

JAI HIND COLLEGE AUTONOMOUS



Syllabus for T.Y.BMS

Course : BMS

Semester : V

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: BMS

Semester: V

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
TYBSc				
1	CBMS501	LOGISTICS & SUPPLY CHAIN MANAGEMENT	4	4
2	CBMS502	CORPORATE COMMUNICATION AND PUBLIC RELATIONS	4	4
3	CBMS503	INVESTMENT ANALYSIS & PORTFOLIO	4	3
4	CBMS504	COMMODITY & DERIVATIVES MARKETING	4	3
5	CBMS505	WEALTH MANAGEMENT	4	3
6	CBMS506	RISK MANAGEMENT	4	3
7	CBMS507	SERVICES MARKETING	4	3
8	CBMS508	E-COMMERCE & DIGITAL MARKETING	4	3
9	CBMS509	SALES & DISTRIBUTION MANAGEMENT	4	3
10	CBMS510	CUSTOMER RELATION MANAGEMENT	4	3

TYBMS Semester V – Application Based Learning

<p>Course: CBMS501</p>	<p>Course Title: Logistics and Supply Chain Management (Credits : 3 Lectures/Week: 4)</p>	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To provide students with basic understanding of concepts of logistics and supply chain management • To introduce students to the key activities performed by the logistics function • To provide an insight in to the nature of supply chain, its functions and supply chain systems • To understand global trends in logistics and supply chain management <p>Outcomes: This curriculum introduces concepts of Supply Chain Management and explains their application in real-time. Will help students plan and manage growth, quality and stream of goods and services in a professional environment as a supply chain manager</p>	
<p>Unit I</p>	<p>Overview of Logistics and Supply Chain Management</p> <ol style="list-style-type: none"> a) Introduction to Logistics Management b) Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In-process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics c) Objectives and Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment d) Impact on logistics post GST e) Introduction to Supply Chain Management: Meaning, Objectives, Functions. f) Participants of Supply Chain, Role of Logistics in Supply Chain, Channel Management and Channel Integration g) Retail and E-commerce supply chain h) Customer Service: Key Element of Logistics: Meaning of Customer Service, Objectives, and Elements. i) Levels of customer service for modern, retail and e-business j) Rights of Customers k) Demand Forecasting: Meaning, Objectives. l) Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average), Predictive Analysis 	<p>15 L</p>
<p>Unit II</p>	<p>Elements of Logistics Mix</p> <ol style="list-style-type: none"> a) Transportation: Principles and Participants in Transportation, Factors 	<p>15 L</p>

	<p>Influencing transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</p> <p>b) Warehousing: Introduction, Warehouse Functionality, Benefits of Warehousing</p> <p>c) Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</p> <p>d) Materials Handling: Meaning, Objectives, Importance, Principles, Equipments of Materials Handling</p> <p>e) Packaging-Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs, Effects of packaging on FMOT</p>	
Unit III	<p>Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</p> <p>a) Inventory Management- Objectives, Functions, Importance, Techniques of Inventory Management (Numerical - EOQ and Reorder levels), Inventory management during product change/new launch</p> <p>b) Logistics Costing</p> <p>a) Performance Measurement in Supply Chain</p> <p>b) Characteristics of Ideal Measurement System</p> <p>c) Logistical Network Analysis: Meaning, Objectives, Importance, Scope, RORO/LASH</p>	15 L
Unit 4	<p>Recent Trends in Logistics and Supply Chain Management</p> <p>a) Information Technology in Logistics</p> <p>b) Logistical Information System- Principles, Types</p> <p>c) Modern Logistics Infrastructure -Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains</p> <p>d) Logistics Outsourcing Meaning: Objectives, Benefits/Advantages of Outsourcing.</p> <p>e) Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing</p> <p>f) Selection of Logistics Service Provider</p> <p>g) Outsourcing-Value Proposition</p> <p>h) Logistics in the Global Environment</p> <p>i) Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management</p>	15 L
References:		

