

LECTURE PLAN

MBA

SEMESTER 3

VOL. I

FOR PRIVATE CIRCULATION

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LECTURE PLAN

MANAGEMENT OF INTERNATIONAL BUSINESS

MS-203

COURSE OUTLINE
MBA-III SEMESTER
MANAGEMENT OF INTERNATIONAL BUSINESS - MS 203

L - 4 Credits - 04

OBJECTIVES:

The purpose of this course is to enable the students to manage the business when the organizations are exposed to international business environment.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

UNIT I

INTRODUCTION TO INTERNATIONAL BUSINESS **(14 Hours)**

- Nature and Scope of International Business
- E.P.R.G. Approach
- The Environment of International Business
- Reasons for Going International
- Analyzing International Entry Modes
- Entry Barriers
- Porters Diamond Model, Deming Eclectic OLI model and other models

UNIT II

FORMULATING & IMPLEMENTING GLOBAL STRATEGY **(14 Hours)**

- International Competitive Advantage
- International Strategic Alliances
- Global Mergers and Acquisition
- Organization Design & Structures

UNIT III

MANAGING GLOBALLY

(14 Hours)

- Cross-Cultural Management
- Hofstede Study
- Edward T Hall Study
- Cultural Sensitization using sensitivity analysis
- Global Marketing Management
- Global Operations Management
- Global Supply Chain Management
- Global Human Resources Management
- Aspects of Global Financial Management

UNIT IV

BROAD ISSUES IN GLOBALIZATION

(14 Hours)

- Ethical issues in Context of International Business
- Social Responsibility of Global Firms
- International Negotiations
- Cross-Cultural Communication
- Globalization and the Internet,
- distinction between TNC and MNC
- future of International Business and other emerging concepts

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Management of International Business and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ MAIN TEXT BOOK

1. **Author's Name(s):**P.Subarao.

Title: International Business, Text and Cases
Edition: III **Year:** 2013
Publisher: Himalaya Publishing House (ibid 1)

2. **Author's Name(s):** K Aswathappa
Title: International Business
Edition:VI Year: 2015 (Reprint)
Publisher: McGraw Hill Education. (ibid 2)

➤ **REFERENCE BOOKS**

1. **Author's Name(s):**Daniel, Radebaugh, Sullivan
Title: International Business, Environments and Operations, Text and Cases
Edition: XV Year: 2017
Publisher: Pearson Education (ibid 3)

2. **Author's Name(s) :** V.K, Bhalla, S.ShivaRamu,
Title: International Business Environment and Management
Edition: XIII Year: 2010
Publisher: Anmol Publications Pvt. Ltd. (ibid 4)

3. **Author's Name(s) :** Francis Cherunilam
Title: International Business
Edition: V Year: 2011
Publisher: PHI Learning Private Limited (ibid 5)

4. **Author's Name(s):** Sumati Varma
Title: International Business: Concept, Environment, Structure& Strategy
Edition:I Year: 2011
Publisher: Ane books Pvt. Ltd. (ibid 6)

5. **Author's Name(s):** Justin Paul
Title: International Business
Edition:VI Year: 2014 (Reprint)
Publisher: PHI Learning Pvt. Ltd. (ibid 7)

➤ **JOURNALS:**

1. Journal of International Management,

2. Vision, MDI Gurgaon
3. IIMB Management Review
4. Harvard Business Review
5. Professional Manager
6. The IUP Journal of Brand Management
7. Delhi Business Review
8. Journal of Small Business Strategy
9. View Point (An International Journal of Management & Technology)
10. Effulgence (Bi-Annual Management Journal)
11. SCMS Journal of Indian Management
12. BVIMR Management Edge
13. Review of Professional Management: A Journal of NDIM
14. Asian Journal of Management Technology and Cases

➤ **Websites**

1. <http://economictimes.indiatimes.com/>
2. <http://www.businessinsider.in/>
3. <http://www.thehindu.com/>
4. <http://www.business-standard.com/>
5. <https://www.businessinsider.in/?r=US&IR=T>
6. <https://futurumresearch.com/insights/>

LECTURES 1-2

UNIT-I

NATURE AND SCOPE OF INTERNATIONAL MANAGEMENT

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of international business, its origin and the drivers to International Business

CONTENTS:

- Introduction to International Business

- Evolution of International Business
- Drivers of International Business
 - Market Development
 - Low cost production
 - Demographic changes
 - Regional Trade blocks
 - Declining trade and investment barriers
 - Change in Technology

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

MULTIPLE CHOICE QUESTIONS: Q 1-10

SHORT ANSWER TYPE QUESTIONS: Q 1,2,3, 57

OTHER ASSIGNMENT:

1 ibid 1, Page 26, Q 1,2

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page 1-10

2 ibid 2, Page 3-14

LECTURE 3

IMPORTANCE OF INTERNATIONAL BUSINESS

OBJECTIVE:

The objective of this lecture is to make student understand the importance, advantages & disadvantages of International Business

CONTENTS:

- Importance of International Business

- To achieve Higher Rate of Profits
 - Severe Competition in the Home Country:
 - Limited Home Market:
 - Political Stability vs Political Instability
 - Availability of Technology and Managerial Competence
 - High Cost of Transportation
 - Nearness to Raw Materials
 - Availability of Quality Human Resources at Less Cost
 - To Avoid Tariffs and Import Quotas
- Advantages of International Business
 - Disadvantages of International Business

ASSIGNMENT FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTIONS: Q 5,6,28

OTHER ASSIGNMENTS:

- 1 ibid 1, Page 26, Q 3,4
- 2 ibid 2, Page 23, Q 1, 2, 3

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1, Page 17-23

LECTURES 4-5

CONCEPT OF INTERNATIONAL MANAGEMENT

OBJECTIVE:

The objective of the lectures is to explain the concept of international management, about international managers and the stages of internationalization.

CONTENTS:

- International Management
 - International Management is for All
 - Focus on International-Business Firms
 - Who Are International Managers?
 - What Do International Managers Contribute?
- Stages of Internationalization
 - Domestic company
 - International Company
 - Multinational company
 - Global company
 - Transnational company

ASSIGNMENT FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTIONS: Q 1,2, 45,47

OTHER ASSIGNMENTS:

1 ibid 1, Page 26, Q5

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page 10-12

ARTICLES:

- 1 T. Vijay Kumar & D. P.Kayastha,“Google Inc.: Searching new avenues for growth”, Case Folio, The IUP Journal of Management case studies, Volume 12, Number 1, March 2012, pp. 7-29.
- 2 Dr. AnjalaKalsie, “ Analysis and Acquisition Premiums for Outbound M&A’s by Indian Companies”, Effulgence (Bi-Annual Journal of Management), Jan-June, 2015, Vol.13, No.1, pp. 55-63

- 3 Adbid Sultan and Saurabh, Resource Based Competence of Apple based processing units in Jammu and Kashmir, The IUP Journal of Business Strategy, Vol. XII, No.4, Decmber 2015, pp. 7.
- 4 “Burger King Keen to Replicate its Indian Vegetarian Menu Globally.” The Times of India: The Economic Times. 28 June 2015. Web. 1 March 2016.
- 5 <http://www.businessinsider.in/Burger-Kings-secret-to-becoming-the-most-successful-fast-food-chain/articleshow/47518298.cms>
- 6 <http://panmore.com/burger-king-generic-intensive-growth-strategies>
- 7 <http://economictimes.indiatimes.com/industry/cons-products/food/burger-king-plans-aggressive-global-expansion-on-india-innovation/articleshow/54575654.cms>
- 8 <http://www.financialexpress.com/industry/walmart-india-plans-50-more-outlets-by-2020/242310/>

LECTURE 6

INTERNATIONAL BUSINESS APPROACHES

The objective of the lecture is to study various International Business Approaches & their significance in decisions regarding International Business.

CONTENTS:

- Ethnocentric approach
- Polycentric approach
- Regiocentric approach
- Geocentric approach

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q 11-20

SHORT ANSWER TYPE QUESTIONS: Q 29,41,57.

LONG ANSWER TYPE QUESTIONS: Q 18,20,27

OTHER ASSIGNMENT:

- 1 ibid 1, Page 26, Q 4,5,6

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page 15

LECTURES 7-10

MODES OF ENTERING INTERNATIONAL BUSINESS

OBJECTIVE:

The companies in international business enter the foreign markets in one mode or the other. The lectures will help explain the different modes of entering the foreign markets like Exporting, licensing and franchising with their respective advantages and disadvantages. The objective of these lectures is to explain the students the special modes of entering the financial market like contract manufacturing, management contract, turnkey projects with their advantages and disadvantages.

The FDI without alliances and with alliance—mergers and acquisitions, joint ventures will also be discussed in the section.

CONTENTS:

- Modes of Entry
 - Decision Factors
 - Ownership Advantages
 - Location Advantages
 - Internationalization Advantages
 - Modes
- Exporting
 - Exporting is the simplest and widely used mode of entering foreign markets
 - Advantages
 - Need for Limited Finance
 - Less Risk
 - Forms of Exporting
 - Indirect Exporting
 - Direct Exporting
 - Intracorporate Transfers

- Factors to be considered while exporting
 - Marketing factors
 - Logistical consideration
 - Distribution Issues
- Export Intermediaries
 - Types of export intermediaries include:
 - Export management
 - Cooperative Society:
 - International Trading Company
 - Manufacturers' Agents
 - Manufacturers' Export Agents
 - Export and Import Brokers
 - Freight Forwarders
- Licensing
 - Common factors affecting international licenses
 - Boundaries of the Agreements
 - Determination of Royalty
 - Determining; Rights, Privileges and Constraints:
 - Dispute Settlement Mechanism
 - Agreement Duration
 - Advantages
 - Disadvantages
- Franchising
 - Services to the franchisee:
 - Trade marks
 - Operating systems
 - Product reputations
 - Continuous support systems like advertising, employee training, reservation services, quality assurance programmes etc.
 - Basic Issues in Franchising
 - Franchising Agreements:
 - Advantages
 - Disadvantages
- Special Modes
 - Contract manufacturing
 - Management contract
 - Turnkey projects
 - Contract Manufacturing
 - Advantages
 - Disadvantages

- Management Contracts
 - Advantages
 - Disadvantages
- Turnkey Project
 - Advantages
 - Disadvantages
- Foreign Direct Investment
 - Advantages
 - Disadvantages
- The Greenfield Strategy
 - Advantages
 - Disadvantages
- Foreign Direct Investment with Strategic Alliance
 - Mergers and Acquisitions
 - Advantages
 - Disadvantages
 - Joint Ventures
 - ✓ Advantages
 - ✓ Disadvantages
 - ✓ Life Cycle of a Joint Venture
 - ❖ Exploratory Stage
 - ❖ Growth Stage

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q 21-30

LONG ANSWER TYPE QUESTION: Q 44

OTHER ASSIGNMENT:

1 ibid 1, Page 120, Q 6, 7, 9, 10

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page 91-122.

ARTICLES:

- 1 Suri Niti & Gupta Aanchal,” Linkage between FDI inflows and exports: The Indian Context.” NICE Journal of Business, Vol -7, No.1, Jan-June’12, pp. 1-10.
- 2 Nádia Campos Pereira Bruhn, Juciara Nunes de Alcântara, Dany Flávio Tonelli, Ricardo Pereira Reis, and Luiz Marcelo Antonialli, Why Firms Invest Abroad? A Bibliometric Study on OFDI Determinants from Developing Economies, Global Business Review April 2016, pp. 271-302.
- 3 Mangasini Atanasi Katundu and Damian Mulokozi Gabagambi, Barriers to Business Start-up among Tanzanian University Graduates: Evidence from the University of Dar-es-salaam, Global Business Review February 2016, pp. 16-37,
- 4 <http://economictimes.indiatimes.com/news/company/corporate-trends/starbucks-to-buy-remaining-stake-in-east-china-joint-venture-for-1-3-billion/articleshow/59793064.cms>
- 5 <http://economictimes.indiatimes.com/industry/auto/news/industry/tata-motors-volkswagen-sign-an-mou-to-explore-partnership-or-joint-venture/articleshow/57549238.cms>
- 6 <http://economictimes.indiatimes.com/news/international/business/nestle-coca-cola-to-end-tea-joint-venture-nestle/articleshow/57450784.cms>
- 7 <http://economictimes.indiatimes.com/industry/cons-products/food/britannia-signs-mou-with-greeces-chipita-for-joint-venture-in-india/articleshow/57261591.cms>
- 8 <http://economictimes.indiatimes.com/news/international/business/honda-hitachi-automotive-say-to-form-ev-motor-joint-venture/articleshow/57016240.cms>
- 9 “India’s Investment abroad in Joint Venture and Wholly Owned Subsidiary”, RBI Bulletin, pp. 1141.
- 10 Esther Calderon Monge & Pilar Huerta- Zavala, “Performance and risk as signals for setting up a franchised business”, Journal of Small Business Strategy, Vol. 23, No. 2, Dec 2013, pp. 41-58.
- 11 Saurabh Chadha and Anil K. Sharma, An Empirical Study on Capital Structure in Indian Manufacturing Sector, Global Business Review April 2016, pp. 411-424
- 12 <http://www.thehindu.com/business/hatsun-to-set-up-two-green-field-projects/article17668115.ece>
- 13 http://www.indiaonline.com/article/news-top-story/jk-tyre-sets-up-greenfield-project-at-chennai-113101402082_1.html
- 14 <http://economictimes.indiatimes.com/industry/cons-products/fmcg/britannia-forms-joint-venture-with-chipita-of-greece/articleshow/57873174.cms>
- 15 <https://economictimes.indiatimes.com/industry/services/retail/india-to-be-the-fastest-growing-market-for-montblanc/articleshow/64175147.cms>
- 16 <http://www.taipetimes.com/News/biz/archives/2018/05/16/2003693132>
- 17 <http://indianexpress.com/article/business/companies/walmart-india-trimmed-its-losses-after-exiting-bharti-joint-venture-5170614/>

LECTURES 11-12

ENTRY BARRIERS TO INTERNATIONAL BUSINESS

OBJECTIVE:

The objective of the lectures is to discuss the entry barriers-tariff and non-tariff. India's attractiveness towards FDI will also be discussed.

CONTENTS:

- Entry Barriers
 - Meaning
 - Non-Tariff
 - Tariff
 - The Role of Entry Barriers
 - More Entry Barriers
 - Artificial Entry Barriers
 - Natural Entry Barriers
 - Tariffs
 - Pro-domestic Markets
 - Competition among differentiated brands, all companies compete on equal footing.
 - Government regulations, limited distribution access, tariff barriers
 - Entry Barriers Protect Domestic Turf
 - Barriers and Mode of Entry
 - When barriers are low, the firm will be likely to enter via exporting.
 - When barriers are high, alternative modes of entry have to be chosen:
 - License a local producer
 - Create a joint venture
 - Engage in a distribution alliance
 - Invest in a wholly owned subsidiary
- India's Attractiveness
 - Impact of Changes in FDI Policy

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTIONS: Q 10-17, 48,58.

LONG ANSWER TYPE QUESTIONS: Q 4,5,6,16,44

OTHER ASSIGNMENTS:

1 ibid 1, Page 120, Q 8

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page 91-122

ARTICLES:

1. PandeyBhawna,"Impact of Tariff Reduction in Trade between India & USA." Delhi Business Review, Vol-13, No.2, July- Dec'12, pp. 31-42.
2. Gupta Pradeep," Transfer Pricing: Impact of Taxes & Tariffs in India. ", Vikalpa- The Journal of Decision Makers, Vol-37, No.4, Oct-Dec'12, pp. 29-46.
3. Preeti Gupta, "An Empirical Study of Relationship between Capital Structure and Profitability of Foreign Promoters Holding Companies in India", BVIMR Management Edge, pp. 80-91.
4. Bhargavi Jayanthi, S.N.V. Sivakumar, and Arunima Haldar, Cross-border Acquisitions and Host Country Determinants: Evidence from Indian Pharmaceutical Companies, Global Business Review June 2016-17: 684-699
5. <http://economictimes.indiatimes.com/opinion/interviews/we-have-dramatically-cut-entry-barriers-for-regional-carriers-jayant-sinha/articleshow/55020708.cms>
6. <http://economictimes.indiatimes.com/industry/cons-products/durables/blue-star-announces-entry-into-sri-lanka-market/articleshow/59577581.cms>
7. <http://economictimes.indiatimes.com/news/economy/foreign-trade/us-exports-to-india-encounter-barriers-trump-administration/articleshow/57948413.cms>
8. <https://www.businesstoday.in/current/economy-politics/china-tariff-exemption-india-pharma-exports-28-medicines-cancer-drugs-trade/story/276247.html>
9. <https://www.moneycontrol.com/news/business/how-india-can-create-a-thriving-corporate-bond-market-2567761.html>

LECTURES 13-14

EMERGING MODELS OF STRATEGIC MANAGEMENT IN INTERNATIONAL CONTEXT

OBJECTIVE:

The lectures will help students understand the emerging models of strategic management which includes Traditional strategic Management Model, SM Model, 10-P Model

CONTENTS:

- Emerging Models of Strategic Management in International Context
 - Traditional Strategic Management Model,
 - Emerging SM Model
 - 10-P Model
 - OLI Model
 - Deming
 - Porter's Diamond Model

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

LONG ANSWER TYPE QUESTIONS: Q 46, 50

SUGGESTED READINGS

Ibid 1, Page 45-47

ARTICLES:

1. W. Shi, R.E. Hoskisson and Y. A. Zhang, "A Geopolitical perspective into the opposition to globalizing state owned enterprise in target states", *Global Strategy Journal*, February 2016, 06(01), pp. 13-30, **DOI:** 10.1002/gsj.1105.
2. H Berends, A Smits, I Reymen and KseniaPodoyunitsyna, "Learning while (re)configuring: Business model innovation processes in established firms", *Strategic Organization*, February 28,2016,DOI:10.1177/1476127016632758.(<http://soq.sagepub.com/content/early/2016/05/27/1476127016632758.full.pdf+html>)

3. Fainshmidt, S., Smith, A. and Judge, W.Q., 2016. National Competitiveness and Porter's Diamond Model: The Role of MNE Penetration and Governance Quality. *Global Strategy Journal*, 6(2), pp.81-104.

LECTURES 15-16

BASIC MODELS FOR ORGANIZATION DESIGN IN CONTEXT OF GLOBAL

DIMENSIONS

OBJECTIVE:

The objective of these lectures is to understand designing a global organization by studying the various models like global functional model, geographic model and the single matrix model.

CONTENTS:

- Designing a global Organization
- Organizational design reflects the way companies put this dual demand into action through the implementation of three interlocked elements:
 - Organizational structure.
 - Organizational processes
 - Organizational culture.
 - Based on the work of prior research, three generic organizational models are identified:
- The Global Functional Model
 - Mini-Example Renault
 - Advantages of the global functional organizational design
 - Disadvantages of the global functional organizational design
- The Geographical Model
 - Example International Service Systems A/S (ISS)
 - Advantages of the geographical organizational design
 - Disadvantages of the geographical organizational design
- The Single Matrix Model
- The process of globalization
- Citibank Global Account Management
- The Multi-Business Global Product Division Model
 - Advantages
 - Disadvantages
- The Multi-Business Geographical Model
 - Advantages

- Disadvantages
- The Multi-Business Matrix Model
 - Advantages
 - Disadvantages
- Hybrid Structural Models
 - Advantages
 - Disadvantages
- The international divisions model
 - Advantages
 - Disadvantages
- The Transnational Model
- Global Operations Management
- Four major decision dimensions
 - Location: where to put facilities?
 - Production: what to produce, where?
 - Sourcing: from whom to buy, what and how?
 - Logistics: how to manage the flow of goods and information?

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 61-70

SHORT ANSWER TYPE QUESTIONS: Q 26, 27, 28, 29, 30, 31, 32, 33

LONG ANSWER TYPE QUESTIONS: Q 31, 32, 33, 34

ARTICLES:

1. HarpreetDusanjih, A.S.Sidhu, "Multi Spillover Effects of Multinational corporations on Host countries: A review of Literature, Global Business Review-Vol. 10 , No. 2, July-Dec, 2009 pp. 243-260"
2. "Work Ethos dimensions: A framework to understand cross cultural differences at the organizational level, FOCUS, Vol.-5, No- 1&2 , April-Oct,2009 pp. 81-98.
3. SaurabhChadha and Anil K. Sharma, An Empirical Study on Capital Structure in Indian Manufacturing Sector Global Business Review April 2016 17, pp.411-42
4. <https://www.forbes.com/sites/jacobmorgan/2015/07/06/the-5-types-of-organizational-structures-part-1-the-hierarchy/#2c7b23435252>

LECTURES 17-20

CONCEPT OF INTERNATIONAL COMPETITIVE ADVANTAGE

OBJECTIVE:

The lectures will help students understand how to achieve and sustain International competitive advantage through different sources. The lectures will also explain the five force model of Porter, Generic competitive strategies and value chain analysis.

CONTENTS:

- Achieving International Competitive Advantage
 - Meaning of Competitive Advantage
 - Attaining Competitive Advantage
 - Sources of Competitive Advantage include: -
- Porter's Contribution
 - The Five force model
- Sustaining International Competitive Advantage
 - Meaning
 - Characteristics
 - Ways of achieving sustainability:

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 40-50

SHORT ANSWER TYPE QUESTIONS: Q 1,2,5,9,34

LONG ANSWER TYPE QUESTIONS: Q 1,3,4,10

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page 386-399

ARTICLES:

- 1 Sehgal Kanika & N Malati, "Employer Branding: A potent Organizational Tool for enhancing Competitive Advantage", The IUP Journal of Brand Management, Vol. X, No. 1, March, 2013, pp. 51-65.
- 2 Dr. Anjala Kalsie, "FDI in Greenfield Investment Vs. M&A: It's Impact on GD: A comprehensive Analysis of Developed, BRICS & East Asian Economics, Review of Professional Management, A journal of NDIM, Vol.12, Issue 1, Jan-June 2014, pp. 1-15
- 3 <https://www.thebalance.com/what-is-competitive-advantage-3-strategies-that-work-3305828>
- 4 Liučvaitienė, A., Peleckis, K., Slavinskaitė, N. and Limba, T., 2013. Competitive Advantage in Global Market: Theoretical Assumptions and Assessment Options. Strategic management quarterly. New York: American research institute for policy development. ISSN, pp.2372-4951.

LECTURES 21-24

INTERNATIONAL STRATEGIC ALLIANCES

OBJECTIVE:

The objective of the lectures is to make student understand the meaning of international strategic alliance, stages in alliance formation, determinants of effective alliance and its advantages.

CONTENTS:

- International Strategic Alliances
 - Meaning
 - Concept
 - Stages of Alliance Formation
 - Determinants of Effective Alliance
 - Rationale/Advantages of Strategic Alliance
 - Management of Strategic Alliance
- Global Strategic Management Process

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTION: Q 23, 31,32, 33

LONG ANSWER TYPE QUESTIONS: Q 5,6,21, 22, 23,

OTHER ASSIGNMENT:

1 ibid 2, Page 467, Q 1,2,3,4,5,6,7,8

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page 444-466

ARTICLES:

- 1 S. Ray, “Strategic Alliance in India under Globalized Economic Scenario”, Advances in Asian Social Science (AASS), Vol. 4, No. 2, 2013, pp 824-835.
(<http://worldsciencepublisher.org/journals/index.php/AASS/article/viewFile/1275/947>)
- 2 Z. Zamir, A. Sahar , F. Zafar, “Strategic Alliances; A Comparative Analysis of Successful Alliances in Large and Medium Scale Enterprises around the World”, Educational Research International Vol. 3(1) February 2014, pp 25-39.
- 3 <https://www.edinburghnews.scotsman.com/news/business/edinburgh-firms-confirm-strategic-alliance-1-4740585>
- 4 <https://www.hotelnewsresource.com/article99897.html>
- 5 http://www.afaqs.com/news/story/52917_Walmart-Flipkart-deal-We-are-open-to-a-strategic-alliance-says-Biyani

LECTURE 25-28

GLOBAL MERGERS AND ACQUISITIONS

OBJECTIVE:

The objective of lecture is to acquaint students with the impact of mergers and acquisitions on International Business.

CONTENTS:

- Introduction to mergers and acquisitions
- Cross Border M&As

- The Indian scene of mergers and acquisitions
- Classification of mergers and acquisitions
- Reasons for engaging in cross-border M&As
- Motivations for conducting M&As
- Cross border M&As v/s Greenfield FDI

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 21-35, Q42-45

SHORT ANSWER TYPE QUESTIONS: Q 6, 7, 15, 16

LONG ANSWER TYPE QUESTIONS: Q 18,19,22,26,29,32

ARTICLES:

1. <http://economictimes.indiatimes.com/small-biz/startups/flipkart-completes-ebay-india-merger/articleshow/59858165.cms>
2. <http://economictimes.indiatimes.com/markets/stocks/news/hpcl-acquisition-would-be-negative-for-ongc-clsa/articleshow/59137134.cms>
3. Joash, G. O., & Njangiru, M. J. (2015). The effect of mergers and acquisitions on financial performance of banks (a survey of commercial banks in Kenya). *International Journal of Innovative Research and Development*, 4(8).
4. <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/premjis-success-myntra-fetches-420-returns/articleshow/64214766.cms>
5. <https://www.moneycontrol.com/news/trends/expert-columns-2/mergers-and-acquisitions-know-what-rights-you-have-as-employees-2563127.html>
6. <https://www.gadgetsnow.com/tech-news/mergers-and-acquisitions-worth-2-1-billion-signed-in-indias-e-commerce-market-in-2017-report/articleshow/64058388.cms>
7. <http://www.newindianexpress.com/business/2018/may/12/competition-commission-of-india-chief-seeks-mergers-and-acquisitions-rule-changes-in-tech-space-1813543.html>
8. <https://www.forbesmiddleeast.com/en/how-to-deal-with-mergers-and-acquisition-from-an-immigration-perspective/>

LECTURE PLAN

INFORMATION SYSTEMS MANAGEMENT

MS-205

COURSE OUTLINE

MBA-III SEMESTER

INFORMATION SYSTEMS MANAGEMENT - MS 205

L – 4 Credits- 4

OBJECTIVE:

The objective of this course is to expose the students to the managerial issues relating to information systems and help them identify and evaluate various options in this regard.

INTERNAL ASSESSMENT AND ASSIGNMENT 25 marks

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

A. MEANING AND ROLE OF INFORMATION SYSTEMS (14 Hours)

- Types of Information Systems
 - Operations support systems
 - Management support systems
 - Expert systems
 - Knowledge management systems
- Information systems for strategic management
 - Competitive strategy concepts
 - Strategic role of information systems
- Integrating information systems with Business Strategy
- Value Chain Analysis
- Strategic Information Systems Framework

B. PLANNING FOR INFORMATION SYSTEMS (14 Hours)

- Identification of applications
- Business planning systems and Critical success factors
- Method of identifying applications
- Risks in information systems
- Resource requirements for information systems
 - Hardware and capacity planning
 - Software needs
 - Procurement Options – Make or Buy decisions
 - Outsourcing as an option

C. EMERGING CONCEPTS AND ISSUES IN INFORMATION SYSTEMS

(14 Hours)

- Supply chain management
- Customer relationship management
- ERP
- Introduction of data warehousing
- Data mining and its applications
- Emerging concepts in information system design and application

D. RESEARCH PROJECT

(14 Hours)

Each student will write a research paper on a specific information system related issue of their choice. This paper may include the following:

- Historic development
- Examination of current issues
- Exploration of the actual or expected impact on employees, Industry or government, Presentation of available alternatives if applicable

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of operating systems, and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ MAIN TEXT BOOKS

1. **Author's Name(s):** Kenneth C. Laudon & Jane P. Laudon
Title: Management Information Systems
Edition: XIIth **Year:** 2013
Publisher: Prentice Hall of India Pvt. Ltd. (ibid 1)

2. **Author's Name(s):** James A. O'Brien
Title: Management Information Systems
Edition: Xth **Year:** 2013
Publisher: Tata Mcgraw Hill (ibid 2)

➤ REFERENCE BOOK

1. **Author's Name(s):** LM Prasad & Usha Prasad
Title: Management Information System
Edition: 2nd **Year:** 2012
Publisher: Sultan Chand & Sons (ibid 3)

2. **Author's Name(s):** RAHUL DE
Title: MIS
Edition: 1st **Year:** 2017
Publisher: Wiley India Pvt. Ltd. (ibid 4)

➤ JOURNALS

1. ACM Sigmis
2. The ICFAI University Journal of Information Technology
3. ICFAI Journal of Systems Management
4. Sigmod Record
5. National Journal of Systems And IT
6. CSI Communication

7. IMS Manthan (Journal of Innovations)
8. The IUP Journal of Computer Sciences

LECTURES 1-3

UNIT I

MEANING AND ROLE OF INFORMATION SYSTEMS

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Information systems, characteristics of information, Components of an IS, Information System Resources. A management information system provides information that organizations require to manage the system efficiently and effectively.

CONTENTS:

- Introduction to Information Systems
- Characteristics of information
 - Timeliness
 - Conciseness
 - Frequency
 - Understandability
 - Relevant
- Components of an IS
 - Data
 - Hardware
 - Software
 - Communication networks
 - People
 - Procedures
- Information System Resources
 - People Resources
 - Hardware Resources
 - Software Resources
 - Data Resources

UNIT 1

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q1, 3, 5,18,19

LONG ANSWER TYPE QUESTIONS: Q3, 4, 6,7,11, 13, 14, 15, 16, 17,18,19,20.

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 33, Q1 to 11
- 2 ibid 2, Page No. 44, Q1 to 10
- 3 ibid 3, Page No. 121, Q1 to 9

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 4-14

REFERENCE BOOK:

- 1 ibid 3, Page No. 92-120

LECTURES 4-9

TYPES OF INFORMATION SYSTEMS

OBJECTIVE:

The objective of the lectures is to make the students understand the types of Information systems, Transaction Processing System & its process. Transaction processing is a style of computing that divides work into individual, indivisible operations, called transactions. A transaction processing system (TPS) or transaction server is a software system, or software/hardware combination, that supports transaction processing.

CONTENTS:

- Types of Information Systems
- Transaction Processing System
- Process of TPS
 - Data entry
 - Data Capture
 - Data validation
 - Processing and revalidation
 - Storage

- Output generation
- Query support
- Types of Information Systems
- Operations Support System
 - Transaction processing System
 - Process Control System
 - Enterprise Collaboration Systems
- Management Support System
 - Management Information Systems
 - Decision Support Systems
 - Executive Information Systems

ASSIGNMENTS FROM QUESTION BANK

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q12, 13, 15, 17, 20, 21

LONG ANSWER TYPE QUESTIONS: Q7, 9, 11,12,13, 22,23

OTHER ASSIGNMENT:

1 ibid 1, Page No.75, Q 2 , 3 , 4 , 5.

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 3-40

REFERENCE BOOK:

1 ibid 3, Page No. 5-16,22-37

ARTICLES:

1. Pandey & Pandey, “Digital Disruptions Changing the Dynamics of business-A case of Selective Digital Disruptions” *The Management Accountant* Vol. 53 No. 2 February 2018, pp 103-107.
2. Sreedhar K.R. “Data Mining & Analysis- An Invaluable Tool for Management Accountants” *The Management Accountant* Vol. 52 No. 12 December 2017, pp 57-62.
3. Kamariotou, M., & Kitsios, F, “Information Systems Phases and Firm Performance: A Conceptual Framework”, In *Strategic Innovative Marketing*, 2017, pp. 553-560, Springer International Publishing.
4. Crişan, G. C., Pinteă, C. M., & Palade, V., “Emergency management using geographic information systems: application to the first romanian traveling salesman problem instance”, *Knowledge and Information Systems*, 50(1), 2017, pp. 265-285.
5. Kauremaa, J., & Tanskanen, K., “Designing interorganizational information systems for supply chain integration: a framework”, *The International Journal of Logistics Management*, 27(1), 2016, pp. 71-94.

LECTURES 10-14

STRATEGIC MANAGEMENT AND COMPETITIVE FORCES

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Strategic Management & basic strategies in Information Technology. Technology strategy (Information Technology strategy or IT strategy) is the overall plan which consists of objective(s), principles and tactics related to use of the technologies within a particular organization.

CONTENTS:

- Strategic Management
- Information System for Strategic Management
- Competitive Forces
 - Cost Leadership Strategy
 - Differentiation Strategy
 - Innovation Strategy
 - Growth Strategy
 - Alliance Strategy
- Basic Strategies in the Business Use of Information Technology
 - Lower Costs

- Differentiate
- Innovate
- Promote Growth
- Develop Alliances

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

LONG ANSWER TYPE QUESTIONS: Q-2, 3

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 65, Q 6 , 5 , 4 , 2 , 9
- 2 ibid 1, Page No. 119, Q 7 , 8 , 11 , 12

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. No. 42-57

REFERENCE BOOK:

- 1 ibid 3, Page No. 386

LECTURES 15-19

VALUE CHAIN ANALYSIS

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Value Chain Analysis & its constituent activities. A value chain is a chain of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market.

CONTENTS:

- Value Chain Analysis
- Activities in Value chain
 - Primary Activities

- Inbound Logistics
- Operations
- Outbound Logistics
- Marketing and Sales
- Customer Service
- Support Activities
 - Procurement of Resources
 - Technology Development
 - Human Resource Management
 - Administrative Collaboration and Support Services

ASSIGNMENT FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTION: Q 4

LONG ANSWER TYPE QUESTION: Q7, 24, 25

OTHER ASSIGNMENTS:

1 ibid 1, Page No.119, Q 9 , 10

2 ibid 2, Page No.65, Q 2

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 48-51

REFERENCE BOOK:

1 ibid 3, Page No.249

LECTURES 20-25

PLANNING FOR INFORMATION SYSTEMS

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Planning for Information System & Classes of Information. The risks associated with the IS are also discussed.

CONTENTS:

- Planning for Information Systems
 - Factors involved are:
 - MIS goals and objectives
 - Strategy for the plan achievement
 - The architecture of the MIS
 - The system development schedule
 - Hardware and software plan
 - Ascertaining the class of information
- Business Planning System
- Critical Success Factor
- Threats to Computerized Information Systems
- Concerns for System Builders and Users

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q1, 3, 5, 6, 17, 19, 20

LONG ANSWER TYPE QUESTIONS: Q1, 3, 4, 10, 19, 20, 21

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 557-580

REFERENCE BOOK:

1. ibid3, Page No. 474-493,498-527

ARTICLES:

1. Chatterjee Arnab, “Electronic Payments Processing Ecosystems”, The Management Accountant Vol. 52 No. 8 August 2017, pp 52-55.
2. Kumar Ashok, “Apportioning Joint Cost over Joint Products in ERP SAP”, The Management Accountant Vol. 52 No. 8 August 2017, pp 56-60.
3. Kumar Ashok “Twin Cost Sheets in SAP ERP System”, The Management Accountant , Vol. 52 No. 6 June 2017, pp. 64-67.
4. Chang, J. F., “Business process management systems: strategy and implementation”, 2016, CRC Press.
5. Salleh, M., Akma, N., Rohde, F., & Green, P., “Information Systems Enacted Capabilities and Their Effects on SMEs' Information Systems Adoption Behavior” Journal of Small Business Management, 2016.
6. Shojaie, A. A., Shadalooie, M. A. S. O. U. D., Khalili-Damghani, K. A. V. E. H., & Pakzad, M. R., “Development of a conceptual model of project management information systems for investigating its effective factors impacting the success of project using structural equation model” International Journal of Life Science & Pharma Research, Special, (1), 2016, pp. 17-29.
7. Boyko, V., Rudnichenko, N., Kramskoy, S., Hrechukha, Y., & Shibaeva, N., “Concept Implementation of Decision Support Software for the Risk Management of Complex Technical System”, In Advances in Intelligent Systems and Computing, 2017, pp. 255-269. Springer International Publishing.
8. Baskerville, R. L., & Wood-Harper, A. T., “A critical perspective on action research as a method for information systems research”, In Enacting Research Methods in Information Systems: Volume 2, 2016, pp. 169-190, Springer International Publishing.

LECTURES 26-29

COMPUTER HARDWARE AND SOFTWARE

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Computer hardware & Software. Computer hardware and software require each other and neither can be realistically used without the other.

CONTENTS:

- Computer Hardware
- Input & Output
- Capacity Planning
- Computer Software
- The Classes of Information
 - Organizational
 - Functional
 - Knowledge
 - Decision support
 - Operational

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q10, 11 12, 13

LONG ANSWER TYPE QUESTIONS: Q6, 7, 8

UNIT III

LONG ANSWER TYPE QUESTIONS: Q30

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No.126, Q 7, 8
- 2 ibid 3, Page No.149-150, Q 1-7

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 2, Page No. 462-474
- 2 ibid 2, Page No. 499-511

REFERENCE BOOKS:

- 1 ibid 3, Page No. 92-97
- 2 ibid 3, Page No. 124

LECTURES 30-36

OUTSOURCING AND ERP

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Outsourcing & ERP. Enterprise resource planning (ERP) is business management software—usually a suite of integrated applications—that a company can use to collect, store, manage and interpret data from many business activities

CONTENTS:

- Introduction of Outsourcing
- Process of Outsourcing
 - Deciding to outsource
 - Supplier competition
 - Negotiation
 - Contract Finalization
 - Transition
 - Transformation
 - Ongoing service delivery
 - Termination or Renewal
- Introduction of ERP
- ERP & Business
- Hidden costs of ERP
- System Quality Problems: Software and Data

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q1, 13

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 17

OTHER ASSIGNMENT:

1 ibid 2, Page No.218, Q 4 , 5 , 6

SUGGESTED READINGS:

REFERENCE BOOKS:

- 1 ibid 3, Page No. 317-321
- 2 ibid 3, Page No. 448-453

LECTURES 37-42

SUPPLY CHAIN MANAGEMENT

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Supply Chain Management, its problems & major decision areas in Supply Chain Management. Interconnected or interlinked networks, channels and node businesses are involved in the provision of products and services required by end customers in a supply chain.

CONTENTS:

- Introduction of Supply Chain Management
- Problems of SCM
- Functions of SCM
 - Strategic
 - Tactical
 - Operational
- Supply Chain Business Process Integration
 - Customer service management
 - Procurement
 - Product development and commercialization
 - Manufacturing flow management/support
 - Physical distribution
 - Outsourcing/partnerships
 - Performance measurement
- Major Decision areas in SCM
 - Location
 - Production
 - Inventory
 - Transportation

- SCM Approaches
 - Network Design Method
 - Rough Cut Methods

ASSIGNMENT FROM QUESTION BANK:

UNIT III

LONG ANSWER TYPE QUESTIONS: Q 4, 5,27

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 217, Q7 , 8 , 9
- 2 ibid 1, Page No. 75, Q 9

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.62-64

ARTICLES:

1. Riley, J. M., Riley, J. M., Klein, R., Klein, R., Miller, J., Miller, J., &Sridharan, V., “How internal integration, information sharing, and training affect supply chain risk management capabilities”, *International Journal of Physical Distribution & Logistics Management*, 46(10), 2016, pp. 953-980.
2. Stevens, G. C., & Johnson, M., “Integrating the Supply Chain... 25 years on”, *International Journal of Physical Distribution & Logistics Management*, 46(1), 2016, pp. 19-42.
3. Abbasi, A., Sarker, S., & Chiang, R. H., “Big data research in information systems: Toward an inclusive research agenda”, *Journal of the Association for Information Systems*, 17(2), 2016, pp. 3-12.
4. González, R., Gascó, J., &Llopis, J., “Information Systems Outsourcing Reasons and Risks: Review and Evolution”, *Journal of Global Information Technology Management*, 19(4), 2016, pp. 223-249.

LECTURES 43-49

CUSTOMER RELATIONSHIP MANAGEMENT

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Customer Relationship management, its aspects & key functions of CRM.

CONTENTS:

- Introduction of CRM
- Aspects of CRM
 - Operational CRM
 - Collaborative CRM
 - Analytical CRM
 - Strategy
 - Technology Considerations
- Key functions of CRM
 - Marketing
 - Sales
 - Service
- Channels of Communication
 - Direct
 - Online
 - Call Centre

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q4, 17, 18

LONG ANSWER TYPE QUESTION: Q3

OTHER ASSIGNMENTS:

1 ibid 2, Page No. 216, Q1 , 2, 3

2 ibid 1, Page No.75, Q10

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 2, Page No. 185-194
- 2 ibid 1, Page No. 64-65
- 3 ibid 1, Page No. 102-114

LECTURES 50-52

DATA WAREHOUSE AND DATA MINING

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of Data Warehouse & Data Mining. Data Warehouses and Data Mining techniques are becoming indispensable parts of business intelligence programs makes to learn more about these emerging fields and keep on top of this trend.

CONTENTS:

- Introduction & History of Data Warehouse
- Fundamental Stages of Data Warehouse
 - Offline Operational Databases
 - Offline Data Warehouse
 - Real Time Data Warehouse
 - Integrated Data Warehouse
- Introduction of Data Mining
- Data, Information & Knowledge Data
- How does Data Mining Work
- Elements of Data Mining
- Data mining and its applications
- Emerging concepts in information system design and application

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q5, 8, 9, 12, 23, 24, 25, 26, 27

LONG ANSWER TYPE QUESTIONS: Q 6, 8, 9, 20, 21, 13, 14, 15

SUGGESTED READING:

ARTICLES:

1. Jha, A. K., & Bose, I., “Innovation research in information systems: A commentary on contemporary trends and issues”, *Information & Management*, 53(3), 2016, pp. 297-306.
2. Venkatesh, V., Brown, S. A., & Bala, H., “Bridging the qualitative-quantitative divide: Guidelines for conducting mixed methods research in information systems”, *MIS quarterly*, 37(1), 2013, pp. 21-54.
3. Soomro, Z. A., Shah, M. H., & Ahmed, J., “Information security management needs more holistic approach: A literature review”, *International Journal of Information Management*, 36(2), 2016, pp. 215-225.
4. Bookbinder, J. H., & Dilts, D., “Logistics information systems in a Just-In-Time environment”, 2016.
5. Thomsen, E. K., Deb, R. M., Dunkley, S., Coleman, M., Foster, G., Orleans, M., & Coleman, M., “Enhancing Decision Support for Vector-Borne Disease Control Programs—The Disease Data Management System”, *PLoS Negl Trop Dis*, 10(2), 2016.
6. Gillingham, P., & Graham, T., “Designing electronic information systems for the future: social workers and the challenge of new public management”, *Critical Social Policy*, 36(2), 2016, pp. 187-204.

LECTURES 53 – 56

Research projects to be discussed in the class (one project per student).

LECTURE PLAN

ENTREPRENEURSHIP

AND

SMALL BUSINESS MANAGEMENT

MS-207

COURSE OUTLINE
MBA-III SEMESTER
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT-MS 207

L - 4 Credits - 04

OBJECTIVES:

The Course Aims at Instituting Entrepreneurship Skills in the Students by giving an overview of who the entrepreneurs are and what competences are needed to become an Entrepreneur or Entrepreneur. The Course aims at giving insights into the Management of Small Family Business based on 3S Model: Stimulate, Sustain and Support so that a spirit of Entrepreneurship can be inculcated among the student participants.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

1. Entrepreneurship:

- Concept and Definitions;
- Entrepreneurship and Economic Development;
- Classification and Types of Entrepreneurs;
- Entrepreneurial Competencies; Traits/Qualities of an Entrepreneurs
- Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors;
- EDP Programmes, Entrepreneurial Training;
- Manager Vs. Entrepreneur.
- Entrepreneur Vs. Entrepreneurship;
- Entrepreneur Vs. Administrator. (14 Hours)

2. Opportunity / Identification and Product Selection:

- Entrepreneurial Opportunity Search and Identification;
- Criteria to Select a Product;
- Conducting Feasibility Studies;
- Marketing Feasibility, Technical Feasibility, Finance Feasibility, HR Feasibility etc;
- Business Plan Formulation; Format of Business Plan with Practical example;
- Project Report Preparation; Specimen of Project Report.

- Project Finalization; Sources of Information. (14 Hours)

3. **Small Enterprises and Enterprise Launching Formalities:**

- Definition of Small Scale; Rationale;
- Objective; Scope; Role of SSI in Economic Development of India;
- SSI Registration; NOC from Pollution Board;
- Machinery and Equipment Selection;
- Project Report Preparation; Specimen of Project Report;
- Project Planning and Scheduling using Networking Techniques of PERT / CPM;
- Methods of Project Appraisal. (14 Hours)

4. **Role of Support Institutions and Management of Small Business:**

- Director of Industries DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC;
- Marketing Management;
- Production Management;
- Finance Management;
- Human Resource Management;
- Export Marketing; (14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Entrepreneurship and Small Business Management, and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ **MAIN TEXT BOOK (Are these latest?)**

1. **Author's Name(s):** Poornima M Charantimath
Title: Entrepreneurship development small business enterprise
Edition: I **Year:** 2012
Publisher: Pearson Education (ibid 1)

➤ **REFERENCE BOOKS**

1. **Author's Name(s):** Dr. C.B. Gupta, Dr. S.S. Khanka.
Title: Entrepreneurship and Small Business Management
Edition: V Year: 2012
Publisher: Sultan Chand & Sons (ibid 2)
2. **Author's Name(s):** Vasant Desai
Title: Fundamentals of Entrepreneurship and Small Business Management
Edition: I Year: 2012
Publisher: Himalaya Publishing House (ibid 3)
3. **Author's Name(s):** Dr. S.S. Khanka.
Title: Entrepreneurial Development
Edition: IV Year: 2012
Publisher: Sultan Chand & Sons
4. **Author's Name(s):** H. Nandan
Title: Fundamental of Entrepreneurship
Edition: III Year: 2013
Publisher: Prentice Hall India (ibid 4)

➤ **JOURNALS**

- 1 NIMS Spotlight
- 2 The IUP Journal of Entrepreneurship Development
- 3 KAIM Journal of management and Research
- 4 The Journal of Entrepreneurship
- 5 JIMS 8M
- 6 Delhi Business Review

UNIT I

LECTURES 1-2

INTRODUCTION TO ENTREPRENEURSHIP

OBJECTIVE:

The objective of these lectures is to make the students understand the concept of entrepreneur, entrepreneurship and its main characteristics.

CONTENTS:

- Concept and Definitions
- Introduction to Entrepreneur
- Evolution of Entrepreneurship
- Characteristics of Entrepreneurs
 - Inner Drive to Succeed
 - Strong Belief in themselves
 - Search for New Ideas and Innovation
 - Openness to Change
 - Competitive by Nature
 - Highly Motivated and Energetic
 - Accepting of Constructive Criticism and Rejection
 - Mental Ability
 - Clear Objectives
 - Business Secrecy
 - Human Relation Ability
 - Communication Ability
 - Technical Knowledge

ASSIGNMENTS FROM THE QUESTION BANK:

MULTIPLE CHOICE QUESTIONS: Q 1-10

SHORT ANSWER TYPE QUESTIONS: Q6, 8, 16, 25, 28, 29, 34, 35, 36

LONG ANSWER TYPE QUESTIONS: Q1, 8, 19, 17

ARTICLES:

- 1 Anderson, A., & Ronteau, S., "Towards an entrepreneurial theory of practice; emerging ideas for emerging economies", *Journal of Entrepreneurship in Emerging Economies*, 9(2), 2017.
- 2 Ratten, V., & Ferreira, J. J., "Future research directions for cultural entrepreneurship and regional development", *Int. J. Entrepreneurship and Innovation Management*, 21(3), 2017, pp. 163.
- 3 Hodges, N., Watchravesringkan, K., Yurchisin, J., Karpova, E., Marcketti, S., Hegland, J., & Yan, R. N. T., "An exploration of success factors from the perspective of global apparel entrepreneurs and small business owners: implications for apparel programmes in higher education. *International Journal of Fashion Design*", *Technology and Education*, 9(1), 2016, pp. 71-81.
- 4 Gupta, V. K., & Dutta, D. K., "Inquiring into Entrepreneurial Orientation: Making Progress, One Step at a Time", *New England Journal of Entrepreneurship*, 19(2), 2016, pp. 1.
- 5 Frank, H., & Landström, H., "What makes entrepreneurship research interesting? Reflections on strategies to overcome the rigor–relevance gap", *Entrepreneurship & Regional Development*, 28(1-2), 2016, pp. 51-75.
- 6 Chahal, H., Mishra, S., Raina, S., & Soni, T., "A comprehensive model of business social responsibility (BSR) for small scale enterprises in Indian context", *Journal of Small Business and Enterprise Development*, 21(4), 2014, pp. 716-739.
7. Roth, S., "The eye-patch of the beholder: introduction to entrepreneurship and piracy", *International Journal of Entrepreneurship and Small Business*, 22(4), 2014, pp. 399-407.

SUGGESTED READINGS:

TEXT BOOK:

- 1 *ibid* 1, Chapter 2, Page 48- 57

REFERENCE BOOK:

- 1 *ibid* 2, Chapter 1, Page 1.3-1.5

LECTURES 2- 3

FUNCTIONS OF ENTREPRENEURSHIP

OBJECTIVE:

The objective of these lectures is to make student understand the different and essential functions that a good entrepreneur performs.

CONTENTS:

- Functions of an Entrepreneur
 - Idea generation and scanning of the best suitable idea.
 - Determination of the business objectives
 - Product analysis and market research
 - Determination of forms of ownership.
 - Completion of promotional formalities
 - Raising necessary funds.
 - Procuring machine and material
 - Recruitment of personnel
 - Undertaking the business operations

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q7, 16,17,21,22, 37, 38

LONG ANSWER TYPE QUESTIONS: Q2, 5, 14, 24, 25

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 1, Page 52- 63

LECTURE-4

COMPETENCIES OF ENTREPRENEUR

OBJECTIVE:

The objective of this lecture is to explain the different traits and competencies of an Entrepreneur.

CONTENTS:

- Entrepreneurial Competencies
 - Integrity
 - Conceptual Thinking
 - Risk taking
 - Networking
 - Strategic Thinking
 - Commercial Aptitude
 - Decisiveness
 - Optimism
 - Customer Sensitivity
 - People Focus
 - Creative problem-solving
 - Persuading
 - Negotiating
 - Selling
 - Proposing
 - Holistically managing business/projects/situations
 - Initiative decision-making under certainty
 - Networking

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

MULTIPLE CHOICE QUESTIONS: Q 11-20

SHORT ANSWER TYPE QUESTIONS: Q3, 4, 24, 32

LONG ANSWER TYPE QUESTIONS: Q7, 9,12, 13, 26, 27, 28

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 1, Page 53- 63

REFERENCE BOOK:

- 1 ibid 3, Chapter 2, Page 59-65

ARTICLES:

- 1 Ahmed, T., Ahmed, T., Chandran, V. G. R., Chandran, V. G. R., Klobas, J., &Klobas, J., “Specialized entrepreneurship education: does it really matter? Fresh evidence from Pakistan”, *International Journal of Entrepreneurial Behavior & Research*, 23(1), 2017, pp. 4-19.
- 2 Deb, P., &Wiklund, J., “The Effects of CEO Founder Status and Stock Ownership on Entrepreneurial Orientation in Small Firms”, *Journal of Small Business Management*, 55(1), 2017, pp. 32-55.
- 3 Suresh, G., & Krishnamurthy, S., “A Study on the Entrepreneurial Traits of Commerce Students of Arts and Science Colleges in Theni District, Tamil Nadu”, *IUP Journal of Entrepreneurship Development*, 11(1), 2014, pp. 37.
- 4 Gaddefors, J., Gaddefors, J., Anderson, A. R., & Anderson, A. R., “Entrepreneurship and context: when entrepreneurship is greater than entrepreneurs”, *International Journal of Entrepreneurial Behavior & Research*, 23(2), 2017, pp. 267-278.
- 5 Arshed, N., Carter, S., & Mason, C., “The ineffectiveness of entrepreneurship policy: is policy formulation to blame?”, *Small Business Economics*, 43(3), 2014, pp. 639-659.
- 6 Kohli Sumati, “Managers Who Make Difference”, *MAIMS Journal of Management*,13 (1), 2018, pp 23-31, 2249-0116

LECTURE-5

CONCEPT OF ENTREPRENEURSHIP

OBJECTIVE:

The objective of the lecture is to make students understand the concept of entrepreneurship regarding managers.

CONTENTS:

- Difference between entrepreneur and manager
 - Status
 - Target
 - Decisions
 - Rectification of wrong decisions

- Innovation
- Risk bearing
- Skills
- Qualifications
- Rewards
- Similarities between Managers and Entrepreneurs
 - To produce results
 - To produce results through people
 - To take decisions
 - To cooperate under constraints
 - To follow sound principles of management

ASSIGNMENT FROM THE QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q2, 33

OTHER ASSIGNMENT:

1 ibid 1, Page 19, SQ-Q9

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 2, Page 51- 52

REFERENCE BOOK:

1 ibid 2, Chapter 1 , Page 1.4-1.5

LECTURE-6

CASE STUDY

OBJECTIVE:

The objective of the lecture is to provide practical implication of the concept of entrepreneurship with reference to case study.

CONTENTS:

- **CASE STUDY DISCUSSION**

SUGGESTED READING:

REFERENCE BOOK:

1 ibid 1, Case Page 139

LECTURES 7-8

CLASSIFICATION OF ENTREPRENEUR

OBJECTIVE:

The objectives of these lectures is to deliver knowledge about various types of entrepreneur.

CONTENTS:

- Entrepreneurs according to the Type of business
- Entrepreneurs in Technology
- Entrepreneur and Motivation
- According to stages of development
- Classification by Danhof

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q5, 8, 19

LONG ANSWER TYPE QUESTIONS: Q3, 6, 21

OTHER ASSIGNMENT:

1 ibid 1, Page 19, SQ-Q5, LQ-Q5

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Chapter 2, Page 63 -71

REFERENCE BOOK:

- 1 ibid 3, Chapter 2, Page 41-47

ARTICLES:

- 1 Abbasian, S., &Hellgren, C., “Female Entrepreneurship Within the Experience Industry: A Case Study of Two Swedish Regions”, IUP Journal of Entrepreneurship Development, 9(1), 2012, pp. 38.
- 2 Mallett, O., &Mallett, O., “Challenging Entrepreneurship Research. International Journal of Entrepreneurial Behavior & Research”, 23(1), 2017, pp. 160-162.
- 3 Ghani, E., Kerr, W. R., &O'connell, S., “Spatial determinants of entrepreneurship in India. Regional Studies”, 48(6), 2014, pp. 1071-1089.
- 4 Singh, A., Singh, S., & Singh, K., “Engineering Education and Entrepreneurial Attitudes Among Students: Ascertaining the Efficacy of the Indian Educational System”, Prabandhan: Indian Journal of Management, 7(6), 2014, pp. 7-20.
- 5 Bala Bhaskaran P. & Bandyopadhyay Prabir Kumar, “Volkswagen On The Touch- Stone”, South Asian Journal of Business and management, 7(1), 2018, pp. 1-10

LECTURE-9

INTRAPRENEUR

OBJECTIVE:

The objective of the lecture is to explain the concept of Intrapreneur and also aims to make students understand the difference between an intrapreneur and an entrepreneur.

CONTENTS:

- Concept of Intrapreneur
- Definition of Intrapreneur
- Difference between Entrepreneur and Intrapreneur.

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q1, 21

OTHER ASSIGNMENT:

1 ibid 1, Page 19, SQ-Q8,LQ-Q3,4

SUGGESTED READING:

REFERENCE BOOK:

1 ibid 2, Chapter 1, Page 1.1

LECTURES 10-11

CONTRIBUTION OF ENTREPRENEUR TO ECONOMIC DEVELOPMENT

OBJECTIVE:

Entrepreneurship is essential for an economy to grow and expand. The objective of these lectures is to explain the importance of entrepreneur in Economic Development of the Country.

CONTENTS:

- Role of entrepreneurs in the economic development of the country
 - Promotes capital formation by mobilizing the idle savings of the public.
 - Provides large scale employment.
 - Provides balanced regional development.
 - Reduces concentration of economic power.
 - Equitable distribution of wealth, income, and political power
 - Provides revenue to the government.
 - Encourage effective resource mobilization of capital and skill
 - Promotes country export's trade.

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

MULTIPLE CHOICE QUESTIONS: Q 21-30

SHORT ANSWER TYPE QUESTIONS: Q11, 14, 26, 27, 30, 31

LONG ANSWER QUESTIONS: Q4, 11, 16, 15, 16, 22

OTHER ASSIGNMENT:

1 ibid 3, Page 14-17 SQ- Q 12, LQ- Q20,24,27,31,32

SUGGESTED READINGS:

REFERENCE BOOK:

1 ibid 3, Chapter 3, Page 91-94.

ARTICLES:

- 1 Bansal, A., “How Is Entrepreneurship Good for Economic Development?”, IUP Journal of Entrepreneurship Development, 9(2), 2012, pp. 7.
- 2 Jasrai, L., “Rural Entrepreneurship: An Innovative Approach to Rural Mobile Telecom Services Marketing”, IUP Journal of Entrepreneurship Development, 10(1), 2013, pp.6.
- 3 Barakat, A., &Hawahreh, K., “Entrepreneurial management and its role in achieving strategic success: An empirical study from the perspective of the top leaders in Jordanian universities”, Delhi Business Review, 14(2), 2013, pp. 1.
- 4 Welter, F., Baker, T., Audretsch, D. B., & Gartner, W. B., “Everyday entrepreneurship—a call for entrepreneurship research to embrace entrepreneurial diversity”, Entrepreneurship Theory and Practice, 41(3), 2017, pp. 311-321.
- 5 Garcia, D. H., Leles, A. D., & Romano, R. R., “Program Entrepreneurship and Innovation: Education as the Core of Innovation” In Advances in The Human Side of Service Engineering, 2017, pp. 235-244, Springer International Publishing.
- 6 Das, S., Kundu, A., & Bhattacharya, A., “Attitudinal Dimension of Government towards MSME Ecosystem”, 2017.

LECTURE-12

CASE STUDY

OBJECTIVE:

The objective of the lecture is to provide practical implication of the concept of entrepreneurship with reference to case study.

CONTENT:

- Case study discussion

SUGGESTED READING:

REFERENCE BOOK:

1 ibid 4, Case, Page 140

LECTURES 13-14

FACTORS AFFECTING ENTREPRENEUR GROWTH

OBJECTIVE:

The objective of these lectures is to understand the various factors that play an important role in Entrepreneurial growth.

CONTENTS:

- Entrepreneurial environment refers to the various positive and negative constraints within which various enterprise are required to operate.
 - Economic Factors
 - Social Factors
 - Psychological Factors
 - Governmental Factors
 - Competitive Factors

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q9, 10, 18

LONG ANSWER TYPE QUESTIONS: Q6, 18

OTHER ASSIGNMENT:

1 ibid 1, Page 81, SQ-Q 1,2,3,4,8,9,10, LQ-Q 1,2,3,4,5,6

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter1, Page 13- 33

REFERENCE BOOK:

1 ibid 3, Chapter 3, Page 95-99

LECTURES 15-17

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

OBJECTIVE:

Entrepreneur can be born or made. The answer of this question can be very well understood by the concept of EDP. So, the objective of these lectures is to introduce the concept of EDP in today's challenging business environment.

CONTENTS:

- The Meaning of EDP
- Objectives of the Program
- Phases of entrepreneurial training
- Problems in conduct of EDP'S

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q12, 13, 23,

LONG ANSWER TYPE QUESTIONS: Q1, 12, 20, 23

OTHER ASSIGNMENTS:

- 1 ibid 1, Page 67, SQ-Q 1,2,3,4,5,6,7,8,9,10, LQ-Q 1,2,3,4,5,6,7
- 2 ibid 3, Page 149-150 SQ- Q2,16, LQ- Q2,3,8,9,10

SUGGESTED READING:

REFERENCE BOOK:

- 1 ibid 3, Chapter 5, Page 122-140

LECTURE 18

CASE STUDY

OBJECTIVE:

How EDP helps in building an entrepreneur? Answer to this can be seen through a case. So the objective of the lecture is to provide practical implication of the concept of EDP with reference to case study.

CONTENTS:

- Case Study

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1, Case, Page 141

UNIT II

LECTURE 19

INTRODUCTION TO PROJECT

OBJECTIVE:

The objective of the lecture is to explain the concept of project and how different types of entrepreneurs use different methods for project appraisal.

CONTENTS:

- Attributes of the project.
 - The input characteristics,
 - Output characteristics
 - The social cost benefit characteristics
- Identification of the project
- Appraisal of the project
- Factors affecting Identification of Business Opportunities
 - Volume of internal demand
 - Availability of Industrial raw material
 - Availability of Internal resource
 - Form of external assistance

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 1-10

LONG ANSWER TYPE QUESTIONS: Q1, 11

OTHER ASSIGNMENT:

1 ibid 1, Page 90, SQ-Q 1,2,3,6,7, LQ-Q 1,2

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 7, Page 91

LECTURE 20

OPPORTUNITIES AVAILABLE

OBJECTIVE:

The objective of the lecture is to explain various opportunities available in order to be an Entrepreneur.

CONTENTS:

- Manufacturing
- Wholesaling
- Retailing
- Services

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q10, 17, 21, 24

LONG ANSWER TYPE QUESTION: Q 18

OTHER ASSIGNMENTS:

1 ibid 1, Page 120, SQ-7,8, LQ-Q5

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 5, Page 209- 213

ARTICLES:

1. Valliere, D., “Regional variation in subcultural attitudes to entrepreneurship in India”, *International Journal of Entrepreneurship and Small Business*, 31(2), 2017, pp.180-203.
2. Ogurtsov, E. S., Rylov, A. A., Durdyeva, D. A., Lebedev, N. A., Khachatryan, K. S., Safyan, A. M., & Tsareva, G. R., “The Role of Business Incubators in Supporting Economic Growth and Advancement of Small Business of the Russian Federation”, *Indian Journal of Science and Technology*, 9(29), 2016.
3. Hajoary, D., “SWOT ANALYSIS OF SMALL BUSINESS ENTERPRISE WITH SPECIAL REFERENCE TO KOKRAJHAR DISTRICT”, 2016.
4. Gupta, V. K., & Batra, S., “Entrepreneurial orientation and firm performance in Indian SMEs: Universal and contingency perspectives”, *International Small Business Journal*, 34(5), 2016, pp. 660-682.
5. Kundu, S. C., & Rani, S., “Female aspirant human resources’ entrepreneurial orientation: A study in Indian context”, *Management Research Review*, 39(2), 2016, pp. 235-263
6. Singh Swati & Srivastava Pallavi, “Sula Wines: A Foray into Uncharted Territory”, *South Asian Journal of Business and Management*, 7(1), 2018, pp. 11-20.

LECTURE 21

STEPS INVOLVED IN SELECTING BUSINESS IDEA

OBJECTIVE:

An entrepreneur after making appraisal of the resources at his command perceives a business opportunity for producing and marketing a product or service. The objective of the lecture is to understand the steps required in it.

CONTENTS:

- The Steps are:
 - Searching for prospective business idea
 - Processing for these and selecting the best idea
 - Collecting the required resource and setting up the enterprise

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q1, 7, 16, 23, 23

LONG ANSWER TYPE QUESTIONS: Q3, 4

OTHER ASSIGNMENT:

1 ibid 1, Page 120, SQ-Q5,6 LQ-Q 1,2,5

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 5, Page 208- 209

LECTURE 22

CRITERIA FOR SELECTING A PRODUCT

OBJECTIVE:

The objective of the lecture is to provide knowledge about the evolution and the criteria for selecting a product.

CONTENTS:

- The Adoption Process
- Product Planning and Development Strategy
- New Product Development Process (Innovation Management)
- New Product Ideas
 - Idea Screening
 - Concept Development and Testing
 - Business Analysis
 - Product Development Programme
 - Test Marketing
 - Commercialization

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 11-20

SHORT ANSWER TYPE QUESTIONS: Q3, 4, 9

OTHER ASSIGNMENT:

1 ibid 1, Page 120, SQ-Q4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 1, Page 33- 35

ARTICLES:

- 1 Agarwal, S., &Lenka, U., “An exploratory study on the development of women entrepreneurs: Indian cases”, Journal of Research in Marketing and Entrepreneurship, 18(2), 2016.
- 2 Deshpande, A., & Sharma, S., “Disadvantage and discrimination in self-employment: caste gaps in earnings in Indian small businesses”, Small Business Economics, 46(2), 2016, pp. 325-346.
- 3 Banerjee Arnab &Jain P.K., “Risk Perception &Entrepreneurial Career Choice: A comparative analysis of first generation entrepreneurs and service holders” 15(1), 2018, pp. 28-72.

LECTURE 23

PRODUCT SELECTION

OBJECTIVE:

The objective of this lecture is to identify various opportunities available to an entrepreneur and how out of these available opportunities an entrepreneur chooses a product or a service.

CONTENTS:

- Opportunities According to Drucker are of three kinds:
 - Additive,
 - Complementary and
 - Breakthrough
- Criteria for Selecting a particular project
 - Investment size
 - Location
 - Technology
 - Equipment:
 - Marketing

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 31-41

SHORT ANSWER TYPE QUESTIONS: Q2, 8, 14, 15, 27,28, 29

LONG ANSWER TYPE QUESTIONS: Q8, 11

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 5, Page 215- 217

LECTURE 24

FEASIBILITY STUDY

OBJECTIVE:

The objective of this lecture is to understand the manner in which feasibility of a project is being judged.

CONTENTS:

- Market analysis
- Technical analysis
- The financial analysis
- Environment Analysis

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q6, 10, 26, 30, 31

LONG ANSWER TYPE QUESTIONS: Q10 (B), 12, 15, 21, 22, 23

OTHER ASSIGNMENT:

1 ibid 1, Page 90, SQ-Q4,5, LQ-Q4

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 5, Page 220-228

LECTURE 25

FORMULATION OF PROJECT

OBJECTIVE:

The objective of this lecture is to understand the manner in which project is being formulated.

CONTENTS:

- Steps in Project Formulation
 - Feasibility Analysis.
 - Techno-Economic Analysis.
 - Project Design and Network Analysis
 - Input Analysis.

- Financial Analysis.
- Social Cost-Benefit Analysis
- Pre-Investment Analysis

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q5, 11, 19, 25, 27

LONG ANSWER TYPE QUESTIONS: Q9, 14, 20, 24, 25

OTHER ASSIGNMENT:

1 ibid 1, Page 120,LQ-Q6

SUGGESTED READING:

TEXT BOOK:

1 ibid 1 Chapter 5, Page 228

LECTURES 26-27

EVALUATION OF PROJECT

OBJECTIVE:

The objective of this lecture is to understand the manner in which project is evaluated.

CONTENTS:

- Scope
 - Economic Aspects
 - Technical Aspects
 - Financial Aspects
 - Production Aspects
 - Managerial Aspects

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 21-30

SHORT ANSWER TYPE QUESTIONS: Q12, 13, 18, 26

LONG ANSWER TYPE QUESTIONS: Q2, 19

OTHER ASSIGNMENT:

1 ibid 1, Page 120, Q 4,8

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 5, Page 214- 228

UNIT III

LECTURES 28-29

INTRODUCTION OF SMALL SCALE INDUSTRIES

OBJECTIVE:

The objective of these lectures is to introduce the concept of Small Scale Industries and how they are essential for an economy to move towards the path of success.

CONTENTS:

- Definition of Small Scale Industries
- Characteristics of Small Scale Industries
 - Ownership
 - Management and control
 - Gestation Period
 - Area of Operation
 - Technology

- Resources
- Dispersal of units
- Flexibility
- Objectives of Small Scale Industries
 - To create more employment opportunities with less investment.
 - To remove regional imbalances.
 - To remove economic backwardness of rural and less developed regions of the economy.
 - To mobilize and ensure optimum utilization of exploited resources of the country
 - To improve standard of living of people.
 - To ensure equitable distribution of income and wealth

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q 1-10

SHORT ANSWER TYPE QUESTIONS: Q1, 2, 3, 4,18,20,23,

LONG ANSWER TYPE QUESTIONS: Q5, 7, 10, 11, 17, 27

OTHER ASSIGNMENT:

1 ibid 1, Page 148, SQ-Q 1,2,3, LQ-Q 1,4,5

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 1, Page 2- 10

REFERENCE BOOK:

1 ibid 3, Chapter 9, Page 211-229

ARTICLES:

- 1 Ghosh, S., Bhowmick, B., &Guin, K. K., “Perceived Environmental Uncertainty for Startups: A Note on Entrepreneurship Research from an Indian Perspective”, Technology Innovation Management Review, 4(8), 2014.
- 2 Sharma, Shikha, and Japneet Kaur, "Training and Development Practices in Small and Medium IT Firms: An Empirical Investigation", Small Enterprises Development, Management & Extension Journal (Sedme) 41, no. 1, 2016.

LECTURE 30

IMPORTANCE AND PROBLEMS OF SMALL SCALE INDUSTRIES

OBJECTIVE:

The objective of the lecture is to understand the importance of Small Scale Industries for an economy like India.

CONTENTS:

- Importance of Small Scale Industries
 - Employment generation
 - Self Employment
 - Optimum use of capital
 - Facilitate Entrepreneurial development
 - Use of local resources.
 - Balanced regional development
 - Conservation of foreign exchange
 - Equitable spread of income and wealth
 - Supporting large scale industries
 - Contribution towards national economy
- Problems of small scale industries

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q 21-33

SHORT ANSWER TYPE QUESTIONS: Q5, 6, 7, 8, 9, 31, 32, 33

LONG ANSWER TYPE QUESTIONS: Q3, 4

OTHER ASSIGNMENT:

1 ibid 1, Page 148, SQ-Q6,7,8,9,10, LQ-Q 1,2,4,7

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 1, Page 31- 32

ARTICLES:

1. Kumar, A., & Kumar, R., “Problems of Quality Management in Small and Medium Enterprises: A Factor Analytical Study”, IUP Journal of Entrepreneurship Development, 10(1), 2013, pp. 67.
2. Saiz-Álvarez, J. M., Cuervo-Arango, C., & Coduras, A., “ENTREPRENEURIAL STRATEGY, INNOVATION, AND COGNITIVE CAPABILITIES: WHAT ROLE FOR INTUITIVE SMEs?”, Journal of Small Business Strategy, 23(2), 2013, pp. 29.
3. Chaudhary, R., & Chaudhary, R., “Demographic factors, personality and entrepreneurial inclination: A study among Indian university students”, Education+ Training, 59(2), 2017, pp. 171-187.

LECTURE 31

SICKNESS IN SMALL SCALE INDUSTRIES

OBJECTIVE:

The objective of this lecture is to introduce the concept of sickness in small scale industries along with the various definitions given by various experts.

CONTENTS:

- Definition of a sick unit
- Causes of sickness of SSI's
 - Internal Cause for sickness
 - Lack of Finance
 - Bad Production

- Policies and Sickness
- Inappropriate Personnel Management
- Ineffective Corporate Management
- External causes for sickness
 - Personnel Constraint
 - Marketing Constraints
 - Production Constraints
 - Finance Constraints

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q 11-20

SHORT ANSWER TYPE QUESTIONS: Q11, 12, 13, 14, 16, 17, 34, 35

LONG ANSWER TYPE QUESTIONS: Q1, 2, 8, 9, 19, 22, 23, 24

OTHER ASSIGNMENT:

1 ibid 2, Page 148, SQ-Q6,7,8,9,10, LQ-Q 1,2,4,7

SUGGESTED READINGS:

TEXT BOOK:

libid 1, Chapter 7, Page 331- 337

REFERENCE BOOK:

1 ibid 2, Chapter 9, Page 2.230-2.239

LECTUIRE 32

PROJECT APPRAISAL

OBJECTIVE:

The objective of the lecture is to identify various methods of appraising a project report.

CONTENTS:

- Methods of Project Appraisal
 - Economic Appraisal
 - Technical Appraisal
 - Financial Appraisal
 - Managerial Appraisal
 - Operational Appraisal
 - Environment Appraisal

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q 34-43

SHORT ANSWER TYPE QUESTIONS: Q 10, 20

LONG ANSWER TYPE QUESTIONS: Q5, 6,7,13, 18, 25, 26

OTHER ASSIGNMENT:

1 ibid 1, Page 128, SQ-Q 1,2,3,4,5,6,7,8,9,10, LQ-Q 1,2,3,4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 5, Page 220- 228

ARTICLES :

- 1 Kumar, A., “Entrepreneurs in Small Scale Sector: A Study of Infrastructural Barriers”, Small Enterprises Development, Management & Extension Journal (Sedme), 37(4), 2016.
- 2 Singh Geeta & Perepu Indu, “Synergy: Sustainable Sanitation”, The IUP Journal of Entrepreneurship Development, 15(1), 2018, pp. 53-70

UNIT IV

LECTURES 32-33

INTRODUCTION TO FINANCIAL INSTITUTION AND SMALL SCALE INDUSTRIES DEVELOPMENT CORPORATION (SSIDC)

OBJECTIVE:

The objective of these lectures is to understand the importance of financial institutions and role of SSIDC in building entrepreneurs.

CONTENTS:

- Definition of financial Institution
- Importance of financial Institutions
- Small Scale Industries Development Corporation (SSIDC)
- Functions of SSIDC:
 - Assists entrepreneurs in identifying products and preparing project reports.
 - Organizes entrepreneurship training programmes.
 - Supplies scarce raw materials at reasonable rates by procuring these materials in a bulk quantity from their main suppliers.
 - Arranges imported raw materials.
 - Provides credit facilities for raw material supplies.
 - Arranges for marketing assistance to products manufactured by small entrepreneurs.
 - Participates in the exhibitions to promote the products of the small entrepreneurs.
 - Arranges exhibitions of handicrafts to promote village and cottage industry.
 - Provides permanent display, exhibition and sale facilities for small entrepreneurs.

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

MULTIPLE CHOICE QUESTIONS: Q 1-10

SHORT ANSWER TYPE QUESTIONS: Q7, 8, 09, 11, 12, 13, 16, 17, 23, 24, 25, 26, 27

LONG ANSWER TYPE QUESTIONS: Q8, 9, 10, 11, 14, 15, 16, 17

OTHER ASSIGNMENT:

1 ibid 1, Page 195, SQ-Q5, LQ-Q 1,2,5

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 145- 174

LECTURES 33-34

SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI)

OBJECTIVE:

The objective of these lectures is to understand the importance of SIDBI in assisting small scale industries.

CONTENTS:

- Introduction
- Objectives of SIDBI
 - Financing
 - Promotion
 - Development
 - Co-ordination
- Balance between financing and providing other support services.
 - Refinance assistance
 - Financial support (Short – term loans) to banks
 - Special scheme under refinance schemes Single window scheme
 - Bills financing
 - Project financing

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

MULTIPLE CHOICE QUESTIONS: Q 11-20

SHORT ANSWER TYPE QUESTIONS: Q1, 2, 3, 4, 5, 6

OTHER ASSIGNMENT:

1 ibid 1, Page 148, SQ-Q 1

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 170- 172

LECTURES 35-36

NATIONAL SMALL INDUSTRIES CORPORATION LTD.

OBJECTIVE:

The objective of these lectures is to understand the importance of NSIC in the growth of small scale industries.

CONTENTS:

- Introduction of National Small Industries Corporation Ltd (NSIC)
- Main activities taken up by NSIC
 - Offering Integrated Support Through
 - Technology up gradation
 - Marketing support
 - Financial support
 - Infomediary services
 - International partnerships
 - Focus on Specific Sectors
 - Agro and food Processing
 - Auto components
 - Bio-technology
 - Glass and ceramics
 - Dimensional Stones
 - Information Technology Communications
 - Knit-wear and Garments
 - Leather and Leather Products

- Light engineering (builder's hardware, Pumps, agriculture diesel engines, hand tools, bicycle components etc.)
- Low cost building materials
- Pharmaceuticals and chemicals

ASSIGNMENT FROM THE QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTION: Q18

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 155- 157

LECTURES 36-37

NATIONAL SMALL INDUSTRIES CORPORATION-CONTD.

OBJECTIVE:

The objective of these lectures is to understand the importance of NSIC in the growth of small scale industries.

CONTENTS:

- Major services
 - Technology
 - Marketing
 - Information
 - Credit Support
 - International Cooperation

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTION: Q18, 30, 31, 32

LONG ANSWER TYPE QUESTIONS: Q13, 18, 20

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 155- 157

LECTURES 38-39

SMALL INDUSTRIES DEVELOPMENT CORPORATION

OBJECTIVE:

The objective of these lectures is to understand the importance of SIDC in the growth of small scale industries.

CONTENTS:

- Introduction of SIDO
- Objectives
 - Develop the small industry sector
 - To fulfill a very wide range of functions, from policy formulation to direct support to industries, to hands-on involvement in the establishment of SMEs in both rural and urban areas
 - Restructuring aiming at improved effectiveness and efficiency as well as long -term sustainability
 - To contribute to poverty eradication
 - Enterprise development
 - Contributing to economic development through provision of demand driven services that will create employment
 - Generate income to the service user.
 - Providing efficiently and effectively in a business-like manner quality services that unlock potentials for growth and competitiveness of SME's in rural as well as in the urban areas.

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

MULTIPLE CHOICE QUESTIONS: Q 21-30

SHORT ANSWER TYPE QUESTION: Q18, 33, 34

LONG ANSWER TYPE QUESTION: Q2, 21, 22, 23

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 165

LECTURE 40

STATE INDUSTRIES DEVELOPMENT CORPORATION

OBJECTIVE:

The objective of the lecture is to understand the concept of SIDC.

CONTENTS:

- Introduction
- Concept
- Functions
 - To perform promotional activities
 - Identification of project ideas
 - Management of business'
 - Granting financial assistance to industrial units
 - Acting as agents of the state and central government in operating their schemes for the provision of special incentives to industrial units coming up in less developed regions.

OTHER ASSIGNMENTS:

1 ibid 1, Page 195, SQ-Q4, Q22, Q21

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 165

LECTURE 41

HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

Employees can no more be considered as commodity. The objective of the lecture is to understand the importance of Human Resource Management.

CONTENTS:

- When effectively integrated HRM provide significant economic benefit to the company.
- Workforce planning
- Recruitment (sometimes separated into attraction and selection)
- Induction and Orientation
- Skills management
- Training and development
- Personnel administration
- Compensation in wage or salary
- Time management
- Travel management (sometimes assigned to accounting rather than HRM)
- Payroll (sometimes assigned to accounting rather than HRM)
- Employee benefits administration
- Personnel cost planning
- Performance appraisal

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTION: Q19

LONG ANSWER TYPE QUESTION: Q4, 24, 25

OTHER ASSIGNMENT:

1 ibid 5, Page 289, SQ-Q9, LQ-Q 1,2,3,4,5,6,7,8,9

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 12, Page 493- 499

REFERENCE BOOK:

1 ibid 4, Chapter 27, Page 274-289.

LECTURES 42-43

MARKETING MANAGEMENT

OBJECTIVE:

The objective of these lectures is to understand the importance of Marketing Management in the context of Entrepreneurship.

CONTENTS:

- Introduction of Marketing management
- P's of Marketing
 - Product
 - Price
 - Place
 - Promotion
- Techniques to conduct market research,
 - Qualitative marketing research, such as focus groups
 - Quantitative marketing research, such as statistical surveys
 - Experimental techniques such as test markets
 - Observational techniques such as ethnographic (on-site) observation

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q15, 20, 28

LONG ANSWER TYPE QUESTIONS: Q1, 3, 7, 19

OTHER ASSIGNMENT:

1 ibid 5, Page 272-273, Q 1-14

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 10, Page 421- 434

REFERENCE BOOK:

1 ibid 4, Page 253-273

LECTURES 44-45

FINANCIAL MANAGEMENT

OBJECTIVE:

Finance is considered as life blood of business. The objective of these lectures is to understand the importance of Financial Management.

CONTENTS:

- Introduction of Financial Management
- Areas of finance
 - business finance,
 - personal finance, and
 - public finance
- Forms of credit
 - Suppliers credit:
 - Credit on ordinary open account
 - Installment sales
 - Bills of exchange
 - Credit cards
 - Contractor's credit
 - Factoring of debtors
 - Cash credit

- Cpf credits
- Exchange of product
- Factors which influence credit conditions
 - Nature of the business's activities
 - Financial position
 - Product durability
 - Length of production process
 - Competition and competitors' credit conditions
 - Country's economic position
 - Conditions at financial institutions
 - Discount for early payment
 - Debtor's type of business and financial positions

ASSIGNMENTS FROM THE QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q10, 17

LONG ANSWER TYPE QUESTIONS: Q5, 6

OTHER ASSIGNMENT:

1 ibid 5, Page 226, Q 1-10

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 4, Page 165

REFERENCE BOOK:

1 ibid 5, Chapter 9, Page 388- 415

ARTICLES:

1. Ramswamy, R., “Financial management practices of micro handloom enterprises: A case study of Thenzawl cluster in Mizoram”, IUP Journal of Entrepreneurship Development, 9(1), 2012, pp. 61.

2. Calderón-Monge, E., & Huerta-Zavala, P., “Performance and Risk as Signals for Setting up a Franchised Business”, *Journal of Small Business Strategy*, 23(2), 2013, pp. 41.
3. Thaker, J. K., & Chandarana, H. M., “A Comparative Study Between Attributes of Indian Entrepreneurs and Their Economic Background”, *Indian Journal of Applied Research*, 6(1), 2016.
4. Chhabra, S., & Raghunathan, R., “Nurturing Women Entrepreneurship in India through Governmental Programmes: An Oriental Overview”, 2017.
5. Singh Bhupinder, “Tourism – A tool for economic growth of India: From the perspective of UNWTO Vision 2020”, *MAIMS Journal of Management*, 13(1), 2018, 2249-0116, pp23-31

LECTURES 46-47

PRODUCTION MANAGEMENT

OBJECTIVE:

The objective of these lectures is to understand the importance of Production Management.

CONTENTS:

- Introduction of Production Management
- Various Production and operation management discipline:
 - Investment Analysis
 - Capital Budgeting
 - Plant Location
 - Plant Layout
 - Product Design
 - Production Design
 - Quality Control

ASSIGNMENT FROM THE QUESTION BANK:

UNIT IV

LONG ANSWER TYPE QUESTION: Q2

OTHER ASSIGNMENT:

1. ibid 5, Page 252, SQ-Q 14, LQ-Q 1-13

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Chapter 11, Page 453- 486

REFERENCE BOOK:

1 ibid 2, Chapter 12, Page 2.133-2.144

LECTURE PLAN

BUSINESS SIMULATION AND GAMES

MS 209

LECTURE PLAN
BUSINESS SIMULATION AND GAMES
MS 209

Free Source to Play Business Simulation Games

- [1] Supply Chain Management Game: <https://www.mbacrystalball.com/supply-chain-management>
- [2] Business Strategy Games: <https://www.mbacrystalball.com/blog/2014/03/19/business-simulation-games/>

Learning Outcome:

Students can take real world problems in various professional spheres (finance, supply chain, human resources, marketing, product development etc), build models depicting various scenarios / challenges. It allows students to test their own skills.

One of the best takeaways is getting access to some really well-designed simulation and strategy games. The common approach is to form study groups and give each group access to the software which allows them to run through the simulations independently or compete with each other.

Lecture 1 and 2

- Login and team formation
- Brief about the simulation exercise.

Lecture 3 -6

- Strategy formulation, Product Mix
- Production, Pricing
- Promotion
- Submission
- Result Discussion

Lecture 7 - 9

- Research and Development
- Competitive Advantage
- Distribution Management
- Submission

- Result Discussion

Lecture 10-11

- Group Feedback

Lecture 12-14

- Presentation- Mid Term Review

Lecture 15-16

- Consumer Behavior, Human Resource Management
- New Product Development

Lecture 17-19

- Results and Concept Discussions
- Finance, Revenue Management, Sustainable Growth
- Results Discussion

Lecture 20-21

- Team Presentations

Lecture 22-23

- Individual Round 1
- Individual Round 2

Lecture 24

- Final Feedback

LECTURE PLAN

CONSUMER BEHAVIOUR

MS-211

COURSE OUTLINE
MBA – III SEMESTER
CONSUMER BEHAVIOUR - MS 211

L - 3 Credit - 03

OBJECTIVES:

This course aims at enabling students to understand the process of consumer behavior, the various external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 marks

1. Class Test-I - (Written Test)

15 marks

2. Class Assessment + Attendance

10 marks

COURSE CONTENTS:

1. Unit I

Introduction to Consumer Behavior:

- Scope and Relevance of Consumer Behavior Studies;
- Approaches to studying Consumer Behaviour, Buying Decision Process- Problem Recognition;
- Information Search, Alternative Evaluation-Decision Rules- and Purchase, Outlet Selection, Post
- Purchase Behavior and Customer Satisfaction, Types of Buying Behaviour, Role of Involvement;
- Models of Consumer Behavior.

2. Unit II

- Individual Determinants of Consumer Behavior
- Motivation; Attention, Perception and Consumer Imagery;
- Learning and Memory
- Personality
- Self Concept
- Consumer Attitudes
- Formation and Change
- Consumer Values and Lifestyles.

4. Unit III

External Determinants of Consumer Behavior:

- Influence of Culture and Subculture
- SocialClass
- Reference Groups
- Word of Mouth &
- Opinion Leadershi
- Family Influences.

5. Unit IV

Consumer Behaviour

- Related and Emerging Issues
- Diffusion of Innovation
- Researching
- Consumer Behavior
- Measuring Consumer Satisfaction
- Consumer Behavior
- Public Policy;
- Negative Aspects of Consumer Behavior
- Online Consumer Behavior

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Consumer Behaviour, and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories

➤ **MAIN TEXT BOOK**

1. **Author's Name(s):** Schiffman, L.G, Wisenblit, J & Ramesh Kumar S

Title: Consumer Behaviour

Edition 11th, 2016

Publisher: Pearson Education

(ibid 1)

2. **Author's Name(s):** Hawkins, D.I, Mother & Baugh, D.L.& Mookerjee
Title: Consumer Behaviour
Edition 11th, 2014
Publisher: Mc Graw Hill Education. (ibid 2)

➤ **REFERENCES BOOKS**

1. **Author's Name :** Solomon, Michael R.
Year : 2016
Title: Consumer Behaviour: Buying, Having and Being
Edition: 11th Edition
Publisher : Pearson Education. (ibid 3)
2. **Author's Name :** Sharma D, Sheth J. N. & Mittal B
Year: 2015
Title : Consumer Behaviour: A Managerial Perspective
Edition : 1st Edition
Publisher : Cengage Learning, New Delhi (ibid 4)
3. **Author's Name :** Babin, B. J., Harris, E.G. & Mohan, A
Year: 2016
Consumer Behavior : A south Asian Perspective
Edition : 1
Publisher: Cengage Learning India Pvt. Ltd, New Delhi (ibid 5)
4. **Author's Name :** Loudon, David L. and Della Bitta, J.
Year: 2001
Consumer Behavior : A south Asian Perspective
Edition : 4th Edition
Publisher: Mc GrawHill Education. (ibid 6)

1. JOURNALS:

1. The ICFAI Journal of Marketing Management
2. The ICFAI Journal of Brand Management
3. The Brand Reporter
4. BVIMR Management Edge
5. Indian Management Studies Journal
6. Harvard Business review
7. Marketing Mastermind
8. JIMS 8M
9. IUP Journal of Management Research
10. Effulgence, Bi-Annual Management Journal
11. Saaransh, RKJ Journal of Management
12. The IUP Journal of Marketing Management
13. Vision, The Journal of Business Perspective, MDI Gurgaon
14. BVIMR Management Edge
15. The IUP Journal of brand Management

➤ **WEBSITE**

1. <http://hbsswk.hbs.edu>

LECTURES 1-2

UNIT 1

INTRODUCTION TO CONSUMER BEHAVIOUR

SCOPE AND RELEVANCE OF CONSUMER BEHAVIOUR STUDIES

OBJECTIVE:

To understand the meaning, nature, reasons, importance of studying consumer behaviour.

CONTENTS:

- Evolution of Consumer Behaviour
- Definition
- Types of consumers:

- Interdisciplinary Sciences in Consumer Behaviour
- Reasons for Studying Consumer Behaviour
- Nature of Consumer behaviour
- Importance of Consumer behaviour

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q 1-10

SHORT ANSWER TYPE QUESTIONS: Q 1, 6 (B), 7, 8, Q 21,31,34

LONG ANSWER TYPE QUESTIONS: Q1, 2, 4, 25, 27, 28, 32, 33, 35, Q38,39

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 20, Q 1,3
- 2 ibid 2, Page No. 45, Q 7,8,9
- 3 ibid 4, Page No. 9, Q 1,2,3

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 5-13

REFERENCE BOOKS:

- 1 ibid 2, Page No. 18-21
- 2 ibid 4, Page No. 6-7

ARTICLES:

- 1 Sharma Gajender “Impact of Green Marketing on Consumer Behavior.” Review of Professional Management, Vol 10, Issue-2, July- Dec’12, pp. 7-11.
- 2 Md. ShahnawazShibuAbdin, John &IraniShahab “Consumer Buying Behavior for Luxury Goods with reference to Economic Slowdown and Current Govt’s Budget Provision: An Empirical Study”, Review of Professional Management, Vol 10, Issue-2, July- Dec’12, pp 36-46.

- 3 Anitha N. & S. Radhika , “A Study on Consumer Behaviour towards instant food products in the Modern Era”, JIMS 8M, Vol 18, Issue 4, Oct- Dec 2013, pp 28-31.
- 4 Mor Dr. Kiran and Sapra Ms. Geetu, “Exploratory Tendencies towards Shampoo – A study of Demographic Differences”, Effulgence, Bi-Annual Management Journal, Jan-June 2015, Vol. XIII, No. 1, pp 55-63

LECTURES 3-4

CONSUMER DECISION MAKING PROCESS -PROBLEM RECOGNITION

OBJECTIVE:

To study the types, situations and approaches to problem recognition in the process of consumer decision making process.

CONTENTS:

- Basic Consumer Decision Making Model
- Types of Consumer Problems:
 - Active Problems
 - Inactive Problems
 - Emergency Problems
- Situations that can Cause Problem Recognition
- Approaches to Activating Problem Recognition
 - Generic problem.
 - Selective problem
- Marketing Strategy and Problem Recognition
 - Activity Analysis
 - Product Analysis
 - Problem Analysis
 - Human Factors Research
 - Emotion Research

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q3, 6, 7, 12 ,Q19,20

LONG ANSWER TYPE QUESTIONS: Q5, 6,7, 8, 11,15, 16, 27,Q37

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 20, Q4,Page No. 464 ,Q1,2
- 2 ibid 2, Page No. 159, Q1

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.18-20,Page No. 437-438

REFERENCE BOOK:

- 1 ibid 2, Page No.118-126

LECTURES 5 -6

CONSUMER DECISION MAKING PROCESS-INFORMATION SEARCH

OBJECTIVE:

To acquaint with activities consumers undertake in problem solving, important sources and finding their appropriate solutions.

CONTENTS:

- Nature of Information Search
- Extended decision-making
- The Types of Information Consumers Seek
- Consumers' Sources of Information
 - Long-term memory
 - Personal sources
 - Independent sources
 - Marketer controlled sources
 - Experiential sources
- Extent of External Information Search
- Cost/Benefit View of External Search
- Four basic factors influence the perceived benefits and costs of search:

- Market conditions
- Product characteristics
- Consumer characteristics
- Situational factors.
- Marketing Strategy Implications
 - Maintenance strategy
 - Disrupt strategy
 - Capture strategy
 - Intercept strategy
 - Preference strategy
 - Acceptance strategy

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q 11-20 Q37,38,39,40

SHORT ANSWER TYPE QUESTIONS: Q6 (E), 10,Q22

LONG ANSWER TYPE QUESTIONS: Q20, 29,Q40

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.464, Q1,2,3,4,6,7
- 2 ibid 2, Page No.159, Q3,4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 439-442

REFERENCE BOOK:

- 1 ibid 2, Page No. 126-146

ARTICLES:

- 1 ParasharAnupama , “Effect of age on Consumers Food Retail Behaviour: An Enumerative Review of older Consumers in Punjab”, JIMS 8M, Vol 18, Issue 4, Oct- Dec 2013, pp 20-27.
- 2 Sachdeva, Ruchika “A Scale to assess the Efficacy of Consumer Decision Making”,The IUP Journal of Marketing Management, vol. XIV, No.2, May 2015, pp. 7-19
- 3 Kansra Ms. Pooja, “Determinants of the Buying Behavior of Young Consumers of Branded Clothes”: An Empirical Analysis, The IUP Journal of Brand Management, Vol. XI, No.3, September, 2014, pp. 57-68

LECTURE 7

CONSUMER DECISION MAKING PROCESS-EVALUATION OF ALTERNATIVES

OBJECTIVE:

To understand the evaluative criteria, their application and their appropriateness in finding solution.

CONTENTS:

- Choice Based on Attitude vs. Attributes
- Affective Choice (feeling-based choice)
- Consumer Choices
- Factors affecting Evaluation
- Nature of Evaluative Criteria
- .Decision Rules
 - Non-compensatory decision rules
 - Conjunctive Decision Rule
 - .Disjunctive Decision Rule
 - Elimination-by-aspects Decision Rule
 - Lexicographic Decision Rule
- Compensatory decision rules

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q4, 6(C), 11, 16

LONG ANSWER TYPE QUESTIONS: Q17, 30,Q40,Q36

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.464, Q,5,6
- 2 ibid 2, Page No.160, Q8,9

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 442-444

REFERENCE BOOK:

- 1 ibid 2, Page No. 146-156

ARTICLES:

- 1 Arup Kumar Baksi “Moderating effects of CRM performance: Relationship Inertia and switching cost in banking Industry.” SCMS Journal of Indian Management, Vol XII, No-4, Oct - Dec’15, pp 19-36.
- 2 MehraPreeti, Singh Raghbir, “Consumer Buying Behaviour: Impact of Package Design”, SCMS Journal Indian Management, Vol.XIV, No.1, January – March 2017, pp 114-122

LECTURES 8-9

OUTLET SELECTION AND PURCHASE

OBJECTIVE:

To chose a retail outlet, the factors influencing the choice process and the role of sales personnel and other environmental factors.

CONTENTS:

- Types of Product
 - Convenience Products
 - Researched Item
 - Replenishment Products

- Conditions influencing brand choice
 - When consumer is highly store loyal
 - When brand loyalty is low
 - When brand information is inadequate
- Outlet Selection
- Factors affecting outlet selection are:
 - Outlet Image
 - Retailer Brands
 - Retail (local) Advertising.
 - Location of Outlet and Size
 - Consumer Attributes
- Consumer Shopping Orientation
- In-store Influences on Brand Selection
 - Point-of-purchase (POP) Display
 - Discounts and Deals
 - Retail Outlet Atmosphere
 - Out-of-stock Situation
 - Sales Personnel.
- Purchase.

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q 21-30

SHORT ANSWER TYPE QUESTION: Q5

LONG ANSWER TYPE QUESTION: Q19

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.459, Q2,3,4,5
- 2 ibid 2, Page No.203,Q1,2,4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 445-455

REFERENCE BOOK:

1 ibid 2, Page No. 175-188

ARTICLE:

1 Kumar M Rupesh& Narayanan AGV, “Store Choice: Understanding the shoppers’ preference in selecting an apparel Multi Brand Outlet.” The IUP Journal of Marketing Management, Vol XV, No 1, Feb. 2016, pp. 36-48.

LECTURE 10

POST PURCHASE DECISION

OBJECTIVE:

To study the consumers’ post- purchase process, evaluation factors influencing consumer satisfaction and disposal actions.

CONTENTS:

- Post-purchase Dissonance
- Factors Causing dissonance
- Methods to reduce dissonance
- Purchase Evaluation and Satisfaction/Dissatisfaction
- Satisfaction/Dissatisfaction Determinants
- Dissatisfaction Responses
- Implications for Marketers
- Satisfaction, Repeat Purchase and Customer Loyalty
- Product Disposal

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q 31-37

SHORT ANSWER TYPE QUESTIONS: Q2, 7, 9, 18

LONG ANSWER TYPE QUESTIONS: Q10, 20

OTHER ASSIGNMENTS:

1. ibid 1, Page No.474, Q7,8
2. ibid 2, Page No.248, Q1,7,9

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.455-464

REFERENCE BOOK:

- 1 ibid 2, Page No. 209-248

ARTICLES:

- 1 Pareekh Vandana, "An Empirical Investigation of the Causal Determinants of Customer Satisfaction: A study of Indian Banks", IUP Journal of Management Research, Vol XIII, No. 2, April 2014, pp 55-73.
- 2 Kumar N Ramesh & Raju Gandham, "A Study on Customer Satisfaction towards ATM services in Warangal District ", JIMS 8M, Vol 18, Issue 4, Oct- Dec 2013, pp 52-56.

LECTURE 11

ROLE OF INVOLVEMENT

OBJECTIVE:

To acquaint with the concept of involvement, factors and effect of involvement.

CONTENTS:

- Involvement Theory
- Involvement Variables
- Types of involvement variables
- Influence of involvement variables
- Moderating Factors

ASSIGNMENT FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q 13-15,18, 19, 20

LONG ANSWER TYPE QUESTIONS: Q8, 34, 41

OTHER ASSIGNMENT:

1 ibid 1, Page No.157,Q2

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 150-158

REFERENCE BOOK:

1 ibid 2, Page No.110

ARTICLE:

1 Garg Ms. Priyanka,“Consumer Behaviour in Purchasing New Cars” Effulgence, Bi-Annual Management Journal, Jan-June 2015, Vol. XIII, No. 1,pp 8-20

UNIT II

LECTURES 12-14

CONSUMER MOTIVATION

OBJECTIVE:

To study the concept of Motivation, its Nature, Role of Motives and Importance.

CONTENTS:

- Meaning of motivation

- Factors affecting motivation
- Needs and Goals are Dynamic
- Classifying Motives
- Motivational Conflict
 - Approach – Approach Conflict
 - Approach – Avoidance Conflict
 - Avoidance – Avoidance Conflict
- Motivational Intensity.
- Frustration and Defence Mechanisms
- Types of defense mechanism
 - Aggression
 - Rationalisation
 - Regression
 - Withdrawal
 - Projection
 - Autism
 - Identification
 - Repression
- Motive Arousal
 - Physiological Arousal.
 - Emotional Arousal
 - Cognitive Arousal
 - Situational Arousal
- Systems of Needs
- Maslow's Hierarchy of Needs
- Evaluation of Maslow's Need Hierarchy Theory
- McGuire's Comprehensive Scheme of Psychological Motives
- Freud's Theory of Motivation
- Implication to marketers

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 1-10

SHORT ANSWER TYPE QUESTIONS: Q1, 7, 13, 19,46

LONG ANSWER TYPE QUESTIONS: Q1, 2, 3, 36,44

OTHER ASSIGNMENT:

- 1 ibid 1, Page No.116,Q3,4,5,6
- 2 ibid 2, Page No.349,Q1,2,3,5

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 91-115

REFERENCE BOOK:

- 1 ibid 2, Page No. 313-347

ARTICLE:

- 1 Roy Sanjit Kumar, EshghiAbdolreza&Quazi Ali “Consumer Advocacy’s Impact on Satisfaction and Loyalty.” Journal of Services Research, Vol 14, N0.1, April-Sept’ 14, pp 161-182.
- 2 Ashraf Rohail, Zahid Adnan, KhwajaZainulAbdin and YousafSeeham, “Union Railways: Selling Advertising Rights on Trains and Stations”, Asian Journal of Management Cases, vol.13, No.2, September 2016, pp 125-147

LECTURE 15

PERSONALITY AND SELF CONCEPT

OBJECTIVE:

To know the meaning of personality, its importance, its influence on behavior and theories of personality.

CONTENTS:

- Meaning of personality
- Importance of personality
- Self-concept (self-image) Theory
 - Actual Self
 - Ideal Self

- Consumption and Extended Self
- Psychoanalytic Theory
- Social/Cultural (Neo-Freudian) Theory
- Trait Theory
- Implications to marketers

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 11-20,Q36-39

SHORT ANSWER TYPE QUESTIONS: Q2, 7, 8, 11, 17,Q24

LONG ANSWER TYPE QUESTIONS: Q4, 5, 32(a),Q34

OTHER ASSIGNMENTS:

- 1 ibid 1,Page No. 155, Q2-7
- 2 ibid 2, Page No.307, Q10
- 3 ibid 4, Page No.63, Q1,2,3

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 121-154

REFERENCE BOOKS:

- 1 ibid 3, Page No. 53-60
- 2 ibid 4, Page No. 116-142

ARTICLES:

- 1 Sharma Amit & Sharma Naveen Kumar, "Influence of Consumer's self-monitoring Personality trait on Brand Loyalty.", NICE Journal of Business, Vol. 7, No. 1, Jan- June'12, pp 1-10

- 2 Thiruvenkadam T. &Panchanathan Dr. N., “Impact of Personality on Retail Patronage Behavior of Shoppers”, Asian Journal of Management Technology and Changes, Vol. 3, Issue-1, Year 2012, pp 62-72.
- 3 Kaur Harleen&Pandit Ajay,“Modelling Consumer Evaluation of Brand Extensions”:
Empirical evidence from India,Vision (The Journal of Business Perspective), MDI Gurgaon,
Vol. 19, No.1, March 2015, pp 37-48

LECTURES 16-17

CONSUMER PERCEPTION AND ATTENTION

OBJECTIVE:

To comprehend perception, factors influencing perception, perceptual organization and their influences.

CONTENTS:

- Sensation
 - Absolute Threshold
 - Differential Threshold
- Attention
- Perceptual Selection
 - Stimulus Factors
 - Expectations
 - Motives
 - Selective Exposure
 - Selective Attention
 - Adaptation
 - Perceptual Vigilance and Defence
 - Perceptual Blocking
- Perceptual Organisation
- Interpretation of Stimuli
- Factors Influencing Perceptual Distortions:
 - Physical Appearance
 - Stereotyping Stimuli
 - Irrelevant Stimuli
 - First Impression
 - Jumping to Conclusions
 - Halo Effect

- Marketing Implications
 - Price Perceptions
 - Perceived Product and Service Quality
- Consumers' Risk Perception
 - Financial or monetary risk
 - Performance risk
 - Physical risk
 - Social risk,
 - Psychological risk
- Ways Consumers Deal with Risk

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 21-30,Q42-44,

SHORT ANSWER TYPE QUESTIONS: Q31,34

LONG ANSWER TYPE QUESTIONS: Q6, 7, 17, 27, 30, 31 (b),Q37,Q28

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.195,Q1-4
- 2 ibid 3, Page No.76,Q3

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 161-190

REFERENCE BOOK:

- 1 ibid 3, Page No. 64-75

ARTICLES:

- 1 GovindasamyRamu, PudariVenkata& Simon James “The US Hispanic consumer’s perception towards buying country of origin labeled ethnic produce.” IUP Journal of Mgt. Research, Vol XI, No. 2, April 2012, pp 50-64.
- 2 Paul Soumi&DattaSaroj Kumar “An Empirical Study of the Effects of Consumer Knowledge on Fit Perception in Brand Extension Success.” IUP Journal of Brand Management, Vol X, No. 1, March 2013, pp 37-50.
- 3 Dutt Dr. Rajul& Khan Mr. Imran, “Consumer Preferences and Buying Behaviour towards Modern Food Retailing in India, Saaransh (RKJ Journal of Management), Vol.6, No. 2, Jan 2015, pp 5-9
- 4 AhamadMohdLayaq, Zafar Dr. ShaikhMohd, “Consumer Perception Towards Online Shopping in Hydearbad, BVIMR Management Edge,Vol.7,No.1,January -June 2014,pp 23-30

LECTURE 19

CONSUMER LEARNING

OBJECTIVE:

To understand the components, theories of learning and their implications in the consumer decision making process.

CONTENTS:

- Components of learning:
 - Motivation
 - Cues
 - Response
 - Reinforcement
- Learning Theories
 - Classical Conditioning
 - Instrumental Conditioning (Operant Conditioning)
 - Cognitive Learning Theory
- Implications to marketers

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTION: Q10, 15,34,31

LONG ANSWER TYPE QUESTIONS: Q9, 10, 25, 26, 31(a), 33,Q35

OTHER ASSIGNMENT:

1 ibid 1, Page No. 228,Q1-9

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 200-226

REFERENCE BOOK:

1 ibid 3, Page No. 77-80

LECTURES 20 -21

CONSUMER ATTITUDES

OBJECTIVE:

To study functions, models, influences, changes of attitude and their impact to the study of consumer behaviour.

CONTENTS:

- Functions of Attitude (Functional Theory of Attitudes)
 - Utilitarian function
 - Value-expressive function
 - Ego-defensive function
 - Knowledge function
- Attitude Models
 - Tri-component Attitude Model
 - Multi-attribute Attitude Models
 - The Attitude-toward-object Model
 - The Ideal-Point Multi-Attribute Model
 - Fishbein's Attitude toward Behaviour Model

- Theory of Reasoned Action Model (TORA)
- Factors Inhibiting the Relationship Between Beliefs, Feelings and Behaviour
- Changing Attitude
- Multi-attribute Models and Attitude Change
- Katz Functional Theory and Attitude Change
 - Changing Attitudes Through Utilitarian Function
 - Changing Attitude Through the Value-expressive Function Changing Attitude Through Ego-defensive Function
 - Changing Attitudes Through the Knowledge Function
- Elaboration Likelihood Model and Attitude Change
- Post-purchase Attitude Change
- Cognitive Dissonance Theory
- Attribution Theory
- Implications to marketers

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q4, 9, 10, 12, 16, 18, Q25,26, 31

LONG ANSWER TYPE QUESTIONS: Q11-15, 18,19,20, 32(b)

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.264, Q1-8
- 2 ibid 2, Page No.442-443, Q2,3,4,5,6,7

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.235-263

REFERENCE BOOK:

- 1 ibid 2, Page No.417-435

ARTICLES:

- 1 Satya S, Ganesan P & Ravichandran Swati, “Consumers expectations, attitude & user occasion of wellness services and its effect on wellness center loyalty”, IUP Journal of Marketing Management, Vol XI, No. 2, May 2012, pp 68-75.
- 2 Kaur Mandeep & Devgan Deepak, “Customer’s attitude towards unorganized apparel retailing in India: A study in Tier I & Tier II Cities”, IUP Journal of Management Research, Vol XIII, No. 2, April 2014, pp 29-54.
- 3 Shaheen Muhammad, Lodhi Rab Nawaz, Mahmood Zahid and Abid Hina, “Factors Influencing Consumers’ Attitude, Intention and Behaviour Towards Short Message Service – Based Mobile Advertising in Pakistan”, The IUP Journal of Brand Management, vol. xIV, No.1, March 2017, pp 24-44

LECTURE 22-23

OBJECTIVE:

To comprehend the hierarchy, factors and impact of life style on the purchase decision of the consumer.

CONTENTS:

Influences on Lifestyle

- Hierarchy of Influence on Lifestyles:
 - Culture and Society
 - Group and Individual Expectations and Values
 - Lifestyle Patterns and Values
 - Purchase Decisions
 - Market Reaction of Consumer.

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q 31-35

SHORT ANSWER TYPE QUESTIONS: Q5, 6, 11, 14, Q26

LONG ANSWER TYPE QUESTIONS: Q21, 28,

OTHER ASSIGNMENT:

1 ibid 2, Page No.307, Q8,9,12

SUGGESTED READINGS:

REFERENCE BOOKS:

1 ibid 2, Page No. 304-306

2 ibid 4, Page No. 358-364

UNIT III

LECTURES 24 - 26

INFLUENCE OF CULTURE AND SUBCULTURES

OBJECTIVE:

To study the meaning, characteristics, values and dynamism in Culture and sub-culture and to learn various Cultural Values Scales.

CONTENTS:

- The Characteristics of Culture
- Cultural Values
 - Rokeach Value Scale (RVS).
 - Schwartz Value Scale (SVS)
- Values Relevant to Consumer Behaviour
 - Other-oriented Values
 - Environment-oriented Values
 - Self-oriented Values
- Cultural Differences in Non-verbal Communications
- Cross-cultural Influences
- Aspects of Sub-cultures
- Gender as Sub-culture

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q 1,2,3,4

SHORT ANSWER TYPE QUESTIONS: Q7, 11

LONG ANSWER TYPE QUESTIONS: Q1-5, 27, 31,Q39

OTHER ASSIGNMENT:

1 ibid 1, Page No. 368, Q1-4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 343,365

REFERENCE BOOKS:

1 ibid 2, Page No. 61-75

2 ibid 3, Page No. 104-108

LECTURES 27-29

SOCIAL CLASS

OBJECTIVE:

To understand the characteristics, measures and profiles of different social classes for segmentation and targeting of products.

CONTENTS:

- The Nature of Social Class
- Symbols of Status
- Concept of Money and Social Class
- Social Class Categories
 - Upper-Upper
 - Lower-Upper
 - Upper-Middle
 - Lower-Middle

- Upper-Lower
- Lower-Lower
- Social Class Categories in India

ASSIGNMENTS FROM QUESTION BANK:

UNIT-III

MULTIPLE CHOICE QUESTIONS: Q 5,6,7,8

SHORT ANSWER TYPE QUESTIONS: Q13,15

LONG ANSWER TYPE QUESTIONS: Q7, 9,28, 37, 40

OTHER ASSIGNMENT:

1 ibid 2, Page No.502, Q11,12,13,14

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 317-326

REFERENCE BOOKS:

1 ibid 2, Page No. 495-502

2 ibid 3, Page No. 108-111

LECTURE 30-31

REFERENCE GROUPS

OBJECTIVE:

To comprehend the nature, types and influence of reference groups on the consumers and their implications to the marketers

CONTENTS:

- Types of Reference Groups
 - Membership Groups
 - Aspiration Groups
- Nature of Reference Groups
- Reference Group Influences on Consumers
 - Informational Influence
 - Comparative Influence
 - Normative Influence
- Conditions for Conformity
- Implications to marketers

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q9,10,11,12

SHORT ANSWER TYPE QUESTIONS: Q2, 6, 8, 10,35

LONG ANSWER TYPE QUESTIONS: Q8, 14, 16, 32(a)

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.337,Q6,7,8
- 2 ibid 2, Page No.589,Q1
- 3 ibid 3, Page No.371,Q2,3

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 327-335

REFERENCE BOOKS:

- 1 ibid 2, Page No.550-568
- 2 ibid 3, Page No. 332-346

ARTICLES:

- 1 AhluwaliaAmardeepKaur&SananPreeti “Consumer Awareness and Consumer Activism among Adolescents: A Socialization Perspective” The IUP Journal of Marketing Management, Vol. XV, No. 1, Feb.’16, pp 37-49.
- 2 Mishra Vivek & Biswajit Das, “Reducing perceived risk in purchase of uncertified used cars: contributory factors”, The IUP Journal of marketing management, Vol. XVII, No. 1, February 2018, pp 7-23

LECTURES 32 - 33

FAMILY INFLUENCES

OBJECTIVE:

To study the family influences on consumer behavior, family life cycle stages, types and nature of influences and their impact on buying behavior.

CONTENTS:

- Family Life Cycle Stages
 - The bachelor stage
 - Newly married
 - Full nest
 - Empty nest
- Nature of Family Decision-Making
- Resolving Conflict
- Strategies to resolve conflict:
- Influencers in the family
 - Husband-wife Influences
 - Nature of Product
 - Nature of Purchase Influence
 - Family Characteristics
 - II Parent-child Influences
- Influence of Children in Purchasing Process

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q13,14,15,16,17,18,Q36,37,38

SHORT ANSWER TYPE QUESTIONS: Q3, 4, 9, 12, 16, 17(e), 18

LONG ANSWER TYPE QUESTIONS: Q10-13, 26, 30, 32(b),45

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.337,Q1-5
- 2 ibid 2, Page No.544,Q1,2,3,5
- 3 ibid 3, Page No.371,Q4,6,7,8

SUGGESTED READINGS:

TEXTBOOK:

- 1 ibid 1, Page No. 312-325

REFERENCE BOOKS:

- 1 ibid 2, Page No.510-530
- 2 ibid 3, Page No. 346-370

ARTICLES:

- 1 Ali Akhter, Ravichandran N. & Batra D. K. “Children’s Choice of Influence Strategies in Family Purchase Decisions and the Impact of Demographics.” Vision- The Journal of Business Perspective, Vol 17, No. 1, March 2013, pp 27-40.
- 2 MotwaniBharti, HaryaniSharda& Mathew Sukhjeet, “Factors Affecting Customer Perception of Online Shopping”, Saaransh (RKJ Journal of Management), Vol. 6, No.2, Jan. 2015,pp 27-33.
- 3 JaggiRuchi and GhoshMunmun, “Consumer Perception of Patanjali Products”, The IUP Journal of Brand Management”, Vol. XIV, No. 1, March 2017, pp 13-2
- 4 Nagar Komal, “Assessing the impact of online retailer models on consumer’s attitude and purchase intentions”, Society Management Review, IIM Kozhikode, Vol. VII, No. 1, January 2018, pp 1-11

LECTURES 34 - 35

DIFFUSION OF INNOVATION

OBJECTIVE:

To understand the concept of innovation, their types, the diffusion process, various factors influencing the Diffusion of Innovation and its impact on society.

CONTENTS:

- Innovation and their Impact on Society
- Types of Innovations
- The Diffusion Process
- Adoption Decision
- Factors Affecting the Diffusion of Innovation
 - Type of Target Group
 - Number of People Involved in Decision-making
 - Extent of Marketing Efforts Involved
 - Need Fulfillment
 - Compatibility
 - Relative Advantage
 - Complexity
 - Observability
 - Triability
 - Perceived risk
- Barriers to Adoption of Innovation
 - Value barrier
 - Usage barrier
 - Risk barrier
- Time Factor and Diffusion Process
- Time of adoption
- Rate of Diffusion
- Role of Communication in the Diffusion Process
- Implications to marketers

ASSIGNMENTS FROM QUESTION BANK:

MULTIPLE CHOICE QUESTIONS: Q19,20,21,22

SHORT ANSWER TYPE QUESTIONS: Q5, 6, 9

LONG ANSWER TYPE QUESTIONS: Q19, 20, 21, 29, 30

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.421,Q1-7
- 2 ibid 2, Page No.589,Q5,6
- 3 ibid 3, Page No.541,Q6,8

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 395-412

REFERENCE BOOKS:

- 1 ibid 2, Page No.573-589
- 2 ibid 3, Page No. 519-533
- 3 ibid 4, Page No. 204-211

ARTICLES:

- 1 Kumar, Ami tans Verma, Rahul, “Consumer Skepticism (Does Consumer Believe on Advertisement?)”, Effulgence, Vol . XII, No. 1, Jan-June 2014, pp 88 – 96.
- 2 SoniMayankJyotsna and Koshy Abraham, “An Examination of Response of Consumers with Different Levels of Uniqueness”, Vikalp-The Journal for Decision Makers, July -September 2016, Vol.41, Issue 3, pp 209-221.
- 3 T.R. Sunitha & Edward Manoj, “An experimental examination of framing effects on consumer response to cause marketing campaigns”, Society Management Review, IIM Kozhikode, Vol. VII, No. 1, January 2018, pp 23-32.

UNIT IV

LECTURES 36 -37

MODELS OF CONSUMER BEHAVIOUR

OBJECTIVE:

To learn the various models of consumer behavior, their applications in Consumer behavior and their Implications to marketers.

CONTENTS:

- Economic model
- Learning model.
- Psychoanalytical model
- The sociological model
- The Howard Sheth Model of Buying Behaviour
- Engel-Kollat-Blackwell Model
- Implications to marketers

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

MULTIPLE CHOICE QUESTIONS: Q23,24,25,26,Q31-33

SHORT ANSWER TYPE QUESTIONS: Q1, 8, 9(b),Q14-16,21,24

LONG ANSWER TYPE QUESTIONS: Q1-8, 13-15, 23 (b), (c),Q24,25

OTHER ASSIGNMENT:

1 ibid 1, Page No.464, Q8

SUGGESTED READING

ARTICLES:

- 1 Kaur, Gurpreet, “KYS (Know Your Shopper) - A key to Successful Retailing”, MERI-Journal of Management and IT, Vol .VII, No. 1, October 2013, pp 9 – 15
- 2 Singh Geeta&PerepuGeeta, “Westjet: Excellence in Customer Service” Case Folio, The IUP Journal of Management Case Studies, Vol XV, No. 4, Dec’ 15, pp 7-19.
- 3 TutejaGeeta, “Consumer Exploratory Tendencies Towards Watches: Demographic Differences”, SCMS Journal of Indian Management, Vol. XIV, No.1, January – March 2017, pp 75-86

- 4 Attri Rekha & Vinay Jain, “A study of factors affecting customer shopping behavior”, The IUP Journal of marketing management, Vol. XVII, No. 1, February 2018, pp 38-52
- 5 Priyanka Singh & Maninder Singh, “Analyzing and prioritizing the antecedents of customer shopping experience using analytical hierarchy process (AHP)”, Society Management Review, IIM Kozhikode, Vol. VII, No. 1, January 2018, pp 59-74

LECTURES 38-40

CONSUMER RESEARCH

OBJECTIVE:

To understand the role of consumer research in the field of consumer behavior and its usage for developing strategies in the organizations

CONTENTS:

- Consumer Research History
- The Development of Motivation Research
- Consumer Research Process
- Steps in Research Process
- Specify Research Objectives
- Collect and Evaluate Secondary Data
- Design Primary Research
- Collecting Primary Data
- Analyzing Data
- Report Preparation
- On-line Consumer Behavior

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

MULTIPLE CHOICE QUESTIONS: Q 28,29,30,Q35-39

SHORT ANSWER TYPE QUESTIONS: Q2, 3, 7, 9 (a), (c), 10,Q17-18, 19

LONG ANSWER TYPE QUESTIONS: Q9, 10, 11, 12, 22, 23 (a) (d),Q27-28, 29

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.48,Q1-7
- 2 ibid 3, Page No.59,Q1,3,4,5,6

SUGGESTED READINGS:**TEXT BOOK:**

- 1 ibid 1, Page No. 25-47

REFERENCE BOOKS:

- 1 ibid 3, Page No. 42-58
- 2 ibid 4, Page No. 117-124

ARTICLES:

- 1 MatharuSukhjeetKau, MotwaniBharti&Shardaharyani, "IT Based Services in Public and Private Sector Banks: A study on application of Information Technology on Customers", Review of Professional Management, Vol 10, Issue-2, July- Dec 2012, pp 73-80.
- 2 Mor Dr. Kiran&Sapra Dr. Kiran, "Managing the Exploratory Tendencies of Consumers towards Mobiles: An Empirical Investigation", (Dr. KiranMor, Ms. GeetuSapra), BVIMR Management Edge, Vol. 8, No.1, Jan-June 2015, pp 66-79
- 3 AggarwalReeti and MehrotraAnkit, "An Analysis of Adoption Pattern of Alternative Banking Channels by Indian Customers, "The IUP Journal of Marketing Management", Vol. XVI, No.1, February 2017, pp 65-75

LECTURE PLAN

INTERNATIONAL MARKETING

MS-215

COURSE OUTLINE
MBA-III SEMESTER
INTERNATIONAL MARKETING- MS 215

L - 3 Credits - 03

OBJECTIVES:

The course aims at making students understand the concept & techniques of international marketing & train them to develop and implement plans & marketing strategies for entering into international markets and managing overseas operations.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

A. International Marketing **(10 Hours)**

- Meaning , Nature and Importance
- International Marketing Orientation: E.P.R.G. Approach
- An overview of International Marketing Management Process
- International Marketing Environment
- International Market Segmentation & Positioning
- Screening & selection of Markets
- International Market Entry Strategies
Exporting, Licensing, Contract Manufacturing, Joint Ventures M&A
Setting up of Wholly Owned Subsidiaries Abroad, Strategic Alliances

B. International Product and Pricing Strategies **(10 Hours)**

- Product Designing
- Product Standardization Vs. Adaptation
- Managing Product Line, International Trade Product Life Cycle
- New Product Development
- Pricing for International Markets
- Factors Affecting International Price Determination
- Price Quotations and Terms of Sale

C Managing International Distribution and Promotion (10 Hours)

- Distribution Channel Strategy -International Distribution Channels -their Roles and Functions
- Selection and Management of Overseas Intermediaries
- International Distribution Logistics
- Building brands in International Markets
- International Promotion Mix – Advertising and other Modes of Communication.
- Standardization and Adaptation
- Global Advertising Regulations
- Media and message consideration
- Planning for Trade Fairs and Exhibitions

D Emerging Trends in International Marketing (12 Hours)

- Regionalism v/s Multilateralism
- Trade Blocks- Important Grouping in the World
- Legal Dimensions in International Marketing (Role of IMF and WTO)
- Marketing Research for Identifying Opportunities in International Markets
- Use of on-line channels for International Marketing Operations

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of International Marketing, and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain insights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ MAIN TEXT BOOK:

1. **Author's Name(s):**Cateora, Philip R. and Graham John L
Title: International Marketing
Edition: XV**Year:** Reprint 2014
Publisher: McGraw Hill Education (India) Pvt Ltd (ibid 1)

➤ REFERENCE BOOKS:

1. **Author's Name(s):**Kotabe Masaaki and Helsen Kristiaan
Title: Global Marketing Management
Edition: V **Year:** 2012
Publisher: John Wiley & Sons (Asia) Pte Ltd. (ibid 2)
2. **Author's Name(s):**Czinkota Michael R. and RonkainenIikka A.
Title: International Marketing
Edition: X (1st Indian Reprint) **Year:** 2015
Publisher:Cengage Learning, New Delhi (ibid 3)
3. **Author's Name(s):**Varshney, R. L. and Bhattacharya, B.
Title: International Marketing: An Indian Perspectives
Edition: XXIV**Year:** 2012
Publisher: Sultan Chand, New Delhi. (ibid 4)

➤ JOURNALS

1. Marketing Mastermind, www.iupindia.in
2. Global business review, www.sagepublications.com
3. The IUP Journal of Marketing Management, www.iupindia.in
4. Global Journal of Emerging Market Economies, www.sagepublications.com

5. Foreign Trade Review- Quarterly journal of Indian Institute of Foreign Trade
6. Harvard Business Review , South Asia
7. Case Folio – The IUP Journal of Management Case Studies
8. MERI –Journal of management & IT

LECTURES 1-2

UNIT I

INTERNATIONAL MARKETING:

NATURE AND SCOPE OF INTERNATIONAL MARKETING

OBJECTIVE:

The objective of the lectures is to make the students understand the concept of international marketing.

CONTENTS:

- International marketing-meaning & nature
- Global Trade dynamics & international competition
- Importance & objectives of International marketing
- Scope & dynamic environment of international trade

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 1-3, 5,6, 18, 19, 25, 26

LONG ANSWER TYPE QUESTIONS: Q 1,2,3,23, 24

OTHER ASSIGNMENTS:

1 ibid 1,Page 25 , Q 1 – 4, 6, 7

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1,Page 3- 25

REFERENCE BOOKS:

1 ibid 2, Page 1- 21

3 ibid 4, Page 1-12

LECTURES 3-4

INTERNATIONAL MARKETING ORIENTATION

OBJECTIVE:

The objective of this lecture is to make students understand various approaches of International Marketing Orientation & Processes

CONTENTS:

- International Marketing Orientation: E.P.R.G. Approach
- An overview of International Marketing Management Process
- International Marketing Decision Factors
- Stages of International Marketing Involvement
- Strategic Orientation

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 4, 7, 8, 9, 20, 21, 24, 27

LONG ANSWER TYPE QUESTIONS: Q 4, 8, 11, 12, 16, 17, 21, 26, 25

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page 26- 32

REFERENCE BOOK:

1 ibid 2, Page 13- 21

LECTURES 5-7

INTERNATIONAL MARKETING ENVIRONMENT

OBJECTIVE:

The objective of the lecture is to explain why international marketing takes place and what is the environment as well as process of International Marketing.

CONTENTS:

- International Marketing Environment
- Political & Legal Environment
- Cultural Environment
- Financial & Monetary Environment
- International Societal Environment
- International Market Segmentation & Positioning
- Screening& selection of Markets

CASE STUDIES:

1. Yoon , E., Carlotti, S., and Moorel, D. “ Make your best customer even better ”, Harvard Business Review, South Asia, March , 2014.
2. Vijay Mahajan“Understanding the Arab Consumer”, Harvard Business Review, South Asia, May, 2013.
3. Chirwa, T. G., Odhiambo, N. M. “Economic Growth in Zambia: An Empirical Investigation”,Global Business Review, March 2017, Vol. 18, Issue 2, pp..275 – 290.
4. Yan Li, Qin Sun, Yapa M. W. Y. Bandara, Kishor Sharma, John Hicks, P. K. Basu. “The Economic Impact of Ecotourism on Regional China: Further Evidence from Yunnan and Sichuan Provinces”, Global business Review, February 2018, Vol. 19, Issue 3, pp. 533-542

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 6, 10, 12, 13- 15, 22, 26, 23

LONG ANSWER TYPE QUESTIONS: Q 5, 6, 7, 18, 19, 22, 24, 25

OTHER ASSIGNMENTS:

1 ibid 1, Page 216-217, Q 1-9

TEXT BOOK:

1 ibid 1, Page 52-216

REFERENCE BOOKS:

1 ibid 2, Page 57-104

2 ibid 3, Page 58-165, Page 206-234

LECTURES 8-10

INTERNATIONAL MARKET ENTRY STRATEGIES

OBJECTIVE:

The objective of the lectures is to make students understand the types of International Market Entry Strategies.

CONTENTS:

- International Market Entry Strategies
- Exporting, Licensing,
- Contract Manufacturing,
- Joint Ventures
- Mergers & Acquisitions
- Setting up of Wholly Owned Subsidiaries Abroad
- Strategic Alliances

CASE STUDIES:

- 1 Shigeki Ichii, Susumu Hattori and David Michael, “How to win in Emerging Market: Lessons from Japan”, Harvard Business Review, South Asia, May, 2012.
- 2 Hae- Jung Hong and Yves Doz “L’oreal Masters Multiculturalism” Harvard Business Review, South Asia, June, 2013.
- 3 Bhavika Reddy and InduPerepu , “ Audi in China ”, Case Folio IBS Journal of Management Research Vol. XIII, No. 3 ,2013.
- 4 Jonathan Friedrich,Amit Noam and ElieOfek “Right Up the Middle : How Israeli Firms Go Global” , Harvard Business Review, South Asia, May,2014.
- 5 Neubert, M. “**How and why born global firms differ in their speed of internationalization - a multiple case study approach**”, International Journal of Teaching and Case Studies, July 2016, Vol. 7, Issue 2, Pg.No.118 – 134.
- 6 Josiam, Malave, Foster & Baldwin, “Assessing quality of food, service and customer experience at a restaurant: The case of a student run restaurant in USA”, Journal of Services Research, April – September, 2014, Vol. 14, Number 1, Pg. No. 49-73.

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 14, 16, 17, 2, 12

LONG ANSWER TYPE QUESTIONS: Q 9, 10, 13, 20, 27, 15

OTHER ASSIGNMENTS:

- 1 ibid 1, Page 357 , Q 1-3, 9- 13

TEXT BOOK:

- 1 ibid 1,Page 231-357

REFERENCE BOOKS:

- 1 ibid 3, Page 281- 303
- 2 ibid 2, Page 290- 326
- 3 ibid 3, Page 279- 307
- 4 ibid 4, Page 351- 357

LECTURES 11-13

UNIT II

INTERNATIONAL PRODUCT STRATEGIES:

OBJECTIVE:

The objective of lectures is to make students understand about Product Designing, Product standardization, adaptation, branding and marketing of services in the international markets.

CONTENTS:

- Product Designing
- New Product Development & Product Positioning
- Product Positioning
- Quality & Global standards
- Product Standardization
- International Product Policy
- Product Adaptation
- Branding
- Managing Marketing of Services

CASE STUDIES:

1. Geeta Singh & Debapratim Purkayastha, “Brand Management at Singapore Airlines”, IUP Journal of Brand Management, June 2015, Vol XII, No.2, pp. 39-54
2. Gupta, N. “**Permission marketing: antecedents, impact and future**”, International Journal of Teaching and Case Studies, February 2016, Vol. 6, Issue 4, pp.281-289.
3. **Habeeb M. N.** “Motives for Reporting Fixed Assets at Revalued Amount: Evidence from a Developing Economy”, Global business Review, February 2018, Vol: 19 issue: 3, pp.: 533-542.

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q 2, 4, 10, 16, 17, 24, 18

LONG ANSWER TYPE QUESTIONS: Q 2, 3, 7, 17, 21, 22

OTHER ASSIGNMENT:

1 ibid 1, Page 417, Q1- 4 , 14

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1; Pages: 259 - 421

REFERENCE BOOKS:

1 ibid 2, Page330-391

2 ibid 3, Page 355- 421

LECTURES 14-16**INTERNATIONAL TRADE PRODUCT LIFE CYCLE****OBJECTIVE:**

Objective of lectures is to make students understand analytical view of International Trade Product Life Cycle, levels of product, product hierarchy, product line, etc.

CONTENTS:

- Managing Product Line,
- International Trade Product Life Cycle Management
- New Product Development;
- Product Planning Matrix
- Product Portfolio matrix
- Levels of Product
- Product Hierarchy & Nature
- Customizing Products for The Local Markets

ASSIGNMENTS FROM QUESTION BANK:**UNIT II**

SHORT ANSWER TYPE QUESTIONS: Q 3, 12, 13, 18, 19, 23

LONG ANSWER TYPE QUESTIONS: Q 1, 8, 12, 13, 17, 19, 21

OTHER ASSIGNMENTS:

1 ibid 1, Page 391 , Q 7-12

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page 363-390

REFERENCE BOOK:

1 ibid 2, Page 27- 31

ARTICLES:

- 1 Josiam, Malave, Foster & Baldwin, “Assessing quality of food, service and customer experience at a restaurant: The case of a student run restaurant in USA”, Journal of Services Research, April – September, 2014, Vol. 14, Number 1, Pg. No. 49-73.
- 2 Akama, Y. “With great power comes great responsibility when we co-create futures”, Journal of Marketing Management, February 2017, Vol. 33, Issue 3, Pg. No. 272–279. doi:10.1080/0267257X.2017.1284433.
- 3 Deepraj M. “Corruption in International Business: Does Economic Globalization Help?” Global business Review, **February 2018**, Vol. 19, Issue 3, Pg. No. 623-634.

LECTURES 17-20

PRICING FOR INTERNATIONAL MARKETS

OBJECTIVE:

The objective of the lectures is to make the students understand the policies related to Pricing for International Markets

CONTENTS:

- Pricing for International Markets
- Factors Affecting International Price
- Approaches to International Pricing
- Full Cost versus Variable Cost Pricing
- Skimming versus Penetration Pricing
- Customer Expectation based Pricing
- Pricing Models
- Price Escalations
- Determination of Price Quotations
- Determination of Terms of Sale.

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q 1, 5, 7, 8, 9, 11, 14, 15, 20, 22,25, 16

LONG ANSWER TYPE QUESTIONS: Q 5, 6, 9, 14-16, 18, 12, 20, 19

OTHER ASSIGNMENTS:

- 1 ibid 1, Page 548 , Q 1- 8 , 11 , 18-20 , Page 549 , Q 24-28
- 2 ibid 2, Page 381, Q 2-6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid1, Page 521-549

REFERENCE BOOKS:

- 1 ibid 2, Page 395-421
- 2 ibid 3, Page 458-495

LECTURES 21-25

UNIT III

MANAGING INTERNATIONAL DISTRIBUTION:

OBJECTIVE:

The objective of the lectures is to make students understand meaning and strategies of International Distribution Channels facilitating International Trade.

CONTENTS:

- Distribution Channel Strategy
- International Distribution Channels -their Roles and Functions
- Distribution Policy
- Distribution Issues
- Channel Conflict
- Channel Decisions
- Physical Distribution Management
- Distribution Planning
- Distribution Patterns
- Factors affecting Choice of channels
- Selection and Management of Overseas Agents
- Alternative Middlemen Choices
- Locating Selecting & Motivating Channel Members
- Control of International Distribution Channel members
- Functional Excellence in Distribution Planning

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 3, 4, 5, 6, 7, 8, 16-18, 25, 9

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 3, 4, 5, 6, 7, 8, 18, 19, 20, 25, 26, 27

OTHER ASSIGNMENTS:

1 ibid 1, Page 451 , Q 1-21

SUGGETSED READINGS:

TEXT BOOK:

- 1 ibid 1, Page 422- 451

REFERENCE BOOKS:

- 1 ibid 2, Page 498- 530
- 2 ibid 3, Page496- 513
- 3 ibid 4, Page 357- 394

ARTICLES:

1. ArvindJayant, “Evaluation of 3PL Service Provider in Supply Chain Management: An Analytic Network Process Approach” International Journal of Business Insights and Transformation, Apr-Sept 2013, Vol. 6, Issue 2, pp. 78-82.
2. Chhabra, S. “An Empirical Analysis of the Effect of a Retailers Loyalty Programme on Their Customers’ Loyalty”, Global Business Review, March 2017, Vol. 18, Issue 2, pp. 445-464.

LECTURES 26-30

INTERNATIONAL DISTRIBUTION LOGISTICS & INTERNATIONAL PROMOTION MIX

OBJECTIVE:

The lecture will help students understand the functions of International Distribution Logistics & International Promotion Mix

CONTENTS:

- International Distribution Logistics
- Logistics Management the Integrated Pipeline
- Developing Logistics strategy
- Role of Internet in International Distribution Logistics
- Publicity & Sales Promotion in International Markets
- Planning for Trade Fairs and Exhibitions
- Advertising Strategy & Goals

- Global Advertising & the Communication Process
- Legal, Linguistic, Cultural and Tactical limitations
- Campaign Execution & Advertising Agencies
- International Promotion Mix – Advertising and other Modes of Communication.
- Developing a Media Plan
- Institutional Advertising
- Advertising appropriation
- Web Advertising & Promotion

CASE STUDIES:

1. Debapratim Purkayastha and Syed Abdul Samad, “Business Model and Competitive Strategy of IKEA in India” ,Case Folio : The IUPJournal of management Case Studies, March , 2014.
2. Shukla, U.N. “**Fundamental reengineering for endurance in competitive market: a case study of life insurance corporation of India**”, International Journal of Teaching and Case Studies, February 2016, Vol. 6, Issue 4, pp. 333-342.
3. **Nishant B. L, Jitendra M.** “Dividend Smoothing and Business Groups: Evidence from Indian Companies”, Global business Review, Vol. 19, Issue. 3, pp.: 690-706.

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q 9, 10, 11, 12, 13, 14, 15, 19, 20, 22, 26, 27

LONG ANSWER TYPE QUESTIONS: Q 9, 10, 11, 12, 13, 16, 17, 21, 24, 26, 14

OTHER ASSIGNMENTS:

- 1 ibid 1, Page 492-493, Q 1-10 , 14, 16, 17-20

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1,Page 453-519

REFERENCE BOOKS:

- 1 ibid 2, Page 427- 461, Page 433- 464

2 ibid 3, Page 513- 531, 422- 455

3 ibid 4, Page 397- 409

LECTURES 31-35

UNIT IV

EMERGING TRENDS IN INTERNATIONAL MARKETING:

OBJECTIVE:

Objective of lectures is to acquaint the students with emerging trends in International Marketing and so help them in grasping the subject with practical usage, Trade Blocks, role of WTO, etc.,.

CONTENTS:

- Regionalism v/s Multilaterism Trade Blocks
- Pros & Cons of Regional Integration
- Trade Blocks : Important Grouping in the World
- European Union
- The North American Free Trade Agreement (NAFTA)
- The Association of South East Nations (ASEAN)
- The Organization Of Petroleum Exporting Countries (OPEC)
- Legal Dimensions in International Marketing (Role of WTO)
- Regional Economic Integration
- Asia Pacific Economic Cooperation (APEC)

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q 5, 6, 7, 8, 9, 10, 11, 12, 15, 16, 17, 18, 19, 20, 21,22, 23

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 3, 4, 13, 16, 17, 18, 21, 19

OTHER ASSIGNMENTS:

1 ibid 1, Page 300 -301 , Q 1-10 , 14-16 , Page 329 , Q 1-5 , 10 & 12

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1,Page 249-329

REFERENCE BOOKS:

1 ibid 4, Page 133- 142

ARTICLES:

1. Syeeda Khatoon, “Nature of bilateral FTA’s- The case study of US Israel, US Jordan and US Bahrain FTA’s” International Journal of Business Insights and Transformation, Apr-Sept 2013, Vol. 6, Issue 2, pp. 110-121.
2. Bedi,S.S. , Kaur,S. & Lal, A.K. “Understanding Web Experience and Perceived Web Enjoyment as Antecedents of Online Purchase Intention”, Global Business Review, March 2017, Vol. 18, Issue 2, pp. 465-477.
- 3 **Koustubh K R, Subrat K M.** “Firm’s Financial Performance and Sustainability Efforts: Application of Classifier Models”, Global business Review, Vol. 19 Issue. 3, pp. 720-736.

LECTURES 36-40

UNIT IV

EMERGING TRENDS IN INTERNATIONAL MARKETING:

OBJECTIVE:

To acquaint the students with emerging trends in International marketing specially Marketing Research and on- line channels in the International Markets.

CONTENTS:

- Marketing Research for Identifying Opportunities in International Markets.
- Use of on-line channels for International Marketing Operations.

UNIT IV

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1-4, 6, 9, 13, 18, 19, 23, 24, 25, 26

LONG ANSWER TYPE QUESTIONS: Q 5, 7, 13, 14, 15, 19,20,23,24, 21

OTHER ASSIGNMENT:

1 ibid1, Page 244, Q 1-13

SUGGESTED READINGS:

TEXT BOOK:

1 ibid1, Page 221-247

REFERENCE BOOKS:

1 ibid 3, Page 243- 270

2 ibid 4, Page 415- 431

ARTICLES:

1. PoojaYadav&Neha Singh, “Upcoming trends for lean advertising using You Tube”, MERI- Journal of Management &IT, April 2014, Vol 7, Number 2, pp. 21-25.
2. Swati Surana& Dr. R.C.S. Rajpurohit, “Dominance of Social Media: Empowering Electorates”, MERI- Journal of Management &IT, April 2014, Vol 7, Number 2, pp. 44-52
3. Parul Bajaj &Anuj Sharma “ASEAN- India Free Trade Agreement: Issues and Contentions”, SCMS Journal of Indian Management, Oct- Dec’15, Vol 12, No.4, pp. 70-82
4. Jawaid, S.T., AliRaza, S., Mustafa, K., Abd Karim,M.Z. “Does Inward Foreign Direct Investment Lead Export Performance in Pakistan?”, Global Business Review, October 2016, Vol 17, Issue 6, pp. 1296-1313.
5. Bhavika Reddy and InduPerepu , “ Audi in China ”, Case Folio IBS Journal of Management Research Vol. XIII, No. 3 ,2016.

LECTURE PLAN

SERVICES MARKETING

MS - 217

COURSE OUTLINE
MBA III SEMESTER
SERVICES MARKETING - MS 217

OBJECTIVE:

This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS

Unit I **(10 Hours)**

Introduction to Services Marketing

- Meaning and Nature of Services
- Challenges of Services Marketing
- Growing Importance of Services Sector in India
- Classification of Services and Marketing Implications
- Services Marketing Management Process

Unit II **(10 Hours)**

Understanding Consumer Behavior in Services

- Consumer Decision Making in Services
- Customer Expectations and Perceptions
- Defining and Measuring Service Quality and Customer Satisfaction
- SERVQUAL
- House of Quality
- GAPs Model
- Service Recovery

Unit III **(12 Hours)**

Services Marketing Mix

- Service Positioning
- Service Design and Development

- Service Blueprinting
- Service Process
- Pricing of Services
- Services Distribution Management
- Integrated Services Communication Mix
- Physical Evidence and Servicescape
- Employee and Customer Role in Service Delivery
- Customer Retention Strategies.

Unit IV

(10 Hours)

Marketing Applications in Select Service Industries

- Hospitality Services
- Airlines
- Tourism Services
- Health Care
- Wellness: Banking and Insurance Services

STUDY MATERIAL FOR THE SUBJECT

The following should be the study material for the subject. The students are advised to go through the material for developing thorough understanding of the subject.

➤ TEXT BOOK(s)

1. **Authors' Names:** Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit
Title: Services Marketing – Integrating Customer Focus across the Firm
Edition: 6th, 2015
Publisher: Tata McGraw-Hill (ibid 1)
2. **Authors' Names:** Christopher Lovelock, JochenWirtz and JayantaChatterjee
Title: Services Marketing – People, Technology, Strategy-A South Asian Perspective
Edition: 7th: 2016
Publisher: Pearson Education (ibid 2)

➤ REFERENCE BOOK(s)

1. **Authors' Names:** Ravi Shanker
Title: Services Marketing – The Indian Perspective
Edition: First

- Publisher:** Excel Books (ibid 3)
2. **Authors' Names:** C Bhattacharjee
Title: Services Marketing – Concepts, planning and Implementation
Edition: First, 2010
Publisher: Excel Books (ibid 4)
3. **Authors' Names:** Rajender Nargundkar
Title: Services Marketing – Text and Cases
Edition: 3rd, 2011
Publisher: Tata McGraw-Hill (ibid 5)
4. **Authors' Name:** Harsh V. Verma
Title: Services Marketing – Text and Cases
Edition: 2nd Edition, 2012
Publisher: Pearson (ibid 6)
- 5 **Authors' Name:** R Srinivasan (ibid 7)
Title: Services Marketing – The Indian Context
Edition: 4th Edition, 2014
Publisher: PHI Learning Private Limited

➤ JOURNALS

1. The Icfai Journal of Services Marketing
2. Journal of Services Research
3. Singapore Management Review
4. IUP Journal of Brand Management.
5. SCMS Journal of Indian Management

LECTURE 1

INTRODUCTION TO SERVICES

OBJECTIVE:

Services today have become an integral part of business. With the economy becoming more reliant on services, it has become essential for every marketer to understand and appreciate the concept of services. Marketing of services different and poses quite a few challenges and thus, to acquaint students with the concept of services is essential. This lecture shall throw light on the concept of services and introduce the concept of the Tangibility Spectrum.

CONTENTS:

- Conceptual Framework of Services
 - Meaning of Services
 - Definition of Services
 - Components of Service
 - Service Concepts
 - Core and Peripheral Services
 - Service Industries and Companies
 - Service Product
 - Customer Service
 - Derived Service
- The Tangibility Spectrum

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MCQ: Q20-25

SHORT ANSWER QUESTIONS: Q 1, 2, 3, 5, 10, 17, 32,35.

LONG ANSWER QUESTIONS: Q 1,2,3,4,5

OTHER ASSIGNMENT:

1 ibid 4, Page 12, Q 1-5

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 1, Page No. 4 – 32

1 ibid 2, Page No. 5-27

REFERENCE BOOKS:

1 ibid 3, Page No. 9 - 13; 19 – 32

2 ibid 4, Page No. 77-85

3 ibid 5, Case Study 4, Page No. 37

4 ibid 6, Case Analysis

LECTURE 2

GOODS VS. SERVICES AND ROLE OF SERVICES SECTOR IN THE ECONOMY

OBJECTIVE:

There is a significant difference between characteristics of goods and those of services and it is vital for a student to learn it. The lecture would cover this subject in detail.

Another significant topic that would to be discussed it the significance of the service sector to the economy of a nation with respect to the Indian economy

CONTENTS:

➤ Difference between Services and Goods

- Services and the Indian Economy
 - Introduction to the Indian Service Sector
 - Reasons for growth of Services
 - Growing Importance of the Service Sector
 - Recent Trends in the Services Sector

ASSIGNMENT FROM QUESTION BANK:

UNIT I

SHORT ANSWER QUESTION: Q 12,17,23,24.

LONG ANSWER QUESTIONS: Q 2, 5, 6, 10, 14,44.

OTHER ASSIGNMENT:

1 ibid 1, Discussion questions No. 1, 2, 3 and 4 Page No. 32

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 21 - 33

REFERENCE BOOK:

- 1 ibid 3, Page No. 5 - 8; 19 -32
- 2 ibid 6, Case Analysis

ARTICLES:

- 1 Kirti Dutta and Swati Singh, “Customer Perception of CSR and Its Impact on Retailer Evaluation and Purchase Intentions in India”, Vol. 13, No. 1, April-September 2013, pp. 111-134.
- 2 Intekhab Alam, “Conducting Research for New Services Development in Emerging Markets” Journal of services research, Volume 14, No.1, April-September 2014, pp. 183-101.
- 3 http://shodhganga.inflibnet.ac.in/bitstream/10603/103366/13/13_chapter%204.pdf
- 4 <https://www.ibef.org/industry/services.aspx>

LECTURE 3

SERVICE CHARACTERISTICS

OBJECTIVE:

Services possess certain distinct characteristics and these pose certain challenges to the service firms. This lecture would highlight the characteristics of Services and their corresponding implications. The students would also be required to understand various Marketing Strategies to be adopted for meeting the various challenges imposed by Services

CONTENTS:

- Service Characteristics
 - Intangibility
 - Perishability
 - Inseparability (Simultaneous Production and Consumption)
 - Heterogeneity
- Marketing Implications of Service Characteristics
- Marketing Strategies for meeting the challenges imposed by Service Characteristics

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

MCQ's:

SHORT ANSWER QUESTIONS: Q 3, 4, 9, 14,16,28,33.

LONG ANSWER QUESTIONS: Q 4, 11, 12, 21,26,27,28.

OTHER ASSIGNMENTS:

1 ibid 4, Page 90, Q. 1, 8, 9

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.21– 26

2 ibid 2, Page No. 10-18

REFERENCE BOOKS:

- 1 ibid 3, Page No.34 – 38
- 2 ibid 4, Page No.85 – 89
- 3 ibid 6, Case Analysis

ARTICLE:

- 1 The influence of Availability of shopping time on Impulse Purchase Tendency, The IPU Journal of Marketing Management, Vol. XIV, No2, May 2015, Page No. 47-62.
- 2 <http://www.learnmarketing.net/mobile/characteristicsofaservicemobile.htm>

LECTURE 4

CLASSIFICATION OF SERVICES

OBJECTIVE:

The aim of this lecture is to study and analyze the various types of Services

CONTENTS:

➤ Service Classification

On the basis of: -

- Nature of Service Act
- Relationship with the customer
- Degree of Customization and Judgment in Service Delivery
- Nature of Service's Demand relative to its Supply
- Method of Service Delivery
- Other Classifications
 - Degree of Contact
 - Degree of Specialization of Labor
 - Type of market, etc.

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER QUESTION: Q 6, 37

LONG ANSWER QUESTIONS: Q1, 13, 25, 44,45

OTHER ASSIGNMENTS:

1 ibid 4, Page 90, Q. 3, 4, 5, 6, 7, 9

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 18-20

REFERENCE BOOKS:

1 ibid 3, Page No. 7-11

2 ibid 4, Page No. 85-90

LECTURE 5

THE CONCEPT OF SERVICES MARKETING

OBJECTIVE:

The Servuction model of Services expresses a service as a system having three interrelated components viz., the service operating system, the service delivery system and the service marketing system. This lecture shall discuss the model in detail. Another topic to be discussed in the lecture would be the concept of Services Marketing.

CONTENTS:

- Services as a System
 - The Servuction Model
 - Lovelock's analysis of the Servuction system
- Concept of Services Marketing
 - Meaning
 - Importance
 - Evolution
- Services Marketing Mix

- Service Triangle

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER QUESTIONS: Q 11, 13, 15, 22, 36.

LONG ANSWER QUESTIONS: Q 3, 8, 9, 12, 15, 17, 18, 19, 20, 24,46,47

OTHER ASSIGNMENT:

1 ibid 4, Page 70, Q. 3, 4, 5

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 20-27

REFERENCE BOOKS:

- 1 ibid 3, Page No. 9-11
- 2 ibid 4, Page No.62-64
- 3 ibid 5, Case Study 2, Page No. 107

LECTURE 6

PROCESS OF SERVICES MARKETING

OBJECTIVE:

This lecture would emphasize the process of Services Marketing and introduce to the students the concept of Service Management.

CONTENTS:

- Services marketing Process
 - Initial market research
 - Strategic service definition

- Internal information communication
- Service production
- After-sales support
- Marketing implementation
 - Information gathering
 - Information transfer
 - Internal information processing
- Concept of Services Management
 - Meaning
 - Facets
 - Components

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER QUESTIONS: Q 13, 18, 28.

LONG ANSWER QUESTIONS: Q 16, 26, 30,37.

OTHER ASSIGNMENTS:

1 ibid 4, Page 118, Q. 1,2,3,4,7,8

SUGGESTED READINGS:

REFERENCE BOOK

1 ibid 4, Page 115-118

ARTICLES:

- 1 ShaliniJha, Bharti Singh and Suresh K P, Consumer Perception Scale in Store Environment (CPS-SE) for Measuring Consumer Buying Behavior, The IUP Journal of Marketing Management, August 2014, Vol. 13, No. 3, pp. 48-70.
- 2 Kwiatkowski, C., 2018. SERVICE QUALITY MANAGEMENT MODEL AND RELATIONSHIP MARKETING. ПРОГРАМНИЙ КОМИТЕТ,pp.128.
- 3 Ma, B., Li, X. and Zhang, L., 2018. The effects of loyalty programs in services—a double-edged sword?. Journal of Services Marketing, 32(3), pp.300-310.

LECTURES 7 – 9

SERVICE QUALITY AND HOUSE OF QUALITY

OBJECTIVE:

Services are complex and thus attaining quality in services and assessing services for quality becomes a complicated exercise. It is important for students to develop understanding of the Service Quality Concept and learn the various Service Quality Dimensions. This lecture would help them learn the same.

CONTENTS:

- Service Quality
 - Meaning
 - Importance
 - Approaches
 - Transcendent Approach
 - Manufacturing-based Approach
 - User-based Approach
 - Product-based Approach
 - Value-based Approach
 - Developing Service Quality
 - Implementing Service Quality
 - Monitoring Service Quality
 - Quality Traps
 - Causes of Service Quality Problems
 - Improving Service Quality
 - Costs of Quality
- E-service Quality
- Dimensions of Service Quality
 - The original 10 dimensions of Service Quality
 - The Five Key Dimensions of Service Quality
 - Reliability
 - Responsiveness
 - Empathy
 - Assurance
 - Tangibles
- Servqual
- Servperf

➤ House of Quality

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER QUESTIONS: Q 5,8, 9,17,34.

LONG ANSWER QUESTIONS: Q 9, 26,51,52,53,54

OTHER ASSIGNMENTS:

1 ibid 4, Page No. 497, Q 1, 2, 3, 4, 7

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 93-97
- 2 ibid 2, Page No. 407-426

REFERENCE BOOK:

- 1 ibid 4, Page 486-495
- 2 ibid 5, Case Study 1, Page No. 182

ARTICLES:

- 1 Nada Nasr AbdolrezaEshgli and ShirshenduGanguli, Service quality in hybrid services: A consumer value chain framework, Journal of Services Research, Vol.12, No.1, April-September 2012, pp. 115-130.
- 2 Zafar Husain, Abdullah A. Altanseem, VinayshilGautam, “Technology Based Management of Customer Relational Capital: Human Touch Still a Necessity”, Journal of Services Research, Vol 13, No.1, April – September 2013, pp. 53-74.
- 3 SushilPunwatkar and Manoj Varghese, “The Impact of Salesperson Behavior on Consumers Purchase Decision: An Empirical Study”, IPU Journal of Marketing Management, Vol. XIII, No. 2, May 2014.
- 4 Larry P. Pleshko, Plamen P. Peev, Richard A. Heiens, “The Relationship between Market Followers status and the Overall Passivity of the Firm Strategic Profile: Does Fit relate to Profitability?” Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.

- 5 GauravTripathi, Kartik Dave, Exploration of Service Quality Factors In Restaurant Industry: A Study of Selected Restaurants In New Delhi Region, Journal of Service Research, Vol. 14, No1, April- September 2014.
- 6 Bharath M. Josiam, Rosa Malave, Charles Foster, Watson Baldwin, Assessing Quality of Food, Service and Customer Experience at a Restaurant: The case of a student run restaurant in USA, , Journal of Service Research, Vol. 14, No1, April- September 2014.
- 7 IntekhabAlam, Conducting Research For New Service Development In Emerging Markets, Journal of Service Research, Vol. 14, No1, April- September 2014.
- 8 DrShailesh Kumar Kaushal, “Service Quality expectations and perception of patients towards health care services”, SCMS Journal of Indian Management, Vol. XII, No. 4, October-december 2016, pp.5-18.
- 9 Huang, P.L., Lee, B.C. and Chen, C.C., 2017. The influence of service quality on customer satisfaction and loyalty in B2B technology service industry. Total Quality Management & Business Excellence, pp.1-17.
- 10 Kant, R., Jaiswal, D. and Mishra, S., 2017. The Investigation of Service Quality Dimensions, Customer Satisfaction and Corporate Image in Indian Public Sector Banks: An Application of Structural Equation Model (SEM). Vision, 21(1), pp.76-85.

LECTURE 10 – 11

GAPS MODEL OF SERVICE QUALITY

OBJECTIVE:

One major contribution to the field of services marketing is the Gaps model of service quality. Developing understanding of the model is thus indispensable for any service provider.

CONTENTS:

- GAPS Model of Service Quality
 - Origin
 - Concept
 - GAPS
 - Consumer Gap
 - Producers’ Gaps
 - ✓ Not knowing what the customers expect
 - ✓ Not selecting the right service designs and standards
 - ✓ Not delivering to service designs and standards
 - ✓ Not matching performance to promises
- Strategies to close the various Gaps
- The Extended Gaps Model of service quality

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER QUESTIONS: Q 1, 13, 15, 16, 19,21.

LONG ANSWER QUESTIONS: Q 1, 2, 20,47.

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 53, Q. 1, 2, 3, 4 and 5
- 2 ibid 4, Page No. 497, Q7, 8, 9, 10,

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 38 – 52

REFERENCE BOOK:

- 1 ibid 4, Page 495-497

ARTICLES:

- 1 Rajesh Kothari and Narendra Sharma, “Defining and measuring the Effect of Service Quality in Selection of a Mutual Fund in Indian Context”, Journal of Services Research, Vol. 9 No. 2, October 2009 – March 2010, pp. 173 – 189.
- 2 Monica Bedi, “An Integrated Framework for Service Quality, Customer Satisfaction and Behavioral Responses in Indian Banking Industry – A Comparison of Public and Private Sector Banks”, Journal of Services Research, Vol. 10 No. 1, April – September 2010, pp.173 – 189.
- 3 EktaDuggal, Harsh V Verma, “Service Quality: Construct Comprehension and Evolution over Time”, Journal of Services Research, Vol 13, No.1, April – September 2013, pp. 135-160.
- 4 SunaynaKhurana, Service QualityVs Customer Satisfaction in Banking Sector: A Literature Review, The IPU Journal of Marketing Management, Vol. XII, No. 4, Nov 2013, pp. 65-72.
- 5 SushilPunwatkarandManojVerghese, “The Impact of Salesperson’s Behavior on Consumer’s Purchase Decision: An Empirical Study”, The IUP Journal of Marketing Management, May, 2014, page 72-84, Vol XIII, No. 2, May 2014.

- 6 Harpreet Singh, Simerjeet Singh Bawa, Determinants of passenger perception about service quality through 5S –A Study on Indian railways, Review of Professional Management., Vol. 13, Issue-2. July-December, 2015
- 7 Blešić, I., Ivkov-Džigurski, A., Dragin, A., Ivanović, L. and Pantelić, M., 2011. Application of gap model in the researches of hotel services quality. Turizam, 15(1), pp.40-52.
- 8 <http://www.hurriyetaidailynews.com/airbus-and-boeing-fly-into-lucrative-services-market-131731>
- 9 <https://www.forbes.com/sites/steveolenski/2018/05/08/how-financial-services-marketing-is-rebuilding-its-image/#35e96a923098>
- 10 Saini, S. and Singh, R., 2018. Service Quality Assessment of Utility Company in Haryana using SERVQUAL Model. Asian Journal of Management, 9(1), pp.702-708.

LECTURES 12 – 15

CONSUMER BEHAVIOR IN SERVICES: CONSUMER DECISION MAKING, CUSTOMER EXPECTATIONS AND CUSTOMER PERCEPTIONS, CUSTOMER SATISFACTION AND DELIGHT

OBJECTIVE:

The aim of this lecture is to study Consumer Behavior in Services and to understand the concept of Customer Expectations and Customer Perceptions. The lecture would focus on the various factors of customer expectations and would help students identify the concepts of Customer Satisfaction and Customer Delight

CONTENTS:

- Concept of Consumer Behavior
 - Consumer Decision Making
 - Decision Making Roles
 - Consumer Decision Making Process
 - Consumer Choice
 - ✓ Need Recognition
 - ✓ Information Search
 - ✓ Evaluation of Service Qualities
 - ✓ Service Purchase
 - Consumer Experience
 - Post-purchase Evaluation
 - Factors affecting Consumer Behavior
 - Consumer Evaluation of Services

- Search Qualities
- Experience Qualities
- Credence Qualities
- Concept of Customer Expectations
 - Meaning
 - Types
 - Ideal Expectations
 - Normative Expectations
 - Experience-based Norms
 - Acceptable Expectations
 - Minimum Tolerable Expectations
 - Levels of Expectations
 - Desired Service
 - Adequate Service
 - Concept of Zone of Tolerance
 - Factors Affecting Customer Expectations
 - Sources of Desired Expectations
 - Sources of Adequate Expectations
 - Handling Unrealistic Expectations
 - Exceeding Customer Expectations
- Concept of Customer Perception
 - Meaning
 - Transaction and Cumulative Customer Perceptions
- Concept of Customer Satisfaction and Customer Delight
 - Meaning of Customer Satisfaction
 - Determinants of Customer Satisfaction
 - Outcomes of Customer Satisfaction
 - Concept of Customer Delight

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER QUESTIONS: Q 2, 3, 4, 5, 6, 7, 12, 14,16,17,18,19.

LONG ANSWER QUESTIONS: Q 3, 4, 6, 7, 17, 18, 20, 21, 22, 23, 24, 25, 28, 29, 30,51,52,53.

OTHER ASSIGNMENTS:

1. ibid 1, Page No. 112, Q1, 2, 3, 4.

2. ibid 1, Page No. 104, Q1,2,3,8
3. ibid 4, Page No. 222, Q 1, 2, 3, 4, 5, 8

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 53-149
- 2 ibid 2, Page No.34-50

REFERENCE BOOK:

- 1 ibid 4, Page 189 - 222

ARTICLES:

- 1 Emily Yapp, Hon Tshin, Geoffrey Harvey Tanakinjal and Stephen LaisonSondon Jr., “The Key Dimensions of Online Service Quality: A Study of Consumer Perception”, IPU Journal of Marketing Management, Vol. XIII, No. 2, May 2014.
- 2 Mushtaq A. Bhatt, “Safety and Security Perception” An Empirical Assessment of Tourists in Kashmir”, Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.
- 3 Larry P. Pleshko, Plamen P. Peev, Richard A. Heiens, “The Relationship Between Market Followers status and the Overall Passivity of the Firm Strategic Profile: Does Fit relate to Profitability?”, Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.
- 4 Komal Nagar, “An Empirical Investigation into the influence of Green Advertising on Brand Loyalty”, ”, Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.
- 5 Milos Bujisic, H.G. Parsa, Consumer comment behavior and the calendar effect: A longitudinal study in services, Journal of Service Research, Vol. 14, No1, April- September 2014.
- 6 Kavita Srivastava and Narendra K. Sharma, “Consumer Perception of Brand Personality: An Empirical Evidence from India”, Global Business Review, Vol. 17, Number 2, April 2016.
- 7 GovindNathSrivastava, RanjanUpadhayaya, “Measuring Platform Services of Delhi Metro: Consumer Satisfaction”, SCMS Journal of Indian Management, Vol. XII, No. 4, October-December 2016, pp.53-61.
- 8 Shaheen, MuhammadRab Nawaz Lodhi· Mahmood, Zahid·Abid, Hina,” Factors Affecting Consumer’s Attitude, Perception and Behavior Towards Short Message Service Based Mobile Advertising In Pakistan”, IUP Journal of Brand Management., March 2017, Vol. 15 Issue 1, pp. 24-44.
- 9 JggiRuchi, Ghosh, Munmun, Consumer Perception of Patanjali Products: An Analytical Study, IUP Journal of Brand Management. Mar2017, Vol. 15 Issue 1, p13-23. 11p.

- 10 <https://guardian.ng/technology/huawei-assures-partners-vendors-on-service-quality/>
- 11 Collier, J.E., Barnes, D.C., Abney, A.K. and Pelletier, M.J., 2018. Idiosyncratic service experiences: When customers desire the extraordinary in a service encounter. *Journal of Business Research*, 84, pp.150-161.

LECTURE 16

SERVICE ENCOUNTER

OBJECTIVE:

To understand the concept of Service Encounter

CONTENTS:

- Meaning
- Importance
- Types
 - Remote Encounters
 - Telephone Encounters
 - Face-to-Face Encounters
- Service Encounter Themes
- Technology Based Service Encounters

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER QUESTIONS: Q 10, 11, 24,35.

LONG ANSWER QUESTION: Q 10, 34,55.

OTHER ASSIGNMENT:

1 ibid 1, Page No. 113, Q7,Q6.

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1, Page No. 99 – 109

REFERENCE BOOK:

- 1 ibid 6, Case Analysis

ARTICLES:

1. André Marchand, Michael Paul, Thorsten Hennig-Thurau, Georg Puchner, How Gifts Influence Relationships With Service Customers and Financial Outcomes for Firms, *Journal of Services Research*, 2016; pp. 105–119.
2. Alexander P. Henkel, Johannes Boegershausen, Anat Rafaeli, Jos Lemmink, The Social Dimension of Service Interactions Observer Reactions to Customer Incivility, *Journal of Services Research*, January 3, 2017, Online.
3. <https://theexpertconsulting.com/new-research-study-on-service-quality-management-market-predicts-steady-growth-till-2024/>

LECTURES 17 – 19

SERVICE RECOVERY

OBJECTIVE:

To understand the concept of Service Recovery and appreciate its importance for service firms in cases of service failures and discuss the nature of customer complaints and why people do or do not complain.

CONTENTS:

- Concept of Service Recovery
 - Meaning
 - Service Failures and Need for Service Recovery
 - Effects of Service Recovery
 - The service recovery paradox
- Customer Reaction to Service Failures
 - Complaint Action leading to Exit/Switch or Stay
 - Complain to provider

- Negative word of mouth
 - Third party action
- No Complaint Action leading to Exit/Switch or Stay
- Types of Complainers
 - Passives
 - Voicers
 - Irates
 - Activists
- Customers' Recovery Expectations
 - Understanding and Accountability
 - Fair Treatment
 - Outcome Fairness
 - Procedural Fairness
 - Interactional Fairness
- Service Switching and its Causes
- Service Recovery Strategies
 - Make the Service Fail-safe
 - Encourage and Track Complaints
 - Act Quickly
 - Provide Adequate Explanations
 - Treat customers fairly
 - Cultivate relationships with customers
 - Learn from recovery experiences
 - Learn from lost customers
- Concept of Service Guarantee
 - Meaning
 - Benefits
 - Types
 - Characteristics of an effective service guarantee
 - When not to use a guarantee
 - Implementing service guarantee

ASSIGNMENT FROM QUESTION BANK:

UNIT II

LONG ANSWER QUESTIONS: Q 11, 12, 13, 14, 15, 16, 25, 27, 50.

OTHER ASSIGNMENT:

1 ibid 1, Page No. 220, Q1 - Q3

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 1, Page No. 192-220

2 ibid 2, Page No. 379 – 393

ARTICLES:

1. Prabhakar Kothandaraman, Raj Agnihotri, Rebecca E. Dingus, Pursuing success in service recovery: A conceptual framework of salesperson's power in selling center, Journal of Service Research, Vol. 14, No1, April- September 2014.
2. Amoako, George K., Dzogbenuku, Robert K, Doe, Joshua K. "How Service Experience Leads to Brand Loyalty: Perspective from the Telecom Sector in Ghana", IUP Journal of Brand Management. Jun2016, Vol. 13 Issue 2, pp. 33-56.
3. <https://www.forbes.com/sites/forbestechcouncil/2018/05/18/closing-the-customer-experience-gap-technology-is-just-part-of-the-answer/#3d42259730ac>

LECTURES 20 - 23

SERVICE PRODUCT MIX : SERVICE DESIGN

OBJECTIVE :

To develop understanding of the Product component of the Services Marketing Mix and to study how new services are designed and developed and how a service firm can ensure success in development of these new services.

CONTENTS:

- Concept of Service Product
 - Meaning
 - Product Levels
 - Core Benefit
 - Basic Product
 - Expected Product

- Augmented Product
- Potential Product
 - The Service Package
- Core Service
- Facilitating Service
- Supporting Service
- The Augmented Service Offering
 - ✓ Accessibility of Service
 - ✓ Interaction with Service Organization
 - ✓ Customer Participation
- The service recovery paradox
- Planning Services
 - Key Steps in Service Planning
 - Statement of Objectives
 - Market & Competitive Analysis and Resource Allocation Analysis
 - Marketing Assets Statements and Operating Assets Statements
 - Service Marketing Concept and Service Operations Concept
 - Service Delivery Process
- Service Design
 - Challenges in designing new services
 - Types of New Services
 - Major Innovations
 - Start-up business
 - New service for the currently served market
 - Service line extensions
 - Service improvements
 - Style changes
- New Service Development
 - Pre-requisites
 - Stages
 - Front-end Planning
 - ✓ Business strategy development or review
 - ✓ News service strategy development
 - ✓ Idea generation
 - ✓ Concept development and evaluation
 - ✓ Business analysis
 - Implementation
 - ✓ Service development and testing
 - ✓ Market testing
 - ✓ Commercialization

✓ Post-introduction evaluation

- Quality Function Deployment
- Service Positioning
- High Performance Service Innovations
 - Choose the right projects
 - Integrate new services
 - Consider multiple measures of success
 - Learn from major successes
 - Maintain some flexibility

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 1, 3, 11

LONG ANSWER QUESTIONS: Q 1, 2, 31

OTHER ASSIGNMENT:

- 1 ibid 1, Page No. 220, Q1- Q4
- 2 ibid 4, Page No. 317, Q. 1, 2, 3 , 4, 5, 8

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 229-260

REFERENCE BOOKS:

- 1 ibid 3, Page No. 56 - 58
- 2 ibid 4, Page No. 43-317
- 3 ibid 6, Case Analysis
- 4 ibid 7 pages 25-36

LECTURES 24 – 26

SERVICE PROCESS MIX, SERVICE POSITIONING AND BLUEPRINT

OBJECTIVE:

To develop understanding of the Process component of the Services Marketing Mix and to throw light on the concept of Service Blueprint and enable students to identify the various components of it and also develop sample blueprints for various services.

CONTENTS:

- Concept of Service Process
 - Meaning
 - Types
 - Line or Flow Operations
 - Job Shop Process
 - Characteristics of Service Process Design and Implementation
 - Divergence
 - Complexity
 - Service Location
 - Customer Participation and Interaction
 - The service itself
 - Planning a Service Process
- Service Process Design: Service Blueprinting
 - Meaning
 - Components
 - Customer Actions
 - Onstage contact employee actions
 - Backstage contact employee actions
 - Support processes
 - Benefits
 - Reading and Using Blueprints
 - Left to right
 - Horizontally
 - Vertically
 - As a whole
 - Building Blueprints
 - Identify service to be blueprinted
 - Identify customer

- Map process from customer's point of view
- Map contact employees', onstage and backstage employees' and technology actions
- Link contact activities to needed support functions
- Add evidence of service at each customer action step
- Service Process Redesign
 - Meaning
 - Types
 - Eliminating non-value-adding steps
 - Shifting to self service
 - Delivering direct service
 - Bundling services
 - Redesigning the physical aspects of service processes
- Factors influencing Process Efficiency
 - Planning
 - Service Personnel
 - Technology
 - Location and Décor
 - Customers' Role
- Issues in Process Management
- Service positioning
- Service positioning through structural change
 - Reduced divergence
 - Reduced complexity
 - Increased divergence
 - Increased complexity

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 1, 12, 13

LONG ANSWER QUESTIONS: Q 3, 4, 16, 17, 28, 32

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 1, Page No. 249-259

LECTURES 27 - 28

SERVICES PRICING MIX

OBJECTIVE:

To develop understanding of the Pricing component of the Services Marketing Mix and to study the various services pricing approaches and strategies.

CONTENTS:

- Concept of Service Pricing
- Objectives and Foundations of Service Pricing
- Customer evaluation of pricing of services
 - Customer knowledge of service product
 - Role of non-monetary costs
 - Price as an indicator of service quality
- Approaches to pricing services
 - Cost based pricing
 - Demand based pricing
 - Competition based pricing
- Pricing Strategies linking to Value Definitions
 - For “Value is low price”
 - Discounting
 - Odd pricing
 - Synchro-pricing
 - Penetration pricing
 - For “Value is everything I want in a service”
 - Prestige pricing
 - Skimming pricing
 - For “Value is the quality I get for the price I pay”
 - Value pricing
 - Market segmentation pricing
 - For “value is all that I get for all that I give”
 - Price framing
 - Price bundling
 - Complementary pricing
 - Results-based pricing

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 10

LONG ANSWER QUESTIONS: Q 14, 15, 21, 26

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 491, Q1, Q2, Q3
- 2 ibid 4, Page 334 - 335, Q.1,2,3,4,5,6
- 3 Ibid 7, page 72-80

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 464-491
- 2 ibid 2, Page No. 135-155

REFERENCE BOOKS:

- 1 ibid 4, Page 319-334
- 2 ibid 5, Case Study 2, Page No. 186

ARTICLE:

- 1 Andreasan, Tor W , Oest Rutger D Van ‘‘Customer Inconvenience and Price Compensation’’
Journal of Service Research, Vol. 21, issue 2 2018 (pp. 762 - 772)

LECTURES 29-30

PHYSICAL EVIDENCE AND SERVICESCAPE

OBJECTIVE:

To develop understanding of the Physical Evidence component of the Services Marketing Mix and to study the concept of Servicescape.

CONTENTS:

- Concept of Physical Evidence
 - Meaning
 - Elements
 - Servicescape
 - Other Tangibles
 - Effect of physical evidence on customer experience
 - Role of Physical Evidence
- Concept of Servicescapes
 - Meaning
 - Types
 - Strategic roles of servicescape
 - Package
 - Facilitator
 - Socializer
 - Differentiator
- Framework for understanding servicescape effects on behavior
- Guidelines for physical evidence strategy

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q. 4, 5, 6

LONG ANSWER QUESTIONS: Q 5, 6, 29

OTHER ASSIGNMENTS:

2 ibid 1, Page No. 323, Q 2, 4.

3 ibid 4, Page 437, Q. 1, 2, 3, 5, 6, 7, 8, 10, 11, 12

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 1, Page No. 295-320

2 ibid 3, Page No. 77 – 82

REFERENCE BOOK:

1 ibid 4, Page 415-437

ARTICLES:

- 1 ShallenVerma, Vinnie Jauhari, "Understanding Apparel Store Image: A Scale Development Approach" Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.
- 2 Shaphali Gupta, Dinesh Sharma, Dimensions of retail service convenience in emerging market settings: A qualitative investigation, Journal of Service Research, Vol. 14, No1, April-September 2014.
- 3 Xiaojing Sheng, Penny M. Simpson, Judy A. Siguaw, Communities as Nested Servicescape, Journal of Services Research, December 7, 2016, Online.
- 4 Xiaodong Li, "Understanding customers' compliance behaviour to frontline employees' fuzzy requests" Journal of Services Marketing, Volumes 32, issue 2 2018 (pp. 235 - 246)

LECTURES 31-32

SERVICES DISTRIBUTION

OBJECTIVE:

Distribution of services is different from that of goods and thus becomes an important aspect of study. The aim of this lecture thus would be to understand clearly how services are distributed via different channels and methods, to develop understanding of various service delivery channels and their respective advantages and disadvantages, to analyze the various issues involved in managing intermediaries and to develop strategies for effective service delivery through intermediaries.

CONTENTS:

- Concept of Physical Distribution of Services
- Elements of Service Distribution
 - Information and promotion flow
 - Negotiation flow
 - Product flow
- Service Delivery Methods
 - Direct delivery
 - Customers visit service site
 - Service providers visit customers

- Delivery through Intermediaries
- Direct or Company Owned Channels
 - Meaning
 - Benefits
 - Disadvantages
- Franchising
 - Concept
 - Benefits
 - Challenges
- Agents and Brokers
 - Concept
 - Benefits
 - Challenges
- Electronic Channels
 - Concept
 - Benefits
 - Challenges
- Role of intermediaries
- Issues involving intermediaries
 - Channel conflict over objectives and performance
 - Difficulty in controlling quality and consistency across outlets
 - Tension between empowerment and control
 - Channel ambiguity
- Strategies for effective service delivery through intermediaries
 - Control strategies
 - Measurement
 - Review
 - Empowerment strategies
 - Help intermediary develop customer-oriented service processes
 - Provide needed support systems
 - Develop intermediaries to deliver service quality
 - Change to cooperative management structure
 - Partnering strategies
 - Alignment of goals
 - Consultation and cooperation

ASSIGNMENT FROM QUESTION BANK:

UNIT III

LONG ANSWER QUESTIONS: Q 11, 12, 13, 18, 22, 27, 30

OTHER ASSIGNMENTS:

1. ibid 4, Page 389, Q. 1-6

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No.109-124

REFERENCE BOOK:

1. ibid 4, Page 365-391

LECTURES 33

SERVICES COMMUNICATION MIX

OBJECTIVE:

Promotion of services is significant and forms a component of the services marketing mix. It is thus necessary to understand the communication element of the services marketing mix.

CONTENTS:

- Concept of communication mix of Services
 - Meaning
 - Internal and external communication
 - Process of marketing communication
- Service Triangle Concept
- Approaches for integrating service marketing communication
 - Manage customer expectations
 - Improve customer education
 - Manage internal marketing communication
 - Manage service promises
- Service Communication Challenges and their reasons
 - Meaning

- Benefits
- Disadvantages

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER QUESTIONS: Q 9, 29

LONG ANSWER QUESTIONS: Q 36

OTHER ASSIGNMENT:

1 ibid 4, Page 355, Q. 1-6

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 435-460
- 2 ibid 2, Page No. 163-186

REFERENCE BOOKS:

- 1 ibid 4, Page 339-355
- 2 ibid 6, Case Analysis
- 3 ibid 7 pages 81--88

ARTICLES:

- 1 B. Shafinlla, P PremchandBabu, "Innovative Integrated Marketing Communication Strategies used to Market Ra. One: A critical Analysis", IPU Journal of Marketing Management, Vol. XIII, No. 2, May 2014.
- 2 Charla Mathwick, Jill Mosteller, Online Reviewer Engagement: A Typology Based on Reviewer Motivations, Journal of Services Marketing, December 27, 2016.

LECTURES 34-37

SERVICES PEOPLE MIX: ROLE OF EMPLOYEES AND CUSTOMERS IN SERVICE PERFORMANCE AND DELIVERY

OBJECTIVE:

Services are performances and deeds and thus people form an integral part of the services marketing mix. The objective of this lecture is to understand the people component of the services marketing mix and study the role that employees and customers play in service delivery and to help students develop strategies for effective management of service personnel

CONTENTS:

- Employees' role in service delivery
 - Importance of service employees
 - Role of employees in service marketing
 - Effect of employee behaviors on service quality dimensions
- Managing service personnel
 - Staff selection and recruitment
 - Training and development
 - HRM Issues
- Strategies for delivering service quality through people
 - Hire the right people
 - Develop people to deliver service quality
 - Provide needed support systems
 - Retain the best people
- Customers' role in service delivery
 - Importance
 - Customers' roles
 - Productive resources
 - Contributors to service quality and satisfaction
 - Competitors
 - Customer participation-
 - Self-service technologies
 - Strategies for enhancing customer participation
 - ✓ Define customers' jobs
 - ✓ Recruit, educate, and reward customers
 - ✓ Manage customer mix

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 15,16

LONG ANSWER QUESTIONS: Q 18,34

OTHER ASSIGNMENTS:

1 ibid 1, Page No. 393 – 394, Q2, 3, 6, 7 and 8

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 331– 360; 366 – 389

REFERENCE BOOK:

1 ibid 5, Case Study 1,2,3, Page No. 198-200

2 ibid 6, Case Analysis

3 ibid 7 pages 98-10

ARTICLE:

1 Tressa Kearney ‘‘Emotional intelligence in front-line/back-office employee relationships’’
Journal of Service Marketing, Volume 31 issue 2 2017

LECTURES 38-42

MARKETING APPLICATIONS IN SELECT SERVICE INDUSTRIES

OBJECTIVE:

To analyze the various services sectors in the Indian context:

CONTENTS:

- Hospitality Services
 - Introduction

- Evolution
- Services Marketing Mix
- Future
- Tourism Services
 - Introduction
 - Evolution
 - Services Marketing Mix
 - Future
- Banking Services
 - Introduction
 - Evolution
 - Services Marketing Mix
 - Future
- Health and Insurance Services
 - Introduction
 - Evolution
 - Services Marketing Mix
 - Future

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER QUESTIONS: Q 1 – 31

LONG ANSWER QUESTIONS: Q 1 – 39

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 3, Page No. 129 – 135; 275 – 300; 469 – 506

REFERENCE BOOK:

1 ibid 7 pages 151-159, 258-266

ARTICLES:

1 Ipshita Bansal and Rinku Sharma, “Indian Banking Services: Achievements and Challenges”, TheIcfai Journal of Services Marketing, Vol. VI No. 2.

- 2 Sunayna Khurana, “The Effect of Demographic variables on Customer Satisfaction: An Empirical Study of Indian Life Insurance Industry”, IPU Journal of Marketing Management, Vol. XIII, No. 2, May 2014.
- 3 Larry P. Pleshko, Plamen P. Peev, Richard A. Heiens, “The Relationship Between Market Followers status and the Overall Passivity of the Firm Strategic Profile: Does Fit relate to Profitability?”, Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.
- 4 HardeepChahal, Shivani Mehta, “Developing Patient Satisfaction construct for Public and Private Health care Sectors”, Journal of Service Research, Vol. 13, No.2 Oct 2013- March 2014.
- 5 Harinder Singh and NavalpreetKaur, Attributes Influencing Patients preference for Service Quality: A Conjoint Analysis, Journal of IMS Group, Vol. 11, No. 02, July- Dec 2014, pp. 41- 51.
- 6 Upendra Singh Panwar, Dr. Anukool Manish Hyde, “Measuring Service Quality in Insurance Sector”, Saaransh, RKG Journal of Management, Jan 2014, Volume 5, No. 2, pp.: 87-93.
- 7 Wajeeha Asslam, Reema Frooghi ‘ Switching Behaviour of Young Adults in Cellular Service Industry: An Empirical Study of Pakistan, ‘ Global Business review,,Vol 19, Issue 3, 2018
- 8 Paul Sergius Koku ‘Restaurant tipping and customers’ susceptibility to emotional contagion’ Journal of Service Management, Volume 30 Issue 7, (pp. 762 - 772)

LECTURE PLAN

INTERNATIONAL FINANCIAL MANAGEMENT

MS - 221

COURSE OUTLINE
MBA - III SEMESTER
INTERNATIONAL FINANCIAL MANAGEMