The cases /numerical of each unit are supplemented in the T L P.

Text Books:

1. N. Arora: Cost Accounting, HPH
2. M.L. Agarwal: Cost Accounting, Sahitya Bhawan Publications
3. Horngren: Cost Accounting – A Managerial Emphasis, Prentice Hall.

Reference Books:

1. J. Madegowda: Advanced Cost Accounting, HPH
2. N.K. Prasad: Cost Accounting, Book Syndicate.
3. K. S. Thakur: Cost Accounting, New Century Book House Pvt. L



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Course Code	Course Name	Hours per Week			Total	
		L	T	P	Hrs.	Credits
MS3CO22	Quantitative Techniques	3	0	0	3	3

Curriculum:

Unit 1 Time Series

Meaning and Definitions of Time Series, Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.

Unit 2 Index Numbers

Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.

Unit 3 Theory of Probability and Probability Distribution

Meaning and definition of probability, various terms related to probability, Theorems of probability: Addition and Multiplication theorems, Conditional probability, (All Theorems without proof).

Probability Distribution

Random variable: Discrete and Continuous (Elementary idea only).

Binomial, Poisson and Normal Distribution: Meaning, Assumptions, Properties (without proof) and Numerical based on them.

Unit 4 Hypothesis Testing

Introduction to Hypothesis Testing, Sample and Population, t-test for single mean and difference between two samples mean, F-test, Chi-Square test for independence of attributes and test of goodness of fit (Only simple numerical problems).

Unit 5 Decision Theory

Introduction, Decision making process, Decisions under Uncertainty: Non-Probabilistic Techniques: Criterion of Pessimism, Criterion of Optimism, Minimax Regret Criterion, Criterion of Realism (Hurwitz Criterion), Laplace Criterion, Probabilistic Techniques or Decision Making under risk: Expected Monetary Value (EMV), Expected Value of Perfect Information (EVPI), Expected Opportunity Loss (EOL).

Case Studies:

Not Applicable.

List of Practicals:

Not Applicable.

Project:

Optional.

Course Outcomes:

After completion of this course the students shall be able to:

CO₀₁: Understand the concept of time series with its components, index numbers, probability, probability distributions, sample, population, random variable, hypothesis and decision making process for making managerial decisions.

CO₀₂: Apply moving average method, least square method for a time series, tests of adequacy of index numbers, probability distributions. Apply t- test, F-test, chi-Square test and Criterion of Optimism.

CO₀₃: Analyze trends and index numbers by different methods, Binomial, Poisson and Normal distributions, real life problems by t- test, F-test, chi-Square test, Decisions under Uncertainty, Decision Making under risk.

CO₀₄: Evaluate trend line using principle of least squares, consumer price indices, Expected Monetary Value (EMV), Expected Value of Perfect Information (EVPI) and Expected Opportunity Loss (EOL).

Text Books

1. S. P. Gupta, Statistical Methods, Sultan Chand & Sons, 2019.
2. D. N. Elhance, Veena Elhance and B. M. Aggrawal, Fundamentals of Statistics, Kitab Mahal, 2018.

Reference Books

1. D. C. Sancheti and V. K. Kapoor, Statistics: Theory, Methods and Applications, Sultan Chand and Sons, 1996.
2. J. K. Sharma, Business Statistics, Pearson Education, 2014.
3. D. M. Levine, D. F. Stephan, K. A. Szabat, P. K. Viswanatha, Business Statistics, Pearson Education, 2017.

Web Source:

4. <http://nptel.ac.in/course.php>

Open Learning Source:

1. <https://swayam.gov.in/courses/public>
2. <http://nptel.ac.in/course.php>



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Course Code	Course Name	L	T	P	Credit
MS3CO05	Operations Research in Management	4	1	0	5

Unit –I

Introduction to Operations Research

Definition of Operations Research, Models of Operations Research, Scientific Methodology of Operations Research, Scope of Operations Research, Importance of Operations Research in Decision Making, Limitations of Operations Research.

Unit-II

Linear Programming Problem

Introduction, Mathematical Formulation, Graphical method and Simplex method for solving Linear Programming Problem, Advantages and Limitations of Linear Programming Problem.

Unit –III

Transportation Problem

Introduction, Initial Basic Feasible Solution (North West Corner Rule, Least Cost Method, Vogel's Approximation Method), Test for optimality by MODI Method (solution procedure without degeneracy)

Unit-IV

Assignment Problem and Job Sequencing Problem

Assignment Problem: Introduction, Mathematical Model, Hungarian Method.

Job Sequencing Problem: Introduction, Johnson's rule for n jobs through two machines, Johnson's rule for n jobs through three machines, 2 jobs with K machines and Travelling Salesman Problem.

Unit –V

Network Analysis

Meaning and Objectives, Network Techniques: Managerial Applications of Network Techniques – PERT and CPM, Difference between PERT and CPM, Network Diagram, Activity, Event – Dummy Activity, Construction of Network Diagram, Numbering of Events, Activity and Event Times – Float and Slack, Steps in the Application of CPM, Critical Activity, Finding of Critical Path and Estimated Duration, Time Estimates in PERT – Steps involved in PERT Calculations.(Without crashing of activity timing).

Text Books

1. P.K Gupta, D.S. Heera, Problem in Operations Research, S. Chand and Co, 2007.
2. J.K. Sharma, Operations Research: Theory and Applications, Macmillan India Ltd.

References:

1. H. A .Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. V.K. Kapoor, Operations Research Techniques for Management, Sultan chand and Sons, Delhi.
3. J.K. Sharma, Operations Research: Problems and solutions, Macmillan India Ltd.
4. N. D. Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.



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Course Code	Course Name	L	T	P	Credit
	Research Methodology	3	1	0	4

Prerequisites: Nil

Co-requisites: Nil

Curriculum

Unit I : Introduction to Research:

Meaning and scope of research, objectives of research, characteristics of good research, Types of research, Limitations of research, Research applications in business decisions, Ethical issues in research.

Unit II :The Research Process:

Identification and formulation of research problem, Literature review, concept and variables, Statistical inference- Test of hypothesis: Meaning of hypothesis, Procedure of testing hypothesis, Type I and Type II error, Research design, Types of research design- Exploratory, Descriptive and Causal research design.

Unit III: Measurement Scales and Methods of Data Collection:

Measurement Scales: Nominal, Ordinal, Interval and Ratio scales; Rating scales, Ranking scales, Reliability and Validity of scales. Data Collection Methods: Sources of data collection, Methods of data

collection- Interviewing and Surveys, Questionnaire- Guidelines for questionnaire construction and design, Pilot study, Observation method, Ethics in data collection- Ethics and the researcher, ethical behaviour of the respondents.

Unit IV : Sampling :

Introduction to sampling, Sampling vs Census, Sampling and non-sampling errors, Importance of sampling, Sampling Plan- Sampling unit, Sample size, Sampling design- Probability and non-probability sampling methods, Characteristics of a good sample design, Sampling in cross-cultural research.

Unit V : Research Proposal and Report Writing:

Difference between research proposal and research report, Types of research reports, Importance of report writing, Precautions in writing research report, Characteristics of a good research report, Integral parts of a research report; Documentation, references and bibliography.

Text Books:

1. U.Sekaran and R.Bougie, Research Methods for Business, Wiley India.
2. C. R. Kothari, Research Methodology Methods and Techniques, New age International (P) Ltd.
3. Naresh K. Malhotra, Marketing Research. Pearson Education Pvt. Ltd.

Reference Books :

1. Levin and Rubin ,Statistics for Management, PHI.
2. Paul E. Green and Donalet S. Tull, Research for Marketing Decisions, PHI.
3. S.Donald Tull and Del I. Hawkins, Marketing Research, Measurement and Methods, PHI Learning.
4. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An Applied Orientation, Pearson Education.
5. William G. Zikmund, Business Research Methods, Cengage Learning India.
6. S.L. Gupta and Hitesh Gupta, Research Methodology – Text and Cases with SPSS Application, International Book House Pvt. Ltd.

Websites:

1. <https://managementhelp.org/businessresearch/index.htm>
<http://global.oup.com/uk/orc/busecon/business/brymanbrm4e/student/weblinks/>



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Course Code	Course Name	L	T	P	Credit
MS3EGO7	Business Strategy	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum

Unit-I:

Definition, nature, scope, and importance of strategy and strategic management. Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

Unit-II:

Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution.

Unit-III:

General, Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it; Internal Strengths and Weaknesses; Factors affecting these; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses.

Unit-IV:

The generic strategic alternatives – Stability, Growth/Expansion, Retrenchment and Combination strategies Environmental Threat and Opportunity Profile (ETOP) - TOWS Matrix, BCG Matrix, GE 9 Cell Model

Unit-V:

Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation. Strategy Evaluations and Control; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

Text books:

1. Kazmi, Ajhar Strategic Management and Business Policy, Tata McGraw Hill.
2. Tushman Managing Strategic Innovation & Change, Oxford Press.
3. Alpina Trehan Strategic Management Dreamtech, Wiley

Reference Books

1. Pankaj Ghemawat-Strategy and the Business Landscape, Pearson
2. Haberberg Strategic Management, Oxford Press
3. Lawrence G. Hrebiniak, Making strategy work, Pearson.
4. A A Thompson Jr., A J Strickland III, J E Gamble, Crafting & Executing Strategy- The Quest for Competitive Advantage, Tata McGraw Hill.
5. Bir Singh Dharma Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley.

Websites:

1. www.strategicmanagement.net.
2. Www.strategicmanangementinsight.com.
3. Www.1000ventures.com



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Course code	Course Name	L	T	P	Credit
MS3PC01	Industrial Training	0	2	0	2

Pre Requisites-Nil

Co-Requisites-Nil

Course Objectives:

To provide an opportunity to seek and identify current market trends with hands on experience and to further develop their professional skills.

