



**JAI HIND COLLEGE  
BASANTSING INSTITUTE OF SCIENCE  
&  
J.T. LALVANI COLLEGE OF COMMERCE  
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to  
University of Mumbai**

Program : BMS

Proposed Course : Management Studies

Semester V

**Credit Based Semester and Grading System (CBCS) with  
effect from the academic year 2020-21**

<b>Semester V</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lectures /Week</b>
CBMS501	Logistics and Supply Chain Management	5	4
CBMS502	Design Thinking for Business Operations	5	4
	ELECTIVE-FINANCE		
CBMS503	Investment Analysis and Portfolio Management	5	4
CBMS504	Risk Management	5	4
CBMS505	Wealth Management	5	4
CBMS506	Behavioural Finance	5	4
	ELECTIVE- MARKETING		
CBMS507	Services Marketing	5	4
CBMS508	Digital Marketing & E Commerce	5	4
CBMS509	Sales & Distribution Management	5	4
CBMS510	Customer Relationship Management	5	4

*\*Note : Number of Credits is inclusive of Teaching & Notional hours*

**TYBMS Semester V – Application Based Learning**

<b>Course: CBMS501</b>	<b>Logistics and Supply Chain Management (Credits : 5 Lectures/Week: 4 )</b>	
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ To provide students with basic understanding of concepts of logistics and supply chain management</li> <li>➤ To introduce students to the key activities performed by the logistics function</li> <li>➤ To provide an insight in to the nature of supply chain, its functions and supply chain systems</li> <li>➤ To understand global trends in logistics and supply chain management</li> </ul> <p><b>Outcomes:</b></p> <p>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>		
<b>Unit I</b>	<p><b>Overview of Logistics and Supply Chain Management</b></p> <ol style="list-style-type: none"> <li>a) Introduction to Logistics Management</li> <li>b) Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In-process Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics</li> <li>c) Objectives and Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</li> <li>d) Impact on logistics post GST</li> <li>e) Introduction to Supply Chain Management: Meaning, Objectives, Functions.</li> <li>f) Participants of Supply Chain, Role of Logistics in Supply Chain, Channel Management and Channel Integration</li> <li>g) Retail and E-commerce supply chain</li> <li>h) Customer Service: Key Element of Logistics: Meaning of Customer Service, Objectives, and Elements.</li> <li>i) Levels of customer service for modern, retail and e-business</li> <li>j) Rights of Customers</li> <li>k) Demand Forecasting: Meaning, Objectives.</li> <li>l) Approaches to Forecasting, Forecasting Methods, Forecasting</li> <li>m) Techniques, (Numerical on Simple Moving Average, Weighted Moving Average), Predictive Analysis</li> </ol>	<b>15 L</b>

<b>Unit II</b>	<p><b>Elements of Logistics Mix</b></p> <ul style="list-style-type: none"> <li>a) Transportation: Principles and Participants in Transportation, Factors Influencing transportation Decisions, Modes of Transportation-Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</li> <li>b) Warehousing: Introduction, Warehouse Functionality, Benefits of Warehousing</li> <li>c) Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies, Factors affecting Warehousing</li> <li>d) Materials Handling: Meaning, Objectives, Importance, Principles, Equipments of Materials Handling</li> <li>e) Packaging-Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs, Effects of packaging on FMOT</li> </ul>	<b>15 L</b>
<b>Unit III</b>	<p><b>Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</b></p> <ul style="list-style-type: none"> <li>a) Inventory Management- Objectives, Functions, Importance, Techniques of Inventory Management (Numerical - EOQ and Reorder levels), Inventory management during product change/new launch</li> <li>b) Logistics Costing <ul style="list-style-type: none"> <li>a) Performance Measurement in Supply Chain</li> <li>b) Characteristics of Ideal Measurement System</li> </ul> </li> <li>c) Logistical Network Analysis: Meaning, Objectives, Importance, Scope, RORO/LASH</li> </ul>	<b>15 L</b>