1. David Simchi Levi, Philip Kaminshy & Edith Simchi Levi, (2008), Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics, New Delhi, McGraw Hill Publication.
2. Donald Waters, (2003), An Introduction to Supply Chain, Vadodara, Palgrave Macmillan Publication.
3. Martin Christopher, (2016), Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services, fourth edition, New Delhi, Pearson publications.
4. Vinod Sople (2004), Logistic Management - The Supply Chain Imperative, New Delhi, Pearson Publications.
5. Donald J Bowersox & David J Closs, (2000), Logistic Management - The Integrated Supply Chain Process, New Delhi, Tata McGraw Hill Publishing company Ltd.
6. Alan Rushton, Phil Croucher, Peter Baker, (2017) The Handbook of Logistics and Distribution Management Understanding the Supply Chain, sixth edition, New Delhi, Kogan Page Limited.
7. Ronald H Ballou & Samir K Srivastava (2009), Business Logistics/ Supply Chain Management - Pearson, New Delhi.

TYBMS Semester V – Application Based Learning

Course: CBMS502	Course Title: Corporate Communication and Public Relations (Credits : 3 Lectures/Week: 4)	
	<p>Objectives: To provide a basic understanding of the concepts of corporate communication and public relations and to introduce the various elements of corporate communication and considering their roles in managing organizations</p> <p>Outcomes: This course focuses on the management, strategic planning and implementation of marketing, communication, and public relations techniques to resolve corporate dilemmas</p>	
Unit I	<p>Foundation of Corporate Communication</p> <p>a) Corporate Communications: Scope and Relevance</p> <p>b) Corporate Communication in India</p> <p>c) Corporate Communication in Contemporary Organization</p> <p>d) Key Concepts in Corporate communication</p> <p>e) Stakeholder management and communication</p> <p>f) Ethics and Law in Corporate Communication.</p> <p style="padding-left: 20px;">i. Importance of Ethics in Corporate Communication</p> <p style="padding-left: 20px;">ii. Mass Media Laws: Defamation, Invasion of Privacy</p> <p style="padding-left: 20px;">iii. Copyright Act</p> <p style="padding-left: 20px;">iv. Digital Piracy</p> <p style="padding-left: 20px;">v. Information and data security and safety.</p>	15 L

Unit II	<p>Understanding Public Relations</p> <ul style="list-style-type: none"> a) Fundamental of Public Relations b) Corporate Public Relations c) Public Relations for Small Businesses d) Transparency in Corporate Brand leverage management e) Emergence of Public Relations f) Theories of relationships, persuasion & Social Influence, Mass communication g) Public Relations Roles & Models h) Understanding public opinion i) Evaluating Public Relations Effectiveness 	15 L
Unit III	<p>Functions of Corporate Communication and Public Relations</p> <ul style="list-style-type: none"> a) Media Relations b) Employee Communication c) Crisis Communication d) Financial Communication e) Investors relationship management 	15 L
Unit 4	<p>Emerging Technology in Corporate Communication and Public Relations</p> <ul style="list-style-type: none"> a) Contribution of Technology to Corporate Communication & Public relations b) Corporate Blogging 	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Paul A. Argenti, 2012, Corporate Communications, McGraw-Hill Education, 2. Parvati Mahalanobis, 2005, Textbook of Public Relations and Corporate Communications, Dominant Publishers & Distributors 3. Harvard Business School, 2006, The Essentials of Corporate Communications and Public Relations, Harvard Business School Press 4. Iqbal S. Sachdeva, 2009, Public Relations: Principles and Practices, Oxford University Press 5. Dan Lattimore, 2007, Public relations: The profession & Practice, McGraw Hill 6. Joep Cornelissen, (2011) Corporate Communication: Guide to Theory and practice, Delhi, Sage publications 		