Course Outcomes:

After completion of this course, students will be able:

- To understand and solve industry specific problems.
- To improve their decision making skills.
- To identify potential opportunities in the Global market.

This course is completed in two phases -

Phase I- Min- 4 Weeks, Max-8 Weeks (Industry Specific Training)

Phase II-Tutorials which includes preparation of Report, Presentation & Viva-voce

This paper also aims to sharpen the communication skills apart from real time learning in industry. These are important skills required to be mastered by middle and higher level managers. To pursue this tutorial classes twice a week will be scheduled in class timetable in which the students will follow below instructions:-

1. The students are required to prepare an Internship Report in consultation with the faculty guide.

2. To present the report in front of guide and external examiner, the students are required to prepare a presentation including all necessary details of the company in prescribed format.
3. The duration of the presentation would be of 20 minutes.
4. The presentation should have Power Point slides only as their visual aids and the judgment of its effectiveness should be purely done on the basis of the speakers' industry learning & communication skills.
5. At the end of presentation, Q/A session followed by feedback by the faculty guide to be done.

Guidelines for Internal Viva-Voce of Project Report:

At the end of session the viva-voce for the student will be conducted and evaluated on the basis of following criteria:

1. Knowledge about the company
2. Topics covered
3. Applications related to functional focus
4. Communication skills

Chapter Scheme for Internship Project Report will be as follows:

INDEX

S. no.	Particulars	Page no.
	Preface Certificate by the Supervisor Declaration by the Student Acknowledgement	
1.	Introduction 1.1 Company Profile <i>(Name, Registered Address, Brief History, Mission, Vision, Products, Form of organization, Organisational Structure, Location, Awards and Achievements.)</i> 1.2 Rationale of the study 1.3 Objectives of Study	
2.	Review of literature <i>(Published literature about the company)</i>	
3.	Learning from the study	
4.	Limitations of the study	
5.	Suggestions and Conclusion	
6.	References	
7	Appendix (if any)	

General Formatting Instructions:

1. For Cover Page :

- a. *Font Size -18, Bold,*
- b. *Alignment-Center*
- c. *Font Style : Times New Roman*

2. **In rest of the file the text formatting will follow:**

- a. *Font Size -14 & Bold (Headings),*
- b. *Font-Size-12 & normal for Text,*
- c. *Alignment-Justify*
- d. *Line Spacing:1.5*
- e. *Margin: Normal*
- f. *Font Style : Times New Roman*

****Note: The separate guideline is also issued for faculty members.***



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Course Code	Course Name	L	T	P	Credit
MS3EG06	Project Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit I: Concept of Project Management - Introduction, Concept of Project, and Project Management; Characteristics of a Project, Types of Projects. Project life cycle; Project Report; Project Appraisal.

Unit II: Technical Appraisal – Risk Identification, Project Location and Site Selection, Plant Capacity, Selection of Technology, Plant Layout, Project Scheduling and Selection and Procurement of Raw Material.

Unit III: Market/Commercial Appraisal – Market Analysis: Market survey, Sources of data, Methods of data collection; Demand analysis, Forecasting future demand and sales. Social cost benefit analysis and UNIDO Approach.

Unit IV: Financial Appraisal – Cost of Project, Project Finance, Source of Project Finance, Short term, and Long-term sources of Project Finance; Project Viability – Profitability and Break-Even Analysis.

Unit V: Tools and Techniques of Project Management - Networking Concepts, Rules for drawing network diagram, Construction of Network: CPM Computations: CPM Terminology, finding critical path - Different Floats; PERT Computations: Computation of earliest and latest allowable times, Probability of meeting the scheduled dates; difference between PERT and CPM.

Text Books:

1. Chandra, Prasana, "Projects: Preparation, Appraisal, Budgeting and Implementation", New Delhi, Tata McGraw Hill.
2. Gray, C. F.; Larson, Erik W. and Desai, Gautam V., "Project Management", 4th edition, McGraw Hill, New Delhi.
3. Parsad L.M., "Principles and Practice of Management", Sultan Chanda & Sons, New Delhi.

Reference Books:

1. Desai Vasant, "Project Management", Himalaya Publication
2. Agrawal N.P. Project "Planning & Management, Garima Publications
3. Chopra Seema, "Project Management", Kalyani Publication

One case study of each unit is supplemented in TLP



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3EF01	Financial Markets & Institutions	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit – I Introduction

An overview of Indian financial system, Structure of Indian Financial System, financial sector reforms: context, need and objectives, Financial markets and institutions, Financial intermediation, Financial system and economic development.

Unit – II Financial Regulators in India

Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker; NBFCs & Financial Institutions: NBFCs and its types; comparison between Banks and NBFCs, Ministry of Corporate Affairs & SEBI- Introduction & Functions.

Unit – III Money market

Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit.

Unit – IV Capital Markets

Meaning, Features, functions, organization and instruments; Indian equity market – primary and secondary markets; Role of stock Exchanges in India; SEBI and Investor protection. Currency Market & Debt Market- role and functions of these markets.

Unit – V Financial Institutions

Depository and non-depository institutions- Meaning, Functions, Types of Depository and non-depository institutions, Commercial banking & Development financial institutions - Introduction & its role in Indian Economy.

Text books:

1. L.M. Bhole, Financial Markets and Institutions. Tata McGraw Hill.
2. M.Y. Khan, P.K. Jain, Financial Services, Tata McGraw Hill.
3. G.L. Sharma, Y.P. Singh, Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi.

Reference Books:

1. J.K. Singh, Venture Capital Financing in India. Dhanpat Rai and Company
2. Annual Reports of Major Financial Institutions in India.
3. Vasant Desai, Indian Financial System, Himalaya Publishing.

Websites:

1. <https://www.studocu.com/en/document/clemson-university/fin-inst-mkts/summaries/chapter-1-text-notes-summary-book-financial-markets-and-institutions/856648/view>
2. <https://www.slideshare.net/venkykk/fifm-2013-final-financial-institutions-and-notes-as-per-bput-syllabus-for-mba-2nd>
3. <https://www.investopedia.com/walkthrough/corporate-finance/1/financial-markets.aspx>



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Course Code	Course Name	L	T	P	Credit
MS3EF02	Basics of Mutual Funds	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I Concept & Role of Mutual Fund

The mutual fund industry in India, structure of mutual funds in India, Concept of Mutual Fund, Role of Mutual Funds, Advantages of Mutual Funds for Investors, Limitations of a Mutual Fund, Types of Funds, Problems of mutual funds in India

Unit-II Legal & Regulatory Environment

Role of Regulators in India- SEBI, AMFI Objectives, Guidelines for Circulation of Unauthenticated News, Due Diligence Process by AMCs for Distributors of Mutual Funds, Investors' Rights & Obligations

Unit-III Offer Documents

New Fund Offer (NFO) Scheme Information Document (SID) - Contents of SID, Statement of Additional Information (SAI) -Contents of SAI, Key Information Memorandum-Contents of KIM

Unit-IV Investor Services and Scheme Selection

Mutual Fund Investors-Eligibility to Invest, KYC Requirements for Mutual Fund Investors, PAN Requirements and Micro-SIPs, Demat Account, Scheme Selection- Deciding on the scheme category, Selecting a scheme within the category ,Selecting the right option within the scheme

Unit-V Financial Planning with Mutual Fund

Introduction to Financial Planning, Factors that Influence the Investor's Risk Profile, Life Cycle in Financial Planning, Wealth Cycle in Financial Planning, Factors that Influence the Investor's Risk Profile.

Text Books

1. K.G. Sahadevan, M.Thirupairaju, Mutual funds, data interpretation and Analysis, PHI.
2. M.Y Khan, Financial Services, Tata McGraw Hill.
4. Fredman and Wiles, How Mutual Funds work, PHI.

Reference Books

1. Sundar Sankaran , Indian Mutual Funds Handbook.
2. R. Gorden and Natarajan, Emerging scenario of Financial Services, Himalaya Publication.
3. Mutual Fund: A Beginner's Module, NCFM Module.

Websites:

<http://nptel.ac.in/courses/110105035/6>



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Course Code	Course Name	L	T	P	Credit
MS3EF03	Basics of Commercial Banking	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit – I Introduction to Banking in India

Evolution of Banking, Meaning and Definition of Banking, Structure of Commercial Banking in India- Scheduled and Non-scheduled Banks, Public Sector Banks, Private Banks, Foreign banks and Regional Rural Banks. Central Banking – Reserve Bank of India – Origin & Functions.

Unit – II Functions of Banks

Accepting Deposits-Importance of deposits, Classification& features of deposits.

Loans and Advances-Importance of lending, Principles of lending and Credit Management, Different types of lending facilities- Cash credit, Overdraft, Loans, Bills purchased and Bills discounted, project finance, Loan syndication and Bridge loan.

Unit – III Types of Customers and their Accounts

Types of Individual Customers: Minor, Married Women, Illiterate persons, Hindu Undivided Family. Opening of deposits accounts- Need for identity proof and proof of residence, Know your customers (KYC) norms (Guidelines of the RBI), and Closing of accounts.

Unit – IV Technology in Banking

Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash

Unit – V Current Issues and Emerging Trends

Corporate Governance in banks: Meaning and importance, principles and practices of corporate governance in Indian banks. Consolidation in banks: Rationale for Merger & Acquisition in Indian banking– their objectives, benefits and problems. Universal Banking – Meaning, rationale, merits & demerits, Green Banking & Shadow Banking - Meaning, concept.