<b>Unit IV</b>	<p><b>Recent Trends in Logistics and Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>a) Information Technology and Digital Transformation in Logistics</li> <li>b) Logistical Information System- Principles, Types</li> <li>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</li> <li>d) Logistics Outsourcing Meaning: Objectives, Benefits/Advantages of Outsourcing.</li> <li>e) Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing</li> <li>f) Selection of Logistics Service Provider</li> <li>g) Outsourcing-Value Proposition</li> <li>h) Logistics in the Global Environment</li> <li>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</li> <li>j) Logistics and supply chain in e-commerce market places (including Last mile delivery)</li> <li>k) Management of supply in Black Swan Events</li> <li>l) Smart contracts and Block chain</li> </ul>	<b>15 L</b>
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**References:**

1. David Simchi Levi, Philip Kaminshy& Edith SimchiLevi, (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**

<b>Course:</b> <b>CBMS502</b>	<b>Design Thinking for Business Operations</b> <b>(Credits : 5 Lectures/Week: 4 )</b>	
<p><b>Objectives:</b> To develop understanding of the fundamental phases and methods in design thinking and learn how to implement it.</p> <p><b>Outcome:</b> To develop a problem-solving mind-set that is crucial to solving complex business problems.</p>		
<b>Unit I</b>	<p><b>Introduction</b></p> <p>a) Innovation &amp; Creativity b) Fundamentals of Design c) Empathy &amp; Understanding Problem, Empathy tools – techniques for getting empathy insights through interviews empathy maps, d) Emotional mapping, observation</p>	<b>15 L</b>
<b>Unit II</b>	<p><b>Design thinking strategy and capability</b></p> <p>a) Build design thinking strategy and capability (structure, culture, skills, process) in an organisation b) Design Thinking Process c) Tools of design thinking – persona, customer journey map.( minor project)</p>	<b>15 L</b>
<b>Unit III</b>	<p><b>Explore, Ideate &amp; Create</b></p> <p>a) Discover challenges, interpret through empathy study and perform risk assessment b) Ideate: Generate ideas, shortlist a workable solution, perform risk assessment c) Create: Develop prototypes of a big idea, get feedback, perform financial analysis of the solution and risk assessment</p>	<b>15 L</b>
<b>Unit IV</b>	<p><b>Design for services</b></p> <p>a) Product vs services b) Service development c) Experience lifecycle.</p>	<b>15 L</b>
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Don Norman ,Design of Everyday life</li> <li>2. Roman Kizanie ,Empathy: Why it matters, how to get it.</li> <li>3. The Art of Empathy: A complete Guide to life’s most essential skill - 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization, Wiley; 1<sup>st</sup> edition</li> <li>4. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, by Tim Brown</li> <li>5. Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, by Jake Knapp with John Zeratsky and Braden Kowitz</li> <li>6. The Field Guide to Human-Centred Design, by IDEO.org</li> </ol>		

**TYBMS Semester V – Application Based Learning**  
**ELECTIVE – FINANCE**

<b>Course:</b> <b>CBMS503</b>	<b>Investment Analysis and Portfolio Management</b> <b>(Credits : 5 Lectures/Week:4 )</b>	
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>➤ To acquaint the students with various concepts of finance.</li> <li>➤ To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world.</li> <li>➤ To understand various models and techniques of security and portfolio analysis.</li> </ul>		
<b>Outcomes:</b>		
This curriculum is designed to guide the students to select the right portfolio through security analysis and do the proper asset allocation.		
<b>Unit I</b>	<b>Investment Environment</b> <ul style="list-style-type: none"> <li>a) Introduction to Investment : Process , criteria for investment , Investment vs speculation vs gambling</li> <li>b) Investment Avenues</li> <li>c) Capital Market in India , Stock market Index</li> <li>d) Global Stock exchange, SDL , NSDL , Depository settlement</li> <li>e) Online Share trading and its advantages</li> <li>f) Foreign portfolio Investment ( FPI )</li> <li>g) Foreign Institutional Investment ( FII )</li> </ul>	<b>15 L</b>
<b>Unit II</b>	<b>Risk - Return Relationship</b> <ul style="list-style-type: none"> <li>a) Risk- Types, Measurement of Beta, Standard Deviation, Variance(Case study approach) macro vs micro- market, sector, entity</li> <li>b) Reduction of Risk through Diversification</li> <li>c) Practical Problems on Calculation of Standard Deviation, Variance and Beta</li> <li>d) S-Curve</li> </ul>	<b>15 L</b>
<b>Unit III</b>	<b>Portfolio Management and Security Analysis</b> <ul style="list-style-type: none"> <li>a) Types of Investing - Time period , cash flow management in long and short term</li> <li>b) Portfolio Management : Meaning , Process , Objectives , Basic Principles , Factors affecting Investment decisions in portfolio management , Portfolio strategy mix</li> <li>c) Value investment</li> <li>d) Distress investment</li> <li>e) Security Analysis : EIC framework</li> <li>f) Financial Mathematics ( Ratios ), Net worth calculations</li> <li>g) Technical Analysis –Uses of Charts-Line Chart, Bar Chart, Candlestick Chart</li> <li>h) Financial Modelling and Predictive analysis</li> </ul>	<b>15 L</b>