TYBMS Semester V – Application Based Learning

ELECTIVE – FINANCE

Course: CBMS503	Course Title: Investment Analysis and Portfolio Management (Credits : 3 Lectures/Week:4)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To acquaint the students with various concepts of finance. • To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world. • To understand various models and techniques of security and portfolio analysis. <p>Outcomes: This curriculum is designed to guide the students to select the right portfolio through security analysis and do the proper asset allocation.</p>	
Unit I	<p>Introduction to Investment Environment Introduction to Investment Environment-Investment Process, Criteria for Investment, Investment V/s Speculation V/s Gambling, Investment Avenues</p> <p>a) Capital Market in India b) Stock Market Index</p> <ol style="list-style-type: none"> i. Global Stock Exchange, SDL, NSDL ii. Benefits of Depository Settlement iii. Online Share Trading and its Advantages 	15 L
Unit II	<p>Risk - Return Relationship</p> <p>a) Risk- Types, Measurement of Beta, Standard Deviation, Variance(Case study approach) macro vs micro- market, sector, entity b) Reduction of Risk through Diversification c) Practical Problems on Calculation of Standard Deviation, Variance and Beta</p>	15 L
Unit III	<p>Portfolio Management and Security Analysis Types of Investing- Time period, cash flow management in long and short term.</p> <p>a) Portfolio Management: Meaning, Process, Objectives, Basic Principles, Factors affecting Investment Decisions in Portfolio Management, Portfolio Strategy Mix. b) value investment c) distress investment d) Security Analysis: EIC Framework</p>	15 L

	<p>e) Technical Analysis –Uses of Charts-Line Chart, Bar Chart, Candlestick Chart</p> <p>f) Mathematical Indicators: Moving Averages, Oscillators. (practical examples for better understanding)</p>	
Unit 4	<p>Theories, Capital Asset Pricing Model and Portfolio Performance Measurement</p> <p>a) Theories:</p> <ol style="list-style-type: none"> i. Dow Jones Theory ii. Elloit Wave Theory iii. Efficient Market Hypothesis <p>b) Capital Asset Pricing Model: Assumptions; Uses of CAPM to buy, sell and hold securities</p> <p>c) Dividend yield, earnings yield and market yield</p> <p>d) Portfolio Performance Measurement:</p> <ol style="list-style-type: none"> i. Sharpe’s Ratio (Basic Problems) ii. Treynor’s Ratio (Basic Problems) iii. Jensen’s Differential Returns (Basic Problems) 	15 L
Reference		
<ol style="list-style-type: none"> 1. Prasanna Chandra,(2012),Security Analysis and Portfolio Management,4th edition, Tata McGraw Hill, New Delhi 2. Prasanna Chandra, (2008), Financial Management,New Delhi , Tata McGraw Hill 3. <u>Ravi M. Kishore</u>, (2009), Financial Management - Problems & Solutions 2nd Edition, Delhi, Taxman Publications Pvt. Limited. 4. Hirt and Block,(2009), Fundamentals of Investment Management, New Delhi, Tata McGraw Hill. 5. Khan & Jain, (2007), Financial Management, New Delhi, Tata McGraw Hill 6. Kevin. S, 2006, Security Analysis and Portfolio Management, PHI Learning Private Limited,Delhi. 7. Sudhindhra Bhatt, 2009, Security Analysis and Portfolio Management, Excel Books, Mumbai. 		

TYBMS Semester V – Application Based Learning

Course: CBMS504	Course Title: Commodity and Derivatives Market (Credits : 3 Lectures/Week: 4)
	<p>Objectives:</p> <ul style="list-style-type: none"> • To understand the concepts related to Commodities and Derivatives market • To study the various aspects related to options and futures • To acquaint learners with the trading, clearing and settlement mechanism in derivatives market. <p>Outcomes:</p>

	This curriculum is designed to make students aware of different financial products such as forwards, futures and options and also how to hedge the portfolio against the price risk.	
Unit I	<p>Introduction to Commodities Market and Derivatives Market</p> <p>a) Introduction to Commodities Market: Meaning, History, Origin, Participants</p> <p>b) Structure of Commodities Market in India</p> <p>c) Trading in Commodities in India(Cash & Derivative Segment), Commodity Exchanges in India & Abroad</p> <p>d) Introduction to Derivatives Market: Meaning, History & Origin, Types of Derivatives</p> <p>e) Factors Driving Growth of Derivatives Market</p> <p>f) Current Volumes of Derivative Trade in India</p>	15 L
Unit II	<p>Futures and Hedging</p> <p>a) Futures: Pricing of Futures Contract: Cost of Carry Model</p> <p>b) Concept of Convergence-Relationship between Futures Price & Expected Spot Price, Basis & Basis Risk</p> <p>c) Hedging: Speculation & Arbitrage using Futures, Types, Arbitrage</p>	15 L
Unit III	<p>Options and Option Pricing Models</p> <p>a) Options: Call Option, Put Option</p> <p>b) Valuation of Options Contract</p> <p>c) Factors affecting Option Premium</p> <p>d) Option Strategies with practical examples</p> <p>e) Options Pricing Models</p>	15 L
Unit 4	<p>Trading, Clearing & Settlement In Derivatives Market and Types of Risk</p> <p>a) Trading, Clearing & Settlement In Derivatives Market</p> <p>b) SEBI Guidelines</p> <p>c) Trading Mechanism</p> <p>d) Clearing Mechanism</p> <p>e) NSCCL – its Objectives & Functions</p> <p>f) Settlement Mechanism</p> <p>g) Types of Risk- valuation and Risk Management Measures</p> <p>h) Types of Margin</p>	15 L