Text books:

1. B. S. Khubchandani, Practice and Law of Banking, Macmillan Publisher India Ltd.
2. D. Muraleedharan, Modern Banking Theory and Practice, PHI.
3. Dr. P. K. Srivastava, Banking Theory and Practice, Himalaya Publishing.

Reference Books:

1. Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan Publication.
2. Indian Institute of Banking and Finance, Basics of Banking (Know your Banking-I), Taxman Publication.
3. Indian Institute of Banking and Finance, Banking Products and Services, Taxman Publication.

Websites:

1. Reserve Bank of India www.rbi.com
2. Indian Institute of Banking and Finance www.iibf.org.in
3. Indian Bankers Association www.iba.org.in
4. Institute of Banking Personal Selection www.ibps.com
5. Institute of Finance, Banking and Insurance www.ifbi.com



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Course Code	Course Name	L	T	P	Credit
MS3EF04	Goods & Service Tax	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit – I- Introduction of Goods and Service Tax

Meaning & Definition of Goods & Service Tax (GST), Characteristics, Need and Objectives behind introducing, Basic Terminologies as per Section 2, Types of Goods and Service Tax.

Unit – II- Registration Procedure

Meaning of Registration and Procedure, Necessity of Registration, Liability for Registration, Compulsory Registration.

Unit – III- Goods & Service and Rates

Goods and Services Exempted from GST, Calculation of Taxable Value and Tax Liability of Goods (Practical only related with Goods), Classification of Rates

Unit – IV - Composition Levy

Meaning of Composition Levy, Eligibility, Conditions & Restrictions, Taxable Rates under Composition Levy and Practical Problems.

Unit – V- Input Tax Credit

Input Tax Credit Meaning, Features, Eligibility and Not Eligibility, Conditions for availing, Provisions of Time Limit, Practical Problems availing Input Tax Credit.

Text books:

- 1) Vinod K. Sighania, Monica Sighania, Student's Guide to Indirect Taxes, Taxmann Publications.
- 2) V.S. Datey, Indirect Tax Law and Practice, Taxmann Publications.
- 3) Nita Tax Association, Basic of GST, Taxmann Publications.

Reference Books:

- 1) Jayaram Hiregange, Deepak Rao, Indian GST for Beginners, White Falcon Publishing.
- 2) GST Bill/Act 2016.
- 3) Dr. Sanjiv Agrawal, C.A. Sanjeev Malhotra, Goods & Service Tax, Bloomsbury India.

Websites:

- 1) <https://mptax.mp.gov.in>
- 2) <https://services.gst.gov.in/services>
- 3) www.gstcouncil.gov.in



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Course Code	Course Name	L	T	P	Credit
MS3EF05	Insurance Practice and Principles	3	0	0	3

Pre-requisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I-Introduction

Indian insurance industry: Transition and Prospects, legal frame work, Insurance- Basic concepts and principles, Classification of Insurance, reinsurance, Principles Governing Marketing of Insurance products.

Unit-II-Procedures

Channels of distribution for insurance products, policy servicing and claim settlement, Registration of Insurance Companies, Licensing of Insurance Agents, Professional standards, Code of Conduct for insurance agent, Protection of Policyholder's Interest.

Unit-III-Insurance Contract

Nature and Subject matter of Insurance contract, Features- as per Indian contract act, Express & Implied conditions, Conditions Subsequent & precedent to liability, Evidence and documents, proposal form, Cover note & renewable notices.

Unit–IV-Life Insurance

Law relating to life Insurance; General Principles of Life Insurance Contract; Terminologies of Life Insurance, Plans of Life Insurance, Proposal and policy; assignment and nomination; title and claims;

Unit – V-General Insurance

Law relating to general insurance; General Principles of general insurance; different types of general insurance (Marine/ Fire/ Motor Vehicle/ Health); general insurance Vs life insurance

Text books:

1. N.S. Kothari, P. Bahl , Principles and Practices of Insurance, Cengage Learning .
2. P.K. Gupta, Insurance and Risk management, Himalaya Publishing.
3. Inderjit Singh, Rakesh Katyal & Sanjay Arora, Insurance Principles and Practices Kalyani Publishers.

Reference Books:

1. M.N. Mishra, Insurance Principles and Practice, Sultan Chand Publication.
2. P.K. Gupta, Fundamentals of Insurance, Himalaya Publishing House.
3. Dr. P. Periasamy, Principles and Practice of Insurance, Himalaya Publishing House.

Websites:

1. <https://sol.du.ac.in/course/view.php?id=126>
2. https://ia.org.hk/en/supervision/reg_ins_intermediaries/files/sn-p&p-2013.pdf
<https://sol.du.ac.in/mod/book/view.php?id=1226>



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Course Code	Course Name	L	T	P	Credit
MS3EM04	Brand Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I- Concept of 'Brand'

Brand VS Product, Why Brand? Can everything be branded? Identification of branding challenges and opportunities; Strategic brand Management Process, Customer based brand equity; sources of brand equity, CRM.

Unit-II- Identifying and establishing brand positioning

Brand positioning guidelines –Brand values, Internal branding, Co branding, Corporate Branding, Brand equity management system, integrated marketing communications and program to build brand equity.

Unit-III- Planning and implementing Brand Operating Program

Brand Elements- Choosing brand elements, Option for Brand Elements- Name, URL, Logo, Symbol, Characters, Slogans, Jingles, Packaging, Celebrity Endorsements: Endorsement, Celebrity and Brand Relationship, Measuring effectiveness of celebrity endorsements.

Unit-IV- Building Brands through Internet/Digital Platform

Building brands through Internet; Differences in brand building environment in online and offline; The 7Cs framework; Limitations and hardships of brand building on the Internet.

Unit-V- Brand Audit and Valuation

Brand Audit - Internal Branding- Introduction To Brand Valuation – Components & Types Of Valuation.

Text Books

1. K.L Keller, Strategic Brand Management, PHI.
2. Kevin L. Keller, Building Measuring and Managing Brand Equity, PHI.
3. Pran K. Chaudhary, Successful Brand, University Press.

Reference Books

1. N. Kapoor, Advertising and Brand Management, Pinnacle Learning.
2. W. Mathur, Brand Management text and case, Macmillan India.
3. Joseph F. LePla & Lynn M. Parker, Integrated Branding, Kogan Page.

Websites:

www.nptel.ac.in

www.coursera.org/learn/brand-management



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3EM05	Retail Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I-Introduction to Retailing

Introduction, meaning and definition of retailing, Characteristics of retail, Functions of retailer, Importance of retailing, Place of retailing in a distribution channel, Reasons for retail growth, Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, Emerging trends in retailing

Unit-II-Retail Formats and Customer Behavior

understanding retail formats, classification of retailers-Legal form, Operational structure, range of merchandise, degree of service, pricing policy, location, size of layout, customer contact and others, Types of retailers based on merchandise, pricing and operational structure, Non-store retailing, Theories of retail change, Customers' buying behavior, Major factors influencing buying behaviour, The buying decision process.

Unit-III-Retail Marketing Mix

Product- Decision related to selection of product, Factors affecting the selection of product, Price- Factors affecting the pricing decision, Pricing policies & strategies, Place-Store location- Types of retail locations, Factors affecting choosing a location, Importance of layout, Store layout key considerations, Steps for designing store layout, Promotion- The retail promotion mix, Promotional objectives, Steps in planning a retail advertising campaign, Management of sales promotion and publicity .

Unit-IV-Merchandise Management

Major functions of a store, The concept of merchandise planning, the implications of merchandise planning, the process of merchandise planning, tools used for merchandise planning, Merchandise Procurement-Merchandise sourcing, Methods of procuring merchandise, Concept of Point of Purchase. Merchandise handling and controlling, Methods of merchandise control,

Unit-V-Non Store Retailing and Service Retailing

Meaning of non-store retailing, Classification of non-store retailing, Direct selling, Direct response marketing, Meaning of service retailing, Importance of service retailing, Indicators of quality of service, characteristics of services and service retailing strategy.

Text books:

- 1) Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava, Retail Management, Oxford University Press.
- 2) Swapna Pradha, Retail Management: text and cases, McGraw-Hill.
- 3) Michael Levy, Barton A. Weitz, Retail Management, McGraw-Hill.

Reference Books:

- 1) Piyush Kumar Sinha, Dwarika Prasad Uniyal, Oxford University Press.
- 2) Patric M Dunne and Robert F. Lusch, Retail Management, Cengage Learning.
- 3) Barry Berman, Joel R. Evans and Mini Mathur, Retail Management, Pearson.

Websites:

<https://www.scribd.com/doc/180981455/RETAIL-MANAGEMENT-By-Anant-Dhuri-MMS-Marketing-Notes-pdf>



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3EM06	Integrated Marketing Communication	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I- Introduction to IMC

Concept of Integrated Marketing Communications (IMC), Understanding Marketing communication, Evolution of IMC; Growth of IMC; IMC mix, IMC Planning Process, role of IMC in the Marketing process, IMC Partners and industry organization. Functional areas of IMC,. Process and Role of IMC in Marketing,

Unit-II- Elements of IMC

- Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns, DAGMAR, Ad budgeting, Ad copy design
- Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising
- Public Relations – Types of PR
- Personal Selling

Unit-III- Growing scope of IMC

- Direct marketing and direct response methods
- Event Management
- E-Commerce
- Publicity – Types of Publicity, relationship between advertising and publicity
- Trade Fairs and Exhibitions

Unit-IV- IMC Message strategy

The Creative concept development; the creative processes of the different forms of IMC; AIDA model Considerations for creative idea Visualization. (Creative planning, creative strategy development, Communications appeals and execution).