<b>Unit IV</b>	<b>CAPM and Portfolio Performance measurement Dow Jones Theory</b> <ol style="list-style-type: none"> <li>a) Elliot wave theory</li> <li>b) Efficient Market Hypothesis</li> <li>c) Capital Asset Pricing Model : Assumptions , Uses of CAPM buy and sell and hold securities</li> <li>d) Dividend yield earnings yield and market yield</li> <li>e) Portfolio Performance Measurement : Sharpe , Treynor , Jensen (basic problems )</li> <li>f) Milan Modular Planning</li> </ol>	<b>15 L</b>
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**Reference**

1. Prasanna Chandra,(2012),Security Analysis and Portfolio Management,4<sup>th</sup> edition, Tata McGraw Hill, New Delhi
2. Prasanna Chandra, (2008), Financial Management,New Delhi , Tata McGraw Hill
3. Ravi M. Kishore, (2009), Financial Management - Problems & Solutions 2<sup>nd</sup> 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**

<b>Course:</b> <b>CBMS504</b>	<b>Risk Management</b> <b>(Credits : 5 Lectures/Week: 4 )</b>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To familiarize the student with the fundamental aspects of risk management and control</li> <li>• To give a comprehensive overview of risk governance and assurance with special reference to insurance sector</li> <li>• To introduce the basic concepts, functions, process, techniques of risk management</li> <li>• To understand the concepts related to Derivatives market</li> <li>• To study the various aspects related to options and futures</li> <li>• To acquaint learners with the trading, clearing and settlement mechanism in derivatives market.</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• To help students understand and assess various types of risk and identify methods to reduce or mitigate the risk.</li> <li>• 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.</li> </ul>	
<b>Unit I</b>	<p><b>Financial Risk Management through Derivative Instruments</b></p> <p><b>15 L</b></p> <p><b>Introduction to derivatives</b></p> <ol style="list-style-type: none"> <li>a) Introduction : History and origin , types of derivatives , participants</li> <li>b) Factors Driving Growth of Derivatives Market. Current Volumes of Derivative Trade in India.</li> <li>c) Futures : Pricing of futures contracts , Cost of carry model</li> <li>d) Concepts of convergence relationship , spot price basis and risk</li> <li>e) Hedging , Speculation and arbitrage using futures with practical sums</li> </ol>
<b>Unit II</b>	<p><b>Options and Settlement Mechanism</b></p> <p><b>15 L</b></p> <ol style="list-style-type: none"> <li>a) Options : Call and Put , Concepts , valuations of option contract</li> <li>b) Factors affecting option premium , Options strategies with practical sums</li> <li>c) Options pricing models</li> <li>d) Trading , Clearing and settlement in derivatives market</li> <li>e) Types of margins</li> <li>f) Clearing mechanism and settlement mechanism</li> <li>g) Risks related to futures and options</li> </ol>
<b>Unit III</b>	<p><b>Risk Management</b></p> <p><b>15 L</b></p> <ol style="list-style-type: none"> <li>a) Business sectors in India</li> <li>b) Risk : Concepts , types , process and organisation and control</li> <li>c) Process of risk management – Identification -Assessment</li> <li>d) Prioritisation – Mitigation process of risk management</li> <li>e) Value at Risk margin ( VaR )</li> </ol>

<b>Unit IV</b>	<b>Risk policy and corporate governance</b> a) Risk management policy b) Startups and business : how and why they fail c) Risk management in India and corporate governance	<b>15 L</b>
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**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
6. Thomas S. Coleman, 2012, Quantitative Risk Management : A Practical Guide to Financial Risk, John Wiley & Sons, New Jersey
7. Steve Peterson, 2012, Investment Theory and Risk Management, John Wiley & Sons, New Jersey
8. Theory & Practice of Treasury Risk Management: M/s Taxman Publications Ltd.
9. Sim Segal 2011, Corporate Value of ERM, John Wiley & Sons, New Jersey
10. Dr. G Kotreshwar, 2018, Risk Management : Insurance and Derivatives, Pune, Himalaya Publishing House



**TYBMS Semester V – Application Based Learning**

<b>Course: CBMS505</b>	<b>Wealth Management (Credits : 5 Lectures/Week: 4)</b>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To provide an overview of various aspects related to wealth management</li> <li>• To study the relevance and importance of Insurance in wealth management</li> <li>• To acquaint the learners with importance of estate planning in wealth management</li> <li>• To understand various components of retirement planning</li> </ul> <p><b>Outcomes:</b> 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>	
<b>Unit I</b>	<p><b>Introduction to Wealth Management and Investment planning</b></p> <ul style="list-style-type: none"> <li>a) Introduction to Wealth Management : Meaning , scope , components and process of wealth Management</li> <li>b) WM needs and expectations of clients (including High Net-Worth Individuals)</li> <li>c) Code of ethics of wealth manager</li> <li>d) Personal Financial Statement Analysis</li> <li>e) Types of investment risk</li> <li>f) Investment planning : Risk profiling of investors , asset allocation (life cycle model)</li> <li>g) Asset Allocation strategies ( Strategic, Tactical and Life-cycle based )</li> <li>h) Goal based financial planning</li> </ul>	<b>15 L</b>
<b>Unit II</b>	<p><b>Insurance Planning, Retirement planning</b></p> <ul style="list-style-type: none"> <li>a) Insurance Planning : Meaning , Principles and Functions of Insurance</li> <li>b) Rights and responsibilities of insurer and insured</li> <li>c) Types of life insurance policies, general insurance policies</li> <li>d) Retirement planning : Purpose and need</li> <li>e) Objectives of retirement planning – pre and post retirement planning</li> <li>f) Annuities /Retirement schemes / Pension schemes as an investment avenue</li> </ul>	<b>15 L</b>

<b>Unit III</b>	<b>Wealth Management through Mutual funds</b> <ul style="list-style-type: none"> <li>a) Structure of Mutual Funds – Sponsor , Trustees , Asset management company and others</li> <li>b) Mutual Funds : types and classification of funds</li> <li>c) NAV calculation- practical sums</li> <li>d) Mutual Funds : points to be considered before investing in mutual funds ( Investment objective , Transaction cost , portfolio turnover )</li> <li>e) Mutual Fund evaluation : Return , expense ratio , size of fund , analysing fund management</li> <li>f) Characteristics of mutual fund : Portfolio composition , Average maturity , Ratings</li> <li>g) Strategy for risk reduction and maximisation of returns through mutual funds</li> <li>h) Role of Mutual Funds in financial planning</li> </ul>	<b>15 L</b>
<b>Unit IV</b>	<b>Estate Planning</b> <ul style="list-style-type: none"> <li>a) Introduction to Estate Planning - Definition and Objectives of Estate Planning</li> <li>b) Estate Planning Tools <ul style="list-style-type: none"> <li>▶▶ Nomination</li> <li>▶▶ Joint Account</li> <li>▶▶ Creation of Trust</li> </ul> </li> <li>c) Types of Will</li> <li>d) Contents of a Will - Requirements of a Valid Will</li> <li>e) What is a Digital Will or e-Will?</li> <li>f) Letter of Last Instructions</li> <li>g) Power of Attorney</li> </ul>	<b>15 L</b>
<b>References:</b> <ol style="list-style-type: none"> <li>1. Harold Evensky, (1996), Wealth Management, McGraw Hill Publications.</li> <li>2. Harold Evensky, (2011), The new wealth Management, CFA Institute Investment Series Publication, Texas.</li> <li>3. Stanley Thomas and William Danko, (2010), The Millionaire Next Door- The Surprising Secrets of America’s Wealthy, Manhattan, Taylor Trade Publishing.</li> <li>4. Neville Goddard &amp; Tim Grimes, (2016), The Wealth Mindset- Understanding the Mental Path to Wealth, USA, Createspace Independent Publishing Platform</li> </ol>		

**TYBMS Semester V – Application Based Learning**

<b>Course: CBMS506</b>	<b>Behavioural Finance (Credits :5 Lectures/Week:4 )</b>	
	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To understand and apply the main concepts, research tools and methodologies of behavioural finance that help to reveal biases etc. in the decision making process of on individual, corporate and financial market level.</li> <li>2. To explore behavioural corporate finance considering financial, investment and dividend policy decisions and contrasting traditional and behavioural approaches.</li> </ol> <p><b>Outcome:</b></p> <p>This curriculum is designed to give an overview of important results in the field of behavioural finance and the implications of these results for the traditional finance theory and practice.</p>	
<b>Unit I</b>	<p><b>Introduction</b></p> <ol style="list-style-type: none"> <li>a) Introduction to Behavioral finance – Nature, scope, objectives and application</li> <li>b) Psychology and market people. Investors, portfolio managers, analysts: are they rational? Bounded rationality in real market conditions</li> <li>c) Psychology and heuristics</li> <li>d) Investment Decision Cycle: Judgment under Uncertainty :Cognitive information perception</li> <li>e) Peculiarities (biases) of quantitative and numerical information perception Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting</li> </ol>	<b>15 L</b>
<b>Unit II</b>	<p><b>Decision Making</b></p> <ol style="list-style-type: none"> <li>a) Decision-making process and behavioral biases</li> <li>b) Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought</li> <li>c) Decision making under risk and uncertainty - Expected utility as a basis for decision-making</li> <li>d) Theories based on Expected Utility Concept</li> <li>e) Investor rationality and market efficiency.</li> <li>f) Greed and expectation management</li> </ol>	<b>15 L</b>

<b>Unit III</b>	<b>Behavioral Factors and Financial Markets</b> <ul style="list-style-type: none"> <li>a) The Efficient Markets Hypothesis - Fundamental Information and Financial Markets</li> <li>b) Information available for Market Participants and Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk Emotional mechanisms in modulating risk-taking attitude</li> <li>c) Neurophysiology of risk taking</li> <li>d) Personality traits and risk attitudes in different domains. Market Efficiency -Market Predictability</li> </ul>	<b>15 L</b>
<b>Unit IV</b>	<b>Behavioral Corporate Finance</b> <ul style="list-style-type: none"> <li>a) Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy</li> <li>b) Capital Structure dependence on Market Timing -. Systematic approach to using behavioral factors in corporate decision making</li> <li>c) External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes</li> <li>d) Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance</li> </ul>	<b>15 L</b>
<b>References:</b> <ol style="list-style-type: none"> <li>1. Value investing and Behavioral finance: insights into Indian stock market realities hardcover – 1 July 2017, by Parag Parikh, McGraw Hill Education; 1st edition</li> <li>2. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.</li> <li>3. Understanding Behavioral Finance by Ackert→ The Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)</li> <li>4. What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill</li> <li>5. Handbook of Behavioral Finance – Brian R. Bruce</li> <li>6. Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch</li> <li>7. Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch 10-15</li> <li>8. Shleifer, Andrei, 2000, Are Financial Markets Efficient?, Chapter 1 in Inefficient Markets, Oxford University Press</li> </ol>		