References:

1. Robert McDonald, 2002, Derivatives market, Pearson education, London
2. John Hull, 2001, Fundamentals of futures & options, Pearson education, London
3. Ankit Gala & Jitendra Gala, 2007, Guide to Indian Commodity market, Buzzing Stock. Gujarat
4. K. Sasidharan & Alex K. Mathews, 2014, Option trading – bull market strategies, McGraw Hill publication, Maharashtra
5. Niti Chatnani, 2016, Commodity markets, McGraw Hill Publication, Maharashtra

TYBMS Semester V – Application Based Learning

Course: CBMS505	Course Title: Wealth Management (Credits : 3 Lectures/Week: 4)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To provide an overview of various aspects related to wealth management • To study the relevance and importance of Insurance in wealth management • To acquaint the learners with issues related to taxation in wealth management • To understand various components of retirement planning <p>Outcomes: This curriculum is designed to make students understand various methods to create and manage wealth through investment planning, insurance planning, tax planning, retirement and estate planning</p>	
Unit I	<p>Introduction</p> <ol style="list-style-type: none"> a) Introduction To Wealth Management: Meaning, Scope, Components, Process of WM b) WM Needs & Expectation of Clients c) Code of Ethics for Wealth Manager d) Personal Financial Statement Analysis e) Life Cycle Management f) Regulations related to wealth management g) Economic Environment Analysis: Interest Rate, Yield Curves, Real Return 	15 L
Unit II	<p>Insurance Planning and Investment Planning</p> <ol style="list-style-type: none"> a) Insurance Planning: Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance b) Rights and Responsibilities of Insurer and Insured c) Types of life Insurance Policies, General Insurance Policies d) Investment Planning: Types of Investment Risk (Mutual Fund, Hedge Fund) 	15 L

	<p>e) Risk Profiling of Investors & Asset Allocation (Life Cycle Model) Asset Allocation Strategies (Strategic, Tactical, Life-Cycle based)</p> <p>f) Goal-based Financial Planning</p>	
Unit III	<p>Financial Mathematics/ Tax and Estate Planning</p> <p>a) Financial Mathematics:</p> <ol style="list-style-type: none"> i. Calculation of Returns (CAGR, Post-tax Returns etc.) ii. Total Assets iii. Net Worth Calculation iv. Wealth management services by banks, mutual funds and other sector entities. <p>b) Tax and Estate Planning:</p> <ol style="list-style-type: none"> i. TDS, Advance Tax, LTCG, STCG ii. Carry Forward & Set-off, Estate Planning Concepts 	15 L
Unit 4	<p>Retirement Planning/ Income Streams & Tax Savings Schemes</p> <ol style="list-style-type: none"> a) Retirement Planning b) Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning c) Financial Objectives in Retirement Planning d) Pre & Post-Retirement Strategies - Tax Treatment e) Income Streams & Tax Savings Schemes: Pension Schemes f) Annuities-Types g) Various Income Tax Savings Schemes 	15 L
<p>References:</p> <ol style="list-style-type: none"> 1. Harold Evensky, (1996), Wealth Management, McGraw Hill Publications. 2. Harold Evensky, (2011), The new wealth Management, CFA Institute Investment Series Publication, Texas. 3. Stanley Thomas and William Danko, (2010), The Millionaire Next Door- The Surprising Secrets of America's Wealthy, Manhattan, Taylor Trade Publishing. 4. Neville Goddard & Tim Grimes, (2016), The Wealth Mindset- Understanding the Mental Path to Wealth, USA, Createspace Independent Publishing Platform 		

TYBMS Semester V – Application Based Learning

Course: CBMS506	Course Title: Risk Management (Credits :3 Lectures/Week:4)
	<p>Objectives:</p> <ul style="list-style-type: none"> • To familiarize the student with the fundamental aspects of risk

	<p>management and control</p> <ul style="list-style-type: none"> To give a comprehensive overview of risk governance and assurance with special reference to insurance sector To introduce the basic concepts, functions, process, techniques of risk management <p>Outcomes: This curriculum is designed to help students understand and assess various types of risk and identify methods to reduce or mitigate the risk.</p>	
Unit I	<p>Introduction</p> <p>a) Business sectors in India</p> <p>b) Risk: Concept, types, process, organizations and control</p>	15 L
Unit II	<p>Risk Management</p> <p>a) Diversification strategies</p> <p>b) Process of risk management:</p> <ol style="list-style-type: none"> i. Identification ii. Assessment iii. Quantification iv. Prioritisation v. Mitigation <p>c) Risk management framework in corporate houses.</p>	15 L
Unit III	<p>Risk Policy</p> <p>a) Risk Policy</p> <p>b) Risk management process</p> <p>c) Internal financial control for financial reporting (section 134, 143 and 177 of the company act)</p> <p>d) Startups and businesses: How and why they fail?</p>	15 L
Unit 4	<p>Risk Management and Corporate Governance</p> <p>a) Risk Management in India and Governance</p>	15 L
<p>References:</p> <ol style="list-style-type: none"> Thomas S. Coleman, 2012, Quantitative Risk Management : A Practical Guide to Financial Risk, John Wiley & Sons ,New Jersey Steve Peterson, 2012, Investment Theory and Risk Management, John Wiley & Sons 		

,New Jersey

3. Theory & Practice of Treasury Risk Management: M/s Taxman Publications Ltd.
4. Sim Segal 2011, Corporate Value of ERM, John Wiley & Sons, New Jersey
5. Dr. G Kotreshwar, 2018, Risk Management : Insurance and Derivatives, Pune, Himalaya Publishing House

TYBMS Semester V – Application Based Learning

ELECTIVE – MARKETING

Course: CBMS507	Course Title: : Services Marketing (Credits : 3 Lectures/Week: 4)	
	Objectives: <ul style="list-style-type: none">• To understand distinctive features of services and key elements in services marketing.• To provide insight into ways to improve service quality and productivity.• To understand marketing of different services in Indian context Outcomes: <p>This curriculum is designed to help students learn the fundamentals of services marketing from a practical point of view focusing on the needs of the customers, who are to be kept satisfied and delighted for a business to prosper</p>	
Unit I	Introduction of Services Marketing <ol style="list-style-type: none">a) Services Marketing Concept and Characteristics of Services , Marketing Challenges of Servicesb) Services Marketing Triologyc) Role of Services in Modern Economyd) Service failure and recovery	15 L
Unit II	Key Elements of Services Marketing Mix <ol style="list-style-type: none">a) The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence.b) Process-Service Mapping /Flowchartingc) Managing human element for services	15 L
Unit III	Managing Quality Aspects of Services Marketing <ol style="list-style-type: none">a) Improving Service Quality and Productivityb) Service Quality – GAP Model, Benchmarking,c) Measuring Service Quality -Zone of Tolerance and Improving	15 L

	Service Quality d) The SERVQUAL Model e) Demand and Capacity Alignment	
Unit 4	Marketing of Services a) Services in the Global Economy b) Transnational Marketing c) Recent Trends in Marketing Of Services d) Differential strategy of service marketing e) Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector	15 L
References: <ol style="list-style-type: none"> 1. Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, (2005), Service Marketing:People, Technology, Strategy; World Scientific Publisher. 2. Valarie A. Zeithaml&Mary Jo Bitner, (2008), Service Marketing, 5th Edition, New Delhi, Tata Mcgraw Hill 3. Ramneek Kapoor, Justin Paul &Biplab Halder, (2011), Services Marketing-Concepts And Practices, New Delhi, Tata McGraw Hill. 4. Harsh V.Verma,, (2007), Services Marketing Text &Cases, 2nd Edition, New Delhi, Pearson Education 5. C. Bhattacharjee, (2008), Service Sector Management, Jaico Publishing House, Mumbai, 		

TYBMS Semester V – Application Based Learning

Course: CBMS508	Course Title: E-Commerce and Digital Marketing (Credits :3 Lectures/Week: 4)	
	Objectives: <ul style="list-style-type: none"> • To understand increasing significance of E-Commerce and its applications in Business and Various Sectors • To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business • To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation Outcomes: This curriculum will provide an understanding of how the digital economy works which will help develop the critical insights necessary to succeed in E-Commerce and Digital Marketing.	
	Introduction to E-commerce a) Commerce: Meaning, Features, Categories, Advantages,	15 L

Unit I	<p>Limitations, Environmental Factors</p> <p>b) E- Trends in E-Commerce in Various Sectors</p> <p>c) Impact of Commerce on Business, Ecommerce in India</p>	
Unit II	<p>E-Business & Applications</p> <p>a) E-Business: Meaning, Launching an E-Business, Different phases of Launching an E Business</p> <p>b) Concepts in E-Business:</p> <p>c) Electronic Data Interchange (EDI)</p> <p>d) Website Designing</p>	15 L
Unit III	<p>Payment, Security, Privacy & Legal Issues in E-Commerce</p> <p>a) Issues Relating to Privacy and Security in E-Business</p> <p>b) Electronic Payment Systems Payment Gateway: Process, Types, Advantages and Disadvantages</p> <p>c) Types of Transaction security</p> <p>d) E-Commerce Laws</p>	15 L
Unit 4	<p>Digital Marketing</p> <p>a) Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing</p> <p>b) Various Activities of Digital Marketing</p> <p>c) Search Engine Optimization</p> <p>d) Search Engine Marketing</p> <p>e) Digital Marketing on various Social Media platforms.</p>	15 L
<p>References:</p> <p>1. D Nidhi (2011),E-Commerce Concepts and Applications, International Book house P.ltd</p> <p>2. Bajaj KamleshK(2005),E-Commerce- The cutting edge of Business, New Delhi, Tata McGraw hill publishing company limited.</p> <p>3. WhiteleyDavid(2013), E-Commerce Technologies and Applications , New Delhi, Tata McGraw hill publishing company limited.</p> <p>4. E-Business & E-Commerce Management 3rd Ed, New Delhi, Pearson Education.</p> <p>5. Kalokota&Robinson(2009),E-Business 2.0 Road map for Success, New Delhi, Pearson Education .</p> <p>6. Elias M. Awad(2006),Electronic Commerce, 3rd Edition, New Delhi Pearson Education .</p> <p>7. Erfan Turban et.al (2008),Electronic Commerce - A Managerial Perspective, ninth edition, New Delhi, Pearson Education.</p> <p>8. Tripathi(2010), E-Commerce, Mumbai, Jaico Publishing House.</p>		

TYBMS Semester V – Application Based Learning

Course:	Course Title: Sales and Distribution Management
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CBMS509	(Credits :3 Lectures/Week:4)	
	<p>Objectives:</p> <ul style="list-style-type: none"> • To develop understanding of the sales & distribution processes in organizations • To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management <p>Outcomes: The course is designed to develop understanding and appreciation of the Sales & Distribution processes in organizations. It includes the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management</p>	
Unit I	<p>Introduction</p> <ol style="list-style-type: none"> a) Sales Management: Meaning, Role of Sales Department, Evolution Interface of Sales with Other Management Functions, Qualities of a Sales Manager b) Sales Management: Meaning, Developments in Sales Management Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. c) Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure d) Distribution Management: Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels e) Integration of Marketing, Sales and Distribution 	15 L
Unit II	<p>Market Analysis and Selling</p> <ol style="list-style-type: none"> a) Market Analysis: <ol style="list-style-type: none"> i. Market Analysis and Sales Forecasting, Types of Sales Quotas, Factors Determining Fixation of Sales Quota ii. Assigning Territories to Salespeople b) Process of Selling <ol style="list-style-type: none"> i. Methods of Closing a Sale, Reasons for Unsuccessful Closing ii. Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory c) Selling Skills <ol style="list-style-type: none"> i. Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill ii. Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy iii. Difference Between Consumer Selling and Organizational 	15 L

	<p>Selling</p> <p>iv. Difference Between National Selling and International Selling</p>	
Unit III	<p>Distribution Channel Management Management of Distribution Channel :Meaning & Need</p> <p>a) Channel Partners Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler</p> <p>b) Choice of Distribution System i. Intensive, Selective, Exclusive ii. Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost</p> <p>c) Factors Affecting Effective Management Of Distribution</p> <p>d) Channels: Channel Design, Policy, Conflicts, Reasons for Channel Conflict, Conflict Resolution, Motivating Channel Member, Selecting Channel Partners, Evaluating Channels, Channel Control</p>	15 L
Unit 4	<p>Performance Evaluation, Ethics and Trends</p> <p>a) Evaluation & Control of Sales Performance: Meaning, Methods of Supervision and Control of Sales Force, Sales Performance Evaluation Criteria- Key Result Areas (KRAs), Sales Performance Review, Sales Management Audit</p> <p>b) Measuring Distribution Channel Performance i.Evaluating Channels- Effectiveness, Efficiency and Equity ii.Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit</p> <p>c)Ethics in Sales Management</p> <p>d) New Trends in Sales and Distribution Management</p>	15 L
<p>References:</p> <p>1. A. Nag, (2013), Sales And Distribution, Pune, Management,McGraw Hill</p> <p>2. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, (2009) Sales Management, New Delhi, Pearson Education, 5th Edition.</p> <p>3. Krishna K. Havaldar, Vasant M. Cavale(2011), Sales And Distribution Management – Text & Cases, New Delhi, Mcgraw Hill Education.</p> <p>4. Dr.Matin Khan, Sales And Distribution Management, Excel Books, 1st Edition 5. Kotler & Armstrong, (2010), Principles Of Marketing – South Asian Perspective, 13th Edition, Delhi, Pearson Education</p>		

TYBMS Semester V – Application Based Learning

Course: CBMS510	Course Title: Customer Relationship Management (Credits : 3 Lectures/Week: 4)	
	Objectives: <ul style="list-style-type: none"> • To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management • To provide insight into CRM marketing initiatives, customer service and designing CRM strategy • To understand new trends in CRM, challenges and opportunities for organizations Outcomes: This curriculum is designed to examine CRM as a business strategy that integrates internal processes and external networks to create and deliver value for targeted customers and for the organisation. It examines the role that stakeholders, such as internal staff, suppliers and influence groups, play in shaping relationships with customers.	
Unit I	Introduction to Customer Relationship Management <ol style="list-style-type: none"> a) Concept, Evolution of Customer Relationships, Customers as strangers, acquaintances, friends and partners b) Objectives, Benefits of CRM c) Relationship Marketing and CRM d) Relationship Development Strategies 	15 L
Unit II	CRM Marketing Initiatives, Customer Service and Data Management <ol style="list-style-type: none"> a) CRM Marketing Initiatives b) CRM and Customer Service c) Cyber Agents and Workforce Management d) CRM & Data Management 	15 L
Unit III	CRM Strategy, Planning, Implementation and Evaluation) <ol style="list-style-type: none"> a) Understanding Customers b) Objectives of CRM Strategy c) The CRM Strategy Cycle d) Planning and Implementation of CRM 	15 L

	e) CRM Evaluation f) Service Quality, Customer Satisfaction and Loyalty	
Unit IV	CRM New Horizons a) E-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM Software App for Customer Service b) Social Networking and CRM <ul style="list-style-type: none"> i. Mobile-CRM ii. CRM Trends, Challenges and Opportunities iii. Ethical Issues in CRM 	15 L
References: <ol style="list-style-type: none"> 1. Baran Roger J. & Robert J. Galka, (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, New Delhi, Routledge Taylor & Francis Group. 2. Andersson Kristin and Carol Kerr, (2002), Customer Relationship Management , Pune, Maharashtra, Tata McGraw-Hill. 3. Ed Peelen, (2005), Customer Relationship Management, New Delhi ,Financial Times Prentice Hall. 4. Bhasin Jaspreet Kaur, (2012), Customer Relationship Management, New Delhi ,Dreamtech Press. 5. Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Delhi, Pearson Education. 6. Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Delhi, Pearson Education. 7. Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), Services Marketing Integrating Customer Focus Across the Firm, Pune, Tata McGraw Hill. 8. 8. Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, Pune, McGraw Hill Education. 		