Unit-V- Media Management in IMC

Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media Strategy; Advertising Agencies – Types of Advertising agencies, Ad agency compensation and evaluation their role, functions, organisation, Remuneration, client agency relationship, measuring advertising effectiveness

Text books:

1. Belch & Belch , Advertising and Promotions , Tata McGraw Hill.
2. Rajeev Batra, John G.Myers & David A Aaker , Advertising Management, PHI.
- 3.Kenneth Clow, Donald Baack: Integrated Advertising, Promotion & Marketing Communications, Pearson Education.

Reference Books:

1. Copley Paul , Marketing Communications Management Concepts & theories: Cases and Practices Butterworth- Heinemann Publication
2. Tom Duncon, Integrated Marketing Communications, Tata McGraw Hill
3. Otto Kelpner , Advertising Procedure, PHI.

Websites:

nptel.ac.in/courses/110104070/39 (Integrated marketing Communication)



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Course Code	Course Name	L	T	P	Credit
MS3EM01	Basics of Consumer Behaviour	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I-Introduction

Definition, Meaning, nature and scope of Consumer Behaviour, need for studying Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer research process, applications of consumer behaviour; Consumer behaviour and marketing strategy

Unit-II-Perception and Consumer Behaviour

Introduction of groups , advantages and disadvantage of groups, reference group, types of reference group, Introduction social class categorization, social class life style and buying behavior, social class and social factors

Unit-III-Consumer decision making

Consumer decision-making process, problem recognition, Information search process, Types of consumer decision making, A Model of Consumer Decision Making

Unit-IV- Consumer Behaviour and Market Segmentation

Consumer behaviour and market segmentation - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies

Unit-IV-Organizational Buying

Organizational Buying Concept & comparison with Consumer buying, Economic Influence; Political Influence; Legal Influence; Supplier's Influence; Technology Influence; Customer Influence; Government Influence; Labour Influence

Text Books:

1. L.G. Schiffman, L.L Kanuk, Consumer Behaviour, PHI.
2. David L. Laudon, Albert J. Della Bitta: Consumer Behaviour, Tata McGraw Hill.
3. F. R. Kardes, Consumer Behaviour and Managerial Decision Making, PHI.

Reference Books:

- 1 H. Assael, Consumer Behaviour in Action, Cengage Learning.
3. W. D. Hoyer, D. J. MacInnis, & J. F. Engel: Consumer Behaviour, Cengage Learning.

Websites:

1. <http://consumerbehaviour4vtu.blogspot.in/p/chapter-wise-contents.html>
2. <https://www.studocu.com/en/document/university-of-manitoba/consumer-behaviour/lecturenotes/lecture-notes-consumer-behavior-textbook>
3. <https://www.scribd.com/document/268927989/Consumer-Behaviour-Lecture-Notes>
4. <http://acrwebsite.org/volumes/6443/volumes/v12/NA-12>



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Course Code	Course Name	L	T	P	Credit
MS3EM03	Internet and Digital Marketing	3	0	0	3

Unit- I- Introduction to Internet & Digital marketing

Concept of Internet & Digital marketing, Understanding the difference between Internet & Digital marketing. Impact of internet on consumer needs, Online marketing objectives, Online buying behaviour. Internet as a tool for market research.

Unit-II- Acquiring & Engaging Users through Digital Channels

Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; using marketing analytic tools to segment, target and position..

Unit-III- Search Engine Optimization

Introduction, Key SEO Concepts, Search engine optimization elements : On-page/On-site SEO, SEO Content Writing, Code Optimizing, Inbound Links, Types of SEO, The SEO Process ,Customer Insights, Analysis & Review ,Keyword Research & Selection.

Unit-IV- Social Media Marketing

Consumer generated content, Social networks and online communities, Social media listening. Blogging, Viral marketing, Integrated online marketing, Trust in Internet Marketing. Ethical and Legal Issues.

Unit-V- Designing Organization for Digital Success

Digital Transformation, Digital Leadership Principles, Online P.R, Reputation Management. ROI of Digital Strategies, How Digital Marketing is adding value to business, and Evaluating Cost Effectiveness of Digital Strategies.

Text Books:

1. Vandana Ahuja, Digital Marketing, Oxford University Press.
2. R. Prasad, Digital Marketing: Approaches and Applications, ICFAI
3. Philip Kotler, H. Kartajaya Marketing 4.0: Moving from Traditional to Digital , John Wiley & Sons.

Reference Books:

1. Mel Carson and J. Paul, Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media, Springer, Kogan Page.
2. Drayton Bird, Commonsense Direct And Digital Marketing, Kogan Page.
3. Ryan Damian, Understanding Digital Marketing: Marketing strategies for engaging the digital generation; Kogan Page.

Websites:

www.digitalvidya.com

www.tutorialspoint.com

www.edupristine.com



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Course Code	Course Name	L	T	P	Credit
MS3EH06	Talent and Knowledge Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit- I -Talent Management

Meaning and significance of talent Management- Attracting talent, Retaining talent, Right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit- II- Knowledge Management

Definition, Need and Objectives of Knowledge Management, Different types of Knowledge in organization, Knowledge Life cycle.

Unit- III- Basics of Knowledge Management

Elements of Knowledge Management, Advantages of Knowledge Management, Knowledge management in learning organizations, Types of Knowledge, Managing Knowledge workers.

Unit- IV - Building Blocks of Talent Management

Introduction, Effective Talent Management system, Building Blocks of Effective Talent Management System.

Unit- IV - Talent Management and Organizational Environment

Introduction, Talent Management and Organizational Environment- An overview, Shaping Talent Planning and Developing values, Promoting Ethical Behaviour.

Text Books:

1. Lance A Berger , Dorothy Berger, The Talent Management Handbook, Tata McGraw Hill.
2. The Talent Era, Financial Times, PHI.
3. Subir Chowdhary, Organization 21C, Pearson Education.

Reference Books:

1. Waman S. Jawadekar, Knowledge Management text and cases, McGraw Hill.
2. Elais M. Awad, Hassan M Ghaziri, Knowledge Management, Pearson.
3. Sanjay Mahaopatra, Knowledge Management, McMillan.

Websites:

1. <https://www.studynama.com>
2. <http://gurukpo.com>



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Course Code	Course Name	L	T	P	Credit
MS3EH02	Labour Laws	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I-Factories Act 1948

Provisions regarding safety, Provisions regarding Health, Provisions regarding Welfare, Provisions regarding Leave and Wages, Working hours of adults.

Unit-II-Industrial Dispute Act 1947

Definitions, Authorities under Act, Power and duties of authorities, Strike and lockout, Layoff and retrenchment, Grievance and Redressal machinery.

Unit-III- Trade Union Act 1926

Immunity granted to registered trade unions, Recognition of trade unions, The Industrial Employment (Standing Orders) Act 1946.

Unit-IV- Acts for Wages, Gratuity, Bonus

The payment of wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, and The Payment of Bonus Act 1965.

Unit-V- Employee benefit other Acts

Employee State Insurance Act 1948, The Provident Fund and Miscellaneous Act 1952, Employee pension Scheme.

Text Books:

1. M.V Moorthy, Principles of Labour Welfare, Oxford & IBH Publishing Co.
2. K.N Vaid, Labour Welfare in India, Sree Ram Centre for Industrial Relations and Human Resources.
3. P.K Padhi, Labour and Industrial Laws, PHI Publication.

Reference Books:

1. K.C Garg, V.K Sareen, Mukesh Sharma & R.C Chawala, Industrial Law, Kalyani Publishers.
2. K.Venkataramana, Employee Welfare & Social Security, Sahitya Bhawan Publishing
3. H.L Kumar, Labour Laws, Universal Laws Publishing Co.

Websites:

1. <http://www.labourlawreporter.com/>
2. <http://www.citehr.com>
3. Managementstudyguide.com



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Course Code	Course Name	L	T	P	Credit
MS3EH05	Industrial and Organizational Psychology.	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit- I- Introduction

Meaning & Scope of Industrial Psychology, Functions & Activities, Limitations & the unique aspects of Industrial Psychology.

Unit- II- Individual Difference in Behaviour

Factors associated with differences in behaviour individual versus situational variables, Importance of Individual differences in jobs, Basis of individual differences, Effects of training upon individual differences.

Unit-III- Individual at Work place

Occupational psychology, Study of behaviour in work situation and application of psychological principles to problems of selection, Placement, Counselling and training, Design of Work environments, Human engineering.

Unit-IV- Psychological Testing

Development and Importance of Industrial and Organizational Psychology, Psychological Testing: Utility, Reliability and Validity.

Unit-V- Industrial Efficiency

Efficiency at work: the concept of efficiency and effectiveness, the work curve, its characteristics, fatigue and boredom, Rest pauses, Stress management and well-being at work, Job satisfaction, Working environment, Stress management.

Text Books:

1. J.B Miner, Industrial- Organizational Psychology, Tata McGraw Hill.
2. Blum and Naylor, Industrial Psychology, Its Theoretical and Social Foundations, CBS Publications
3. M.G Aamodt, Industrial & Organizational Psychology: An Applied Approach, Cengage Learning.

Reference Books:

1. T.N Chhabra, Industrial Psychology, Sun Publication.
2. P.K Ghosh, Industrial Psychology, Himalaya Publishing.
3. Ronald E. Riggio, Industrial & Organizational Psychology, Pearson Publication.

Websites:

1. <https://www.shrm.org>
2. www.hr-guide.com
3. <http://www.human-resources.org>



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Course Code	Course Name	L	T	P	Credit
MS3EH04	Performance and Compensation Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I-Introduction

Concept of performance management, definition, purpose of performance management, elements of performance management, performance appraisal v/s performance management, designing performance management system.

Unit-II- Performance Management and Performance Counselling

Performance management process, performance planning, process and documentation of performance appraisal, appraisal interview, performance feedback and counselling- Introduction, concept of performance counselling, principles of performance counselling, performance counselling skills.