**TYBMS Semester V – Application Based Learning**  
**ELECTIVE – MARKETING**

<b>Course:</b> <b>CBMS507</b>	<b>Services Marketing</b> <b>(Credits : 5 Lectures/Week: 4)</b>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ To understand distinctive features of services and key elements in services marketing.</li> <li>➤ To provide insight into ways to improve service quality and productivity.</li> <li>➤ To understand marketing of different services in Indian context</li> </ul> <p><b>Outcomes:</b></p> <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>	
<b>Unit I</b>	<p><b>Introduction to Services Marketing</b></p> <p><b>a) Nature and Scope of Services and Rise of E-Services</b></p> <ul style="list-style-type: none"> <li>• Introduction, meaning, characteristics</li> <li>• Difference between services and tangible products</li> <li>• Service sector, classification of services, growth of service sectors and service industries.</li> </ul> <p><b>b) Marketing of Services</b></p> <ul style="list-style-type: none"> <li>• Understanding E-Services and Traditional Services Industry</li> <li>• Concept and evolution of services marketing, meaning of service marketing</li> <li>• Myths encountered in services, need for service marketing, and growth in Services Marketing</li> <li>• Boot service marketing, service marketing triangle</li> <li>• 7 P's of service marketing</li> </ul> <p><b>c) Marketing models for Services</b></p>	<b>15 L</b>
<b>Unit II</b>	<p><b>Service Design and Service Delivery</b></p> <ul style="list-style-type: none"> <li>• Introduction, Service delivery process, service encounters and Moments of Truth</li> <li>• Employee role in service delivery, service employee- criteria, importance and emotional approach</li> <li>• Role of service provider, intermediaries involved in Service Process and Service Delivery</li> <li>• STP Strategy for Services</li> <li>• B2B Services Marketing and partial delivery of services</li> </ul>	<b>15 L</b>

<b>Unit III</b>	<p><b>Consumer Behaviour in Services Marketing</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Customer Expectations in Services, Service Costs Experienced by Consumer, the Role of customer in Service Delivery</li> <li>• Conflict Handling in Services, Customer Responses in Services</li> <li>• Concept of Customer Delight</li> <li>• Conflict Recovery in services</li> <li>• Consumer journey and experience mapping</li> </ul> <p><b>Service Standards</b></p> <ul style="list-style-type: none"> <li>• Service Flexibility Versus Standards, Evaluate Strategies to Match Capacity and Demand,</li> <li>• Managing Demand and Supply of Service – Lack of Inventory Capability, applications of Waiting Line and Queuing Theories to Understand Pattern demand</li> </ul>	<b>15 L</b>
<b>Unit IV</b>	<p><b>Overview of Service Industry</b> Different employment opportunities in service Industry, different sectors Overview of different services</p> <p><b>Online marketing of services</b></p> <ul style="list-style-type: none"> <li>• Role of technology</li> <li>• UI and UX Design</li> </ul> <p><b>Emerging Trends in Service Industry</b></p> <ul style="list-style-type: none"> <li>• Introduction, Strategic approach in Services Marketing</li> <li>• Service Marketing in e-Commerce, e-Marketing, and Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets</li> <li>• Innovations in Services Marketing</li> <li>• Ethical Aspects in Service Marketing</li> </ul>	<b>15 L</b>
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, (2005), Service Marketing:People, Technology, Strategy; World Scientific Publisher.</li> <li>2. Valarie A. Zeithaml&amp;Mary Jo Bitner, (2008), Service Marketing, 5th Edition, New Delhi, TataMcgraw Hill</li> <li>3. Ramneek Kapoor, Justin Paul &amp;BiplabHalder, (2011), Services Marketing-Concepts And Practices, New Delhi, Tata McGraw Hill.</li> <li>4. HarshV.Verma,, (2007), Services Marketing Text &amp;Cases, 2nd Edition, New Delhi, Pearson Education</li> <li>5. C. Bhattacharjee, (2008), Service Sector Management, Jaico Publishing House, Mumbai,</li> </ol>		

**TYBMS Semester V – Application Based Learning**

<b>Course: CBMS508</b>	<b>Digital Marketing and E-commerce (Credits :5 Lectures/Week: 4)</b>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>➤ To understand increasing significance of E-Commerce and its applications in Business and Various Sectors</li> <li>➤ To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business</li> <li>➤ To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation</li> </ul> <p><b>Outcomes:</b> 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.</p>	
<b>Unit I</b>	<p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>a) Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing</li> <li>b) Elements of Digital Marketing, Difference between traditional and digital marketing</li> <li>c) Website designing</li> <li>d) Search Engine Optimisation</li> <li>e) Marketing automation</li> <li>f) Website Funnel Analytics</li> <li>g) Consumer analytics</li> <li>h) Company side analytics - Communication, engagement and actual lead on sale</li> </ul>	<b>15 L</b>
<b>Unit II</b>	<p><b>Social Media and Content Marketing</b></p> <ul style="list-style-type: none"> <li>a) Facebook Content Strategy</li> <li>b) LinkedIn Content Strategy</li> <li>c) Instagram Content Strategy</li> <li>d) Twitter Content Strategy</li> </ul>	<b>15 L</b>
<b>Unit III</b>	<p><b>Media Planning and Advertising</b></p> <ul style="list-style-type: none"> <li>a) Programmatic Media Buying</li> <li>b) Social Media Advertising</li> <li>c) Search Advertising</li> <li>d) Lead generation</li> <li>e) Performance Marketing</li> <li>f) Influencer Marketing</li> </ul>	<b>15 L</b>

<b>Unit IV</b>	<b>E-commerce</b> <ol style="list-style-type: none"> <li>a) E-Commerce: Meaning, Features, Categories, Advantages, Limitations, Environmental Factors</li> <li>b) Introduction to selling on Amazon and other E-commerce stores</li> <li>c) Setting up your own E-commerce store</li> <li>d) Electronic Payment Systems- Payment Gateway: Process, Types</li> </ol>	<b>15 L</b>
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**References:**

1. D Nidhi (2011), E-Commerce Concepts and Applications, International Book house P.ltd
2. Bajaj KamleshK(2005),E-Commerce- The cutting edge of Business, New Delhi, Tata McGraw hill publishing company limited.
3. WhiteleyDavid(2013), E-Commerce Technologies and Applications , New Delhi, Tata McGraw hill publishing company limited.
4. E-Business & E-Commerce Management 3rd Ed, New Delhi, Pearson Education.
5. Kalokota&Robinson(2009),E-Business 2.0 Road map for Success, New Delhi, Pearson Education .
6. Elias M. Awad(2006),Electronic Commerce, 3rd Edition, New Delhi Pearson Education .
7. Erfan Turban et.al (2008),Electronic Commerce - A Managerial Perspective, ninth edition, New Delhi, Pearson Education.
8. Tripathi(2010), E-Commerce, Mumbai, Jaico Publishing House.



**TYBMS Semester V – Application Based Learning**

<b>Course: CBMS509</b>	<b>Sales and Distribution Management (Credits :5 Lectures/Week:4 )</b>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To develop understanding of the sales &amp; distribution processes in organizations</li> <li>• To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</li> </ul> <p><b>Outcomes:</b></p> <p>The course is designed to develop understanding and appreciation of the Sales &amp; 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>	
<b>Unit I</b>	<p><b>Introduction</b></p> <ol style="list-style-type: none"> <li>a) Sales Management: Meaning, Role of Sales Department, Interface of Sales with Other Management Functions, Qualities of a Sales Manager</li> <li>b) Sales Management: Meaning, Developments in Sales Management Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling.</li> <li>c) Structure of Sales Organisation – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</li> <li>d) Distribution Management: Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels</li> <li>e) Integration of Marketing, Sales and Distribution</li> <li>f) Modern Trade &amp; E-Commerce Trade</li> <li>g) New channels of Sales and Distribution Management</li> </ol>	<b>15 L</b>

<b>Unit II</b>	<p><b>Market Analysis and Selling</b></p> <p>a) Market Analysis:</p> <ol style="list-style-type: none"> <li>i. Market Analysis and Sales Forecasting, Types of Sales Quotas, Factors Determining Fixation of Sales Quota</li> <li>ii. Assigning Territories to Salespeople</li> </ol> <p>b) Process of Selling</p> <ol style="list-style-type: none"> <li>i. Methods of Closing a Sale, Reasons for Unsuccessful Closing</li> <li>ii. Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory</li> </ol> <p>c) Selling Skills</p> <ol style="list-style-type: none"> <li>i. Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill</li> <li>ii. Selling Strategies– Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy</li> <li>iii. Difference Between Consumer Selling and Organizational Selling</li> <li>iv. Difference Between National Selling and International Selling</li> </ol>	<b>15 L</b>
<b>Unit III</b>	<p><b>Distribution Channel Management</b></p> <p>Management of Distribution Channel :Meaning &amp; Need</p> <ol style="list-style-type: none"> <li>a) Channel Partners <ul style="list-style-type: none"> <li>Wholesalers, Distributors and Retailers &amp; their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler</li> </ul> </li> <li>b) Choice of Distribution System <ol style="list-style-type: none"> <li>i. Intensive, Selective, Exclusive</li> <li>ii. Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost</li> </ol> </li> <li>c) Factors Affecting Effective Management Of Distribution</li> <li>d) Channels: Channel Design, Policy, Conflicts, Reasons for Channel Conflict, Conflict Resolution, Motivating Channel Member, Selecting Channel Partners, Evaluating Channels, Channel Control</li> </ol>	<b>15 L</b>

<b>Unit IV</b>	<b>Performance Evaluation, Ethics and Trends</b> 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 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 c) Ethics in Sales Management d) New Trends in Sales and Distribution Management e) Understanding & Implications of being GDPR Compliant	<b>15 L</b>
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**References:**

1. Nag, (2013), Sales And Distribution, Pune, Management, McGraw Hill
2. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, (2009) Sales Management, New Delhi, Pearson Education, 5th Edition.
3. Krishna K. Havaldar, Vasant M. Cavale(2011), Sales And Distribution Management – Text & Cases, New Delhi, McGraw Hill Education.
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

**TYBMS Semester V – Application Based Learning**

<b>Course:</b> <b>CBMS510</b>	<b>Customer Relationship Management</b> <b>(Credits : 5 Lectures/Week: 4)</b>	
	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management</li> <li>• To provide insight into CRM marketing initiatives, customer service and designing CRM strategy</li> <li>• To understand new trends in CRM, challenges and opportunities for organizations</li> </ul> <p><b>Outcomes:</b></p> <p>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.</p>	
<b>Unit I</b>	<p><b>Introduction to Customer Relationship Management</b></p> <p>a) Concept, Evolution of Customer Relationships, Customers as strangers, acquaintances, friends and partners</p> <p>b) Objectives, Benefits of CRM</p> <p>c) Relationship Marketing and CRM</p> <p>d) Relationship Development Strategies</p> <p>e) Acquisition &amp; Retention CRM</p> <p>f) IT Support</p> <p>g) Lead Generation</p>	<b>15 L</b>
<b>Unit II</b>	<p><b>CRM Marketing Initiatives, Customer Service and Data Management</b></p> <p>a) CRM Marketing Initiatives</p> <p>b) CRM and Customer Service</p> <p>c) Cyber Agents and Workforce Management</p> <p>d) CRM &amp; Data Management</p>	<b>15 L</b>
<b>Unit III</b>	<p><b>CRM Strategy, Planning, Implementation and Evaluation)</b></p> <p>a) Understanding Customers</p> <p>b) Objectives of CRM Strategy</p> <p>c) The CRM Strategy Cycle</p> <p>d) Planning and Implementation of CRM</p> <p>e) CRM Evaluation</p> <p>f) Service Quality, Customer Satisfaction and Loyalty</p>	<b>15 L</b>

<b>Unit IV</b>	<p><b>CRM New Horizons</b></p> <p>a) E-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM</p> <p>b)Softwares for Customer Service- Fresh Desk and Sales force</p> <p>c) Rage analysis</p> <p>d)Application of digital transformation using Physical-Digital-Physical (PDP) loop</p> <p>e) Social Networking and CRM</p> <p>    i. Mobile-CRM</p> <p>    ii. CRM Trends, Challenges and Opportunities</p> <p>    iii. Ethical Issues in CRM</p>	<b>15 L</b>
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**References:**

1. Baran Roger J. & Robert J. Galka, (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, New Delhi, Routledge Taylor & Francis Group.
2. Anderrson 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. BhasinJaspreet 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 GremlerandAjay Pandit (2010), Services Marketing Integrating Customer Focus Across the Firm, Pune, Tata McGraw Hill.
8. UrvashiMakkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, Pune, McGraw Hill Education.

**Evaluation Scheme**

**[A] Evaluation scheme for Theory courses**

I Continuous Assessment ( C.A.) - 40 Marks

(i) C.A.-I : Test/ Project/ Assignment (20 Marks)

(ii) C.A.-II : Test/ Project/ Assignment (20 Marks)

II Semester End Examination ( SEE)- 60 Marks