Unit-III-Performance Management System

Performance coaching, mentoring competency development, use of technology and e- PMS, international aspects of PMS, performance systems trends, ethical perspectives in performance appraisal.

Unit-IV- Competency Analysis and Competency Mapping

Meaning and definition of competency, concept of competency analysis, approaches to competency analysis, competency mapping, need development and assessment of competency models, competency and performance, tools to identify the competency of the employees.

Unit-V-Compensation Management

Compensation definition, classification, types, incentives, fringe benefits, wage and salary administration rewards and incentives, Regulatory bodies for compensation management.

Text Books:

1. Milkovich & Newman Compensation Management, Tata Mc Graw Hill.
2. Richard I. Anderson Compensation Management in Knowledge based world, Pearson education.
3. Richard Thrope, Gill Homen: Strategic Reward systems- Prentice Hall.

Reference Books:

1. Michael Armstrong & Helen Murli, Hand of Reward Management- Crust Publishing House.
2. Joseph J. Martocchio, Strategic Compensation, Pearson Education.
3. Deepak Kumar Bhattacharya, Performance Management Systems and Strategies, Pearson Publication.

Websites:

1. <http://nptel.ac.in/courses/109105121/36>
2. <http://mhrd.gov.in>



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3EH01	Industrial Relations	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I- Introduction to Industrial Relations

Industrial Relations Definition, objectives and importance of IR, Participants in IR, Requirements of successful industrial relations program, Parties to Industrial Relations, Trade union- Definition, Reasons for joining trade unions, problems of trade unions, Suggestions to improve Industrial Relation scene in India.

Unit-II-Grievance and Discipline

Meaning and features of discipline- Aims Objectives Types of Discipline- Act of Indiscipline – Principles of maintaining discipline- Meaning, Definition and Nature of Grievance- causes of Grievance, Grievance procedure.

Unit-III- Collective Bargaining & Workers participation in Management

Concept and features of collective Bargaining Essentials conditions of successful bargaining- Emerging issues in collective bargaining – process of collective Bargaining. Workers Participation in Management. Definitions- objectives-Importance- Pre-requisites for effective participation- levels of participation – methods or forms of workers participation.

Unit-IV- Industrial Disputes

Meaning, Forms, Causes and Results of disputes, Methods for the prevention and settlement of Industrial disputes, Authorities for the settlement of Industrial disputes in India.

Unit-V-Labour welfare, Health and Safety

Labour welfare – Concept, importance, Labour welfare policy, Historical Development of Labour welfare in India, Employee safety, Industrial Accidents, Industrial Health program, occupational Hazards and Risks.

Text books:

1. A. M. Ross, P.T Hartman, Changing Patterns of Industrial Conflict, John Wiley.
2. Arun Monappa, Industrial Relations, Tata McGraw Hill.
3. Biswajeet Pattanayak, Human Resource Management, PHI.

References:

1. T.N. Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House.
2. Mamoria, Gankar & Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House.
3. C.P. Tripathi, Personnel Management, Sultan Chand Publishing.

Websites:

1. <http://www.labourlawreporter.com/>
2. <http://www.citehr.com>
3. Managementstudyguide.com



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3ET04	Advertising and Sales Promotion in Foreign Trade	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I: Introduction to Advertisement

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad. Agencies – Selection and remuneration – Advertisement campaigns – case studies.

Unit-II: Advertisement Media

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

Unit-III: Design and Execution of Advertisements

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

Unit-IV: Introduction to Sales Promotion

Scope and role of sale promotion – Definition- Significance – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

Unit-V: Sales Promotion Campaign

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions- case studies.

Text Books:

1. Wells, Moriarty & Burnett, Advertising: Principles & Practice, Pearson Education.
2. Kenneth Clow, Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi.

Reference Books:

1. George E. Belch, Michel A Belch, Advertising & Promotion, McGraw Hill.
2. Julian Cummings, Sales Promotion, Kogan Page.
3. Jaishri Jefhwaney, Advertising Management, Oxford.

Websites:

www.commerce.ac.in

www.ibef.org



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3ET03	Export Procedures and Documentation	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I- Export –Import Policy

Historical review and current Export – Import policy of then Govt. of India and its implications. Export – Import Licensing – Policy & Procedure, Schemes under Foreign Trade Policy, INCO terms.

Unit-II- Government Authorities

Department of Commerce, CCI&E, Cabinet committee, Board of Trade, Zonal Advisory Committee, Commodity Organisation – Export Promotion councils, Commodity Boards, ECGC, Trade fair Authority, FIEO, Exim Bank, DGCI&S, STC, and MMTC etc.

Unit-III- Customs & Central Excise

Central Excise Department -Customs & Central excise Procedures related to exports and Imports, Export Inspection council, Central Warehousing Corporation.

Unit-IV- Export Documentation

Significance of Export Documents-Type of documents, Trade documents, Regulatory documents.

Unit-V- Export procedure

Steps of Export procedure, Banking procedure of Export Documents- Bill of lading, Bill of Exchange, Certificate of Origin, Marine Insurance Policy, Letter of Credit, GR-1 Form.

Text Books:

1. C.Rama Gopal, Export Import Procedures: Documentation and Logistics, New Age International.
2. P. K. Khurana, Export Management, Galgotia Publishing.
3. Varshney & Bhattacharya, International Marketing Management , Sultan Chand Publishers.

Reference Books:

1. Khushpat S. Jain ,Export Import Procedures & Documentation, Himalaya Publishing.
2. Thomas E. Johnson, L. Donna, Export Import Management, AMACOM Publishing.

Websites:

www.commerce.ac.in

www.ibef.org



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3ET01	Export-Import Finance	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I

Terms of Payment - Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis.

Unit-II

Sources of Finance - Short-term sources Banker's acceptance, Discounting trade draft with recourse and without recourse,, Medium-Term - Finance - Forfeiting Promissory Notes, Commercial Bank and Medium and long term sources of Finance. Schemes and Procedures.

Unit-III

Pre-shipment Finance (Packing Credit) - By Commercial Banks, EXIM Banks Scheme, Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.

Unit-IV

Post-shipment Finance in Indian Rupees – By Purchase of Export Bill,s Goods sent on consignment, Undrawn balance, Retention Money, Claims of duty drawback, Negotiation of Export Documents drawn under L/C.

Unit-V

EXIM Bank Finance – Forfaiting Finance, Problems of Export & Import Finance. Post shipment credit in Foreign Currency. External Commercial borrowing, Foreign Currency Loans.

Text Books :

- 1.D.P. Whitting Mcdonald , Finance of International Trade, Evans Publishing.
- 2.C. Jeevanandam, Foreign Exchange, S. Chand Publishing.
- 3.How to Export/Import - Nabhi Publication.

Reference Books:

1. R. Sharma, Export Management, Oswal Publisher.
2. J.V. Prabhakar Rao, A.V. Ranganandachary, International Business, Mc Graw Hill.
3. How to Borrow from Banking and Financial Institutions - Nabhi Publication.

Websites:

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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3ET05	Global Business Environment	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I

Environmental Context of International Business: Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business decisions (PESTEL analysis).

Unit-II

Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

Unit-III

Regional Economic Co-operation and Integration between Countries; Different levels of integration between Countries; European Union, NAFTA, ASEAN, EFTA, SAARC, SAPTA

Unit-IV

Multinational Corporations: Conceptual Frame work of MNCs; MNCs and Host and Home Country relations; International Technology Transfers – importance and types, New Market Entry Strategies. FDI and its Impact on Indian Economy.

Unit-V

Foreign Exchange Markets: Determining exchange rates; Fixed and flexible exchange rate system; Participants in the Foreign exchange markets; Cash and Spot exchange market; Foreign Exchange Risk: Transaction exposure, transaction exposure and economic exposure, Management of exposures.

Text books:

1. Andrew Harrison, Business Environment in Global context , Oxford .
2. John D. Daniels, International Business Environment & Operations, Pearson.
3. Francis Cherunilam, Global Economy & Business Environment , Himalaya Publication

Reference Books:

1. Kamal D. Parhizgar. Global Business Economy , JAICO Publishing Mumbai
2. K. Ashwathappa. Essentials of Business Environment, Himalaya.

Websites:

www.commerce.ac.in

www.ibef.org



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3ET06	WTO & Intellectual Property Rights	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I

GATT and WTO: GATT and Evolution of World Trade Organisation: Objectives of WTO, Role of WTO in International Trade, Main Features of WTO. New Issues in WTO: Environment, Investment, Competition Policy.

Unit-II

Introduction to Intellectual Property ,Concept of Intellectual Property, Economic importance of Intellectual Property, Types of IPR- Trade Mark, Copy Right, Patents and their Importance in the field of Foreign Trade.

Unit-III

Industrial Property Law: Inventions, Industrial Creations Characterized by Relative Novelty (innovations), Know-How, Industrial Designs and Models, Utility Models, Layout-designs of Semiconductor integrated Circuits (semiconductor chips), Plant Varieties, Trademarks, Geographical Indications, Trade-names, Emblems, Other Distinctive Signs; Scientific Discoveries.

Unit-IV

IPR and Economic Development: Copyright Law ("Rights of Authors"), Correlation of intellectual Property Law with Unfair Competition, Common Features of the intellectual Property Rights, Legal Nature of the Intellectual Property Rights.

Unit-V

International Protection of Intellectual Property: The World intellectual Property Organization, The Agreement on Trade Related Aspects of intellectual Property Rights ("TRIPS"), The Paris Convention for the Protection of Industrial Property. The Berne Convention for the Protection of Literary and Artistic Works.

Text Books

1. Prabudha Ganguli, Intellectual Property Rights, Tata McGraw-Hill.
2. Jayshree Watal, Intellectual Property Rights in the WTO and Developing Countries, Oxford University Press.
3. Bhagirath Lal Das, The WTO and the Multilateral Trading System: Past, present and future, Third World Network and Zen Books

Reference Books

1. Prabudha Ganguli, IPR-unleashing the Knowledge Economy, Tata McGraw-Hill.
2. Rainbridge David, Intellectual Property, Pearson Education.
3. Shahid Ali Khan, IPR in present Indian Context, IIFT Delhi.



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3EG08	Supply Chain Management	3	0	0	3

Prerequisites :

Co-requisites :

Curriculum:

UNIT I : Introduction to Supply Chain Management –

Meaning, Definitions, Features, Functions, Objectives, Importance, and Significance of Supply Chain (SC), Competitive and Supply Chain Strategies, Achieving Strategic Fit, Key issues of Supply Chain Management.

UNIT II : Designing and Planning the Supply Chain Network –

Distribution – Basic Concept, Designing the Distribution Network, Distribution Networks in Practice, Role of Distribution Network, Factors Influencing Distribution Network, Modelling for Supply Chain.

UNIT III : Dynamics of Supply Chain –

Supply Chain Integration, Push-based, Pull-based and Push-Pull Based Supply Chain, Demand Forecasting in a Supply Chain, Managing Inventory in Supply Chain Environment, Transportations, Inventory, Warehousing, Managing logistics.

UNIT IV : Information Technology in the Supply Chain –

IT Framework – Customer Relationship Management, Internal Supply Chain Management – Supplier Relationship Management, Transaction Management, Use of Best Practices and Information Technology (IT) in Supply Chain Management, Lack of Supply Chain Coordination and the Bullwhip Effect, Future of IT.

UNIT V : Dimensions of Logistics –

Macro and Micro Dimension to Logistics, Strategic Alliances, Third Party & Fourth Party Logistics, Retailer-Supplier Partnerships (RSP), Supplier Evaluation & Selection, Logistics Interfaces with other Areas, Approach to Analysing Logistics Systems, Factors Affecting the Cost & Importance of Logistics.

Text Books:

1. Ayers, J. B. (2006). Handbook of Supply Chain Management (2nd ed.). Florida: Auerbach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/supply chain management (5th ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply Chain Management: Strategy, Planning and Operation (3rd ed.). New Delhi: Pearson Education.

Reference Books:

1. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.
2. Raghuram, G., & Rangaraj, N. (2000). Logistics and supply chain management: cases and concepts. New Delhi: Macmillan.
3. Shah, J. (2009). Supply chain management: Text and cases. New Delhi



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Syllabus

		Proposed Syllabus of Investment banking			
Course Code	Course Name	L	T	P	Credit
MS3EF10	Investment banking	3	0	0	3

Curriculum:

UNIT – I Introduction

Concept, Origin, Functions, Types, Growth, Institutional Structure, and Merchant Banking Services in India, Difference between Commercial banks and investment

UNIT – II Regulations:

Regulation of the Capital Market- SEBI regulations for merchant bankers, brokers and sub brokers, intermediaries and portfolio managers.

UNIT – III PUBLIC ISSUE MANAGEMENT

Meaning and types of issues, appointment and role of merchant banker in issue management, pre-issue and post-issue management activities performed by merchant banks

Underwriting: Concept, Devolvement, Business model, underwriting in fixed price offers and book-built offers.

UNIT – IV Factoring, Forfeiting and Securitization of debt

Factoring and Forfeiting: Origin, characteristics, types, benefits, difference between factoring and forfeiting, growth of forfeiting in India, Factoring mechanism, advantages, Factoring and Forfeiting in India.

Securitization of debt: Meaning, Features, Types of serializable assets, Benefits of Securitization, Issues in Securitization.

UNIT – V Leasing and Hire Purchase:

Concept, Parties, Types of Lease, Difference between leasing and Hire Purchase, Legal frameworks, Advantages and disadvantages of Leasing and Hire Purchase. (Theory only)

Text books:

1) Prasanna Chandra, : Project Preparation, Appraisal and Implementation' Tata McGraw

Course Code	Course Name	L	T	P	Credit
MS3EH12	Counselling and Negotiation skills for Managers	3	0	0	3

Prerequisites: Nil

Co- requisites: Nil

Curriculum

UNIT 1- Counseling:

Meaning, Nature, Goals and Process of Counseling, Approaches to counseling, Importance of counseling, Variables affecting the counseling process, Evaluation of counseling, Modern trends in Counseling process.

UNIT 2 Negotiation:

Meaning, Nature, Process and types of Negotiation, Strategy and planning for negotiation, Agenda setting, Bargaining, ZOPA, Expectations & Concessions, Compromise, Collaboration & Multi-tasking, Seven pillars of negotiation.

UNIT 3 Communication and Negotiation:

Economical and Socio, Psychological dimensions of negotiation, Contextual nature of negotiation, Role of communication in negotiation, Qualities & Skills of effective negotiation, Interpersonal negotiation.

UNIT 4 Tactics for promoting a constructive negotiation climate:

Positions and interests in negotiations, 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose, The Thomas-Kilmann Conflict Mode Instrument in negotiations, Leigh Thompson's 5 negotiation mental models

UNIT 5 Negotiation styles:

Persuasion techniques, Instruments of negotiations, The role of outside actors in negotiations: the media and interest groups, Finalization: overcoming impasse, reaching an agreement, types of agreements

Texts Books:

1. Cohen, S. Negotiation Skills for Managers. New Delhi: Tata Mc Graw Hill.
2. Rao, S. L. Negotiation Made Simple. New Delhi: Excel Books
3. Rao, S. N. Counseling and Guidance. New Delhi: Tata Mc Graw Hill

Reference Books:

1. Singh, K. Counselling Skills for Managers. New Delhi: PHI
2. Case Study: Role Negotiation at Bokaro Steel Plant (Understanding Organizational Behaviour. By Udai
3. Pareek, Oxford, Second Edition Page 410-415)



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Syllabus

	Proposed Syllabus of Cross Cultural Management				
Course Code	Course Name	L	T	P	Credit
MS3ET07	Cross Cultural Management	3	0	0	3

Prerequisites: Nil

Co- requisites: Nil

Curriculum

Unit I: Introduction

Determinants of Culture, Facets of culture, Levels of Culture, National Cultural dimensions in the business context, the influence of National Culture on business culture, Business Cultures: East and West, Emerging Business Culture in India.

Unit-II: Cultural Dimensions and Dilemmas

Value orientations and Dimensions, Cultural Shock, Reconciling cultural dilemmas, Culture and Styles of Management: Management tasks and cultural values.

Unit- III: Cross Cultural Leadership and Decision Making

Cross Cultural Communication and Negotiation; Process and International Negotiation hurdles; Human Resource Management in Global Organizations; Ethics in International Business; Western and Eastern Management Thoughts in the Indian Context.

Unit –IV: Culture and Organizations

Culture and corporate structures, Culture and Leadership, Culture and Strategy, Cultural Change in Organizations, Culture and marketing, Cultural Diversity.

Unit-V: Diversity at Work

Managing diversity: Causes of diversity, the paradox of diversity, diversity with special reference to handicapped, women and aging people, intra company cultural difference in employee motivation.

Text Books

1. Browaeys, M. J. & Roger, P. (2015). *Understanding Cross-Cultural Management*. New Delhi: Pearson Education.
2. Thomas, D. C. (2014). *Cross Cultural Management*. New Delhi: Sage Publications.
3. Holdon, Nigel. (2012). *Cross Cultural Management: Knowledge Management Perspective*. New Delhi: Prentice Hall.

Reference Books

1. Barlett, Christopher and Sumantra Ghoshal, *Managing Across Borders: The Transnational Solution*, Harvard Business School Press, 1998.
2. Leaptrott, Nan, *Rules of the Games: Global Business Protocol*, Thomson Executive Press, 1996.
3. Mary O'Hara-Deveraux and Robert Johnson, *Global Work: Bridging Distance, Culture and Time*, Jossey Bass Publishers, San Francisco, USA, 1994.

One case study of each unit is supplemented in TLP



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Syllabus					
Course Code	Course Name	L	T	P	Credit
MS3ET08	Thrust Product & Market	3	0	0	3

Curriculum:

Unit-I Export of Agriculture & Agro-based products–

Their export performance, supply base, competitors, Marketing Strategies, Govt. policy and incentives APEDA and its role in export promotion.

Unit-II Export of Marine Products

Marine products – their export performance, supply base, competitors, Marketing Strategies, Govt. policy and incentives, MPEDA and its role in export promotion.

Unit-III Export of Textile

Jute & Garments– their export performance, supply base, competitors, Marketing Strategies, Govt. policy and incentives EPC and its role in Export promotion.

Unit-IV Export of Gems & Jewelry

Export of Gems & Jewelry – their export performance, supply base, competitors, Marketing Strategies, Govt. policy and incentives, EPC and its role in Export promotion.

Unit-V Exports of Handloom & Handicrafts

Export of Handloom & Handicrafts – their export performance, supply base, competitors, Marketing Strategies, Govt. policy and incentives, EPC, and its role in Export promotion.

Text Books:

1. Rathore B.S. Export Marketing – Himalaya Publishing
2. T.A.S. Balgopal Export Management – Himalaya Publishing

Reference Books:

1. Export-Import Policy of Govt. of India-Updated Circular
2. Verma and Agarwal, Export Management- Himalaya Publishing

Website:

1. <http://elearning.nokomis.in>
2. <http://www.eepcindia.org/>
3. www.commerce.nic.in



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Syllabus					
Course Code	Course Name	L	T	P	Credit
MS3ET09	Risk Management & Settlement of Claims in Foreign Trade	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I- Introduction

Types of Risks –Definition Commercial risks, Political risks, Legal risks, Cargo risks, Credit risks, Exchange fluctuation risk and their factors contributing risk.

Unit-II- Risk management in foreign trade

Risk Management – Marine insurance policy, Role of Export Credit and Guarantee Corporation in covering various schemes. Financial, Guarantees , Overseas Investment Insurance.

Unit-III:Settlement of Claims-I

Settlement of claims, Conciliation: Definition, Significance and applicability. Its applicability and role in settling foreign trade disputes.

Unit-IV Settlement of Claims - II:

Arbitration & International Arbitration: Definition, Significance and applicability. Its applicability and role in settling foreign trade disputes.

Unit-V Settlement of Claims III:

Litigation & International Arbitration: Definition, Significance and applicability. Its applicability and role in settling foreign trade disputes.

Text Books :

1. Dorfman Mark S. ,Risk Management & Insurance – Prentice Hall.
2. George E.Rejda Principles of Risk Management & Insurance –Pearson Education.
3. Harrington Niehaus Risk Management & Insurance- McGraw-Hill

Reference Books:

- 1 Varshney and Bhattacharya International Marketing Management – Sultan Chand and Sons
2. Rathore & Rathore Export Marketing – Himalaya Publishing.
- 3 Varma & Agarwal Foreign Trade Management - Himalaya Publishing.

Website:

<https://nptel.ac.in/courses/11010503I>- risk management and settlement



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Syllabus					
Course Code	Course Name	L	T	P	Credit
MS3ET10	Global Logistics & Supply Chain Management	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I Logistics Management:

Concepts –Objectives- Importance – Elements of the logistic System – Marketing and logistic mix – Logistics and marketing interface – Value-chain and production efficiency. Logistics Outsourcing- Its drivers and benefits.

Unit-II Shipping Industry:

Types of ships – Shipping systems: linear, Tramp, conference, chartering, Baltic freight exchange – Shipping intermediaries: agent, forwarder, brokers and others – containerization – types of containers – ICDs – CFS – CONCOR. 09

Unit-III Air Transport

Air transport – Air freight – IATA – Cargo handling – Designing the International Information system – system modules – Distribution and Transportation- Reverse logistics-Its challenges and scope.

Unit-IV Supply chain:

Definition – scope and importance of supply chain – supply chain drivers and metrics - efficient and responsive supply chain - Designing supply chain network: Distribution network – Factor influencing distribution - Transportation decision in supply chain management

Unit-V Forecasting and planning in supply chain management

Pricing in supply chain management- Role of IT in supply chain management - co-ordination in supply chain management, Supply Chain Integration- Push based and Pull based supply chain.

Text Books

1. Chopra S and P Meindl “Supply chain management: Strategy, planning and operations” David P, “International Logistics” Biztantra, New Delhi, Pearson Education.
2. Agrwal D K, Supply Chain Managemant - Strategy, Cases & Best Practices, Macmillan Publishers.
3. Deshmukha S G. & Mohanty R P, Essential of Supply Chain Management, Jaico Publishing House.

Reference Books

1. Donald J Bowersox Davi J Class” Logistics Management, Tata Mc.Graw Hill, New Delhi, Pearson Education.
2. David Stewart ,”International Supply chain Management”, Cengage publications
3. Shah J. Supply chain management: Text and cases. New Delhi: Pearson Education.

Website:

1. [https://nptel.ac.in/courses/110108056/-](https://nptel.ac.in/courses/110108056/) Global Logistics and Supply Chain Management



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Syllabus					
Course Code	Course Name	L	T	P	Credit
MS3ET12	International Trade Policy & Procedures	3	0	0	3

Prerequisites: Nil

Co-requisites: Nil

Curriculum:

Unit-I Foreign trade policy 2015-20

Highlights of EXIM policy- impact of FT policy in various sectors of India- mainly -Agriculture Sector, Service Sector, Industrial Sector and Micro Small and Medium Scale Sector.

Unit-II Merchandise Exports from India Scheme (MEIS)

About Scheme, Its Objectives, Common Provisions for MEIS as per current EXIM policy, Difference between MEIS under Foreign Trade Policy 2015-2020 and the schemes under Foreign Trade Policy 2009-2014.

Unit-III Service Exports from India Scheme (SEIS)

About Scheme, Its Objectives, Common Provisions for SEIS as per current EXIM policy. Eligibility to claim SEIS scheme, Difference between SEIS under Foreign Trade Policy 2015-2020 and the schemes under Foreign Trade Policy 2009-2014.

Unit-IV Export licensing procedures and formalities –Export price Quotations– Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) –Export promotion schemes.

Unit-V Procedure for Registration of Importers

Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

Text Books :

1. Ranganandachary A.V & Prabhakar Rao A.V, International Business –Himalaya Publishing
2. Mahajan M.L. Import do it yourself – Snow White Publication.
3. Varma & Agarwal Export Management - Himalaya Publishing.

Reference Books:

1. Foreign Trade Policy: Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India.
2. Export and Import Manual, Nabhi Publications, New Delhi.
3. How to borrow from Banking and Financial Institutions - Nabhi Publication.

Website:

1. WWW.howtoexportimport.com
2. <http://meisseis.com>



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Syllabus

Course Code	Course Name	L	T	P	Credit
MS3ET10	Global Logistics & Supply Chain Management	3	0	0	3

Unit-I Logistics Management:

Concepts –Objectives- Importance – Elements of the logistic System – Marketing and logistic mix – Logistics and marketing interface – Value-chain and production efficiency. Logistics Outsourcing- Its drivers and benefits.

Unit-II Shipping Industry:

Types of ships – Shipping systems: linear, Tramp, conference, chartering, Baltic freight exchange – Shipping intermediaries: agent, forwarder, brokers and others – containerization – types of containers – ICDs – CFS – CONCOR. 09

Unit-III Air Transport

Air transport – Air freight – IATA – Cargo handling – Designing the International Information system – system modules – Distribution and Transportation- Reverse logistics-Its challenges and scope.

Unit-IV Supply chain:

Definition – scope and importance of supply chain – supply chain drivers and metrics – efficient and responsive supply chain - Designing supply chain network: Distribution network – Factor influencing distribution - Transportation decision in supply chain management

Unit-V Forecasting and planning in supply chain management

Pricing in supply chain management- Role of IT in supply chain management - co-ordination in supply chain management, Supply Chain Integration- Push based and Pull based supply chain.

Text Books

1. Chopra S and P Meindl "Supply chain management: Strategy, planning and operations" David P, "International Logistics" Biztantra, New Delhi, Pearson Education.
2. Agrwal D K, Supply Chain Management - Strategy, Cases & Best Practices, Macmillan Publishers.
3. Deshmukha S G. & Mohanty R P, Essential of Supply Chain Management, Jaico Publishing House.

Reference Books

1. Donald J Bowersox David J Class " Logistics Management, Tata Mc.Graw Hill, New Delhi, Pearson Education.
2. David Stewart, "International Supply chain Management", Cengage publications
3. Shah J. Supply chain management: Text and cases. New Delhi: Pearson Education.

Website:

4. <https://nptel.ac.in/courses/110108056/>- Global Logistics and Supply Chain Management



मेडी-केप्स विश्वविद्यालय, इंदौर

Medi-Caps University, Indore

SYLLABUS

Course Code	Course Name	L	T	P	Credit	Hours
MS3EG08	Supply Chain Management	3	0	0	3	3
CM3EG09						

Prerequisites :

Co-requisites :

Curriculum:

UNIT I : Introduction to Supply Chain Management –

Meaning, Definitions, Features, Functions, Objectives, Importance, and Significance of Supply Chain (SC), Competitive and Supply Chain Strategies, Achieving Strategic Fit, Key issues of Supply Chain Management.

UNIT II : Designing and Planning the Supply Chain Network –

Distribution – Basic Concept, Designing the Distribution Network, Distribution Networks in Practice, Role of Distribution Network, Factors Influencing Distribution Network, Modelling for Supply Chain.

UNIT III : Dynamics of Supply Chain –

Supply Chain Integration, Push-based, Pull-based and Push-Pull Based Supply Chain, Demand Forecasting in a Supply Chain, Managing Inventory in Supply Chain Environment, Transportations, Inventory, Warehousing, Managing logistics.

UNIT IV : Information Technology in the Supply Chain –

IT Framework – Customer Relationship Management, Internal Supply Chain Management – Supplier Relationship Management, Transaction Management, Use of Best Practices and Information Technology (IT) in Supply Chain Management, Lack of Supply Chain Coordination and the Bullwhip Effect, Future of IT.

UNIT V : Dimensions of Logistics –

Macro and Micro Dimension to Logistics, Strategic Alliances, Third Party & Fourth Party Logistics, Retailer-Supplier Partnerships (RSP), Supplier Evaluation & Selection, Logistics

Interfaces with other Areas, Approach to Analysing Logistics Systems, Factors Affecting the Cost & Importance of Logistics.

Text Books:

1. Ayers, J. B. (2006). Handbook of Supply Chain Management (2nd ed.). Florida: Auerbach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/supply chain management (5th ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply Chain Management: Strategy, Planning and Operation (3rd ed.). New Delhi: Pearson Education.

Reference Books:

1. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.
2. Raghuram, G., & Rangaraj, N. (2000). Logistics and supply chain management: cases and concepts. New Delhi: Macmillan.
3. Shah, J. (2009). Supply chain management: Text and cases. New Delhi



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Syllabus

Course Code	Course Name	L	T	P	Credit	Hours
MS3ED07	Search Engine Optimisation	2	1	0	3	3

Course Content

Unit 1 How Search Engines Work

How Search Engines Work, Components of Search Engines, Major Search Engines, SERP, Search Engine Mechanism, Search Engine Crawling, Sitemaps, Storing, Processing and Indexing, Ranking.

Unit 2 SEO Introduction

Search Engine Optimization – Definition, On page Optimization Vs Off Page Optimization, Website Analysis, Content Strategy, Link Building, Page Ranking, Social Network and SEO, Keyword research, Website Optimization, Image Optimization, HTML Basics, Meta Tags, Web Design, Sitemap Optimization, Webmaster Tools, Web Analytics.

Unit 3 Search Engine Marketing

Search Engine Marketing – Definition, Psychology of Search – Buying Funnel, Introduction to PPC, PPC Targeting Options, Keyword research, Ad Groups, Ad Copy Writing, Landing Page Strategy, Campaign Management, Measurement & Optimization, Display Network, Mobile Advertising, Video Advertising, Shopping Advertising.

Unit 4 Website Structure & CMS

WordPress Installation, Admin Interface Basics, Default Settings in WP, Types of Themes, Theme Settings and Customization, Managing Themes, Content management in WP, Categories, Tags and Posts, Pages and Sub Pages, Custom Content Types, Adding a menu to the website,

Plugins and Widgets, Best Plugins in WP.

Unit 5 Monitoring SEO process

Monitoring SEO process, Preparing SEO Reports, Link building- types, benefits, Setting up SEM strategy, Analysis of the efficiency of SEM strategy, Digital promotion, Tools and Techniques.

Text Books

1. Kristopher B. Jones, Search engine optimization: your visual blueprint for effective internet marketing, Wiley.
2. Jerri L. Ledford, SEO: Search Engine Optimization Bible, Wiley India
3. Ahuja V.: Digital Marketing, Oxford University Press

Reference Books

1. Grappone, J. and Couzin, G., Search engine optimization: an hour a day, Wiley
2. Clarke, A., SEO 2020 Learn Search Engine Optimization with Smart Internet Marketing Strategies, Independently Published
3. Eric E, Stephan S, Rand F, Jessie C S, The Art of SEO: Mastering Search Engine Optimization, O'Reilly Media.



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Syllabus

Course Code	Course Name	L	T	P	Credit	Hours
MS3ED08	Social and Web Analytics	2	1	0	3	3

Unit-I Introduction to Social Media Analytics (SMA):

Introduction, Impact of social media on Business, ROI, Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas.

Unit-II Social Network Analytics:

Introduction to Network fundamentals and models, The social networks perspective, Social network and web data and methods, Network Analytics, Graphs and Matrices- Basic measures for individuals and networks, Information visualization.

Unit-III Web analytics tools:

Introduction to Web Analytics Tool, Click Stream Analysis, A/B testing, online surveys, Web crawling and Indexing, Text mining analysis, Sentiment Analysis.

Unit-IV Data Processing:

Introduction to Data Processing and Visualization, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics

Unit-V Social Media Analytics:

Introduction to tools like-Facebook analytics, Google analytics, parameters, demographics, analyzing page audience, Reach and Engagement analysis.

Text Books

1. Ganis M. and Kohirkar A. "Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media" Pearson 2016
2. Streme J. Social Media Metrics: How to Measure and Optimize Your Marketing Investment. Willey Publication
3. Blanchard O. "Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization" Que Publishing

Reference Books

1. Sponder M. Social Media Analytics McGraw Hill
2. Tuten T. L. and Solomon M. R. Social Media Marketing Sage Publication
3. Clifton B. Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition edition



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Syllabus

Course Code	Course Name	L	T	P	Credit	Hours
MS3ED10	Display Advertising	3	0	0	3	3

Unit-I Introduction

Introduction to Online Advertising: Definition Online Advertising; Types of Online Advertising; Display Advertising - Banner Ads, Rich Media Ads, Pop – ups and Pop – Under Ads. the future of online advertising, Advantages and challenges

Unit-II Contextual Advertising and Location Targeting

Contextual Advertising - In text Ads, in image Ads, In Video Ads, In Page Ads. Understanding location targeting -Different types of location targeting. Remarketing; Understanding Ad extensions -Types of ad extensions

Unit III Bidding Strategies

Bidding strategy: – CPC Understanding different types of bid strategy; Advanced level bid strategies, Flexible bid strategy. Tracking and Measuring ROI of online advertisement.

Unit-IV Creating Display Campaigns

Creating Display Campaigns: Types, All features, Mobile App Engagement. Differentiate between in Search and Display Campaign settings; Campaign level settings; Ad-scheduling & Ad-delivery; Understanding ads placement - Using Display banner tool and finding relevant websites for ads placement.

Unit- V Optimization

Optimizing Search & Display Campaign: -Optimization at the time of campaign creation; optimizing campaign via ad groups. Importance of CTR and Quality Score in optimization; Ways to Increase CTR, Improve Quality Score. Detecting fraud clicks.

Suggested Readings and Learning Materials:

Text Books

1. Cory Rabazinsky, Google Ad Words for Beginners: A Do-It-Yourself Guide to PPC Advertising. Amazon Asia-Pacific Create space Independent Pub.
2. Howie Jacobson, Google Ad Words for Dummies. John Wiley & Sons Inc.
3. Fox Vanessa, Marketing In The Age Of Google. John Wiley & Sons Inc.

Reference Books

1. Perry Marshall, Rhodes Mike. Todd Bryan; Ultimate Guide to Google Ad Words. Entrepreneur Media Inc
2. McDonald Jason.; Google Ads (Ad Words) Workbook. JM Internet Group
3. Gray Noah; Mastering Google Ad Words: Step-by-Step Instructions for Advertising Your Business (Including Google Analytics). Create Space Independent Publishing



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SYLLABUS

Course Code	Course Name	L	T	P	Credit
MS3ED11	E-mail Marketing	3	0	0	3

Course Contents

Unit-I Overview of E-mail marketing

Basics of E-mail Marketing: Define Email marketing, Needs for Emails, Options in email advertising, Email marketing statistics, Understanding the pros and cons of E-mail marketing, Types of Emails, Definition of a mailing list, General guidelines to follow when collecting emails, Define List segmentation, Importance of list segmentation, Growing mailing list

Unit-2: A/B Test of an Email Campaign

Importance of a high-performing E-mail, Definition of Email Deliverability, Definition of Spam, Spam filters, Drivers of E-mail deliverability, Definition of E-mail marketing matrix, Tools of Email marketing matrix, A/B Test of an Email Campaign: Definition of A/B testing, Testing process in an email campaign, Conducting A/B testing, Definition of Lead Nurturing, Sales funnel & stages of sales funnel

Unit-3 Increasing Conversions with Email Marketing

Conversions in email marketing, Definitions of conversion, Tracking conversions using an email marketing tool, Google Analytics advanced segment, Email campaign tagging, Importance of conversion tracking, Increasing conversions with email

Unit-4 Email Marketing Automation & Email Mobile Marketing

Define Email Marketing Automation, Importance of email marketing automation, Email marketing automation strategy, Definition of Email Mobile Marketing

Unit-5 Email Marketing tools

Email Marketing tools: TinyLetters, MailChimp, GetResponse, Campayn, SendLoop, FreshMail, Campaign Monitor, Marketo, Sendicate, Litmus, Hubspot.

Text Books:

1. John Arnold, E-Mail Marketing for Dummies, John Wiley & Sons; 2nd edition
2. Susan Gunelius, Email-Marketing for Business, Entrepreneur Press
3. Magnus Unemyr, Mastering Online Marketing, Self-Published

Reference Books:

1. Eric J. Scott, Email-Marketing Book, Createspace Independent Publishing platform
2. Eric Carlin, Integrated Digital Marketing, Self-Published
3. George Pain, Marketing Automation & Online Marketing, Self-Published



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Course Code	Course Name	L	T	P	Credit
MS3ED12	Digital Media Laws	3	0	0	3

Unit I: Critical Digital Media

Who controls Digital Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere - politics and public sphere in the digital age.

Unit II: Cyber media and development

E-governance, e-chaupal, national knowledge network, ICT for development, narrow casting, Development support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment etc., Right to Information (RTI).

Unit III: Media Information Literacy

Five Laws of MIL, MIL and youth radicalization in cyberspace, preventing violent extremism, MIL to tackle social polarization, Encryption / Cryptography media communication.

Unit IV: Cyber Laws and Ethics

Social networking sites, Types of Cybercrimes, Issues of privacy on net, Email hacking – Spoofing attacks, Phishing, Hacking and ethical hacking, Cyber Crime, Cyber Crime laws, Web Vandals, The problems of internet jurisdictions, Law relating to Electronic records, IT Laws, Information Technology Act, Intellectual Property Right, Copyright Act,

Unit V: Computer Forensics and Cyber Security

Digital forensic Science, Need for Computer Forensic, Cyber Forensic and digital Evidence and rules of Evidence, Digital Forensic Life Cycle. Social Media Marketing: Security risk for organizations, Incident handling: An Essential Component of Cyber Security, Digital Security, Cyberspace and Internet in India.

Text Books

1. Crook, T. (2009): “Comparative Media Law and Ethics”, Routledge, London & New York.
2. Hamelink, C J. (2000): “The Ethics of Cyberspace”, Sage Publications Ltd., London
3. New Media and New Technologies by Lister Dovey, Giddings, Grant & Kelly. (2003).

References

1. Belmont CA: Technology Communication Behavior, Wordsworth Publication, New Delhi, 2001.
2. India’s Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3. Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives By Nina Godbole, Sunit Belapur, Wiley
4. Understanding Cybercrime: Phenomena and Legal Challenges Response, ITU 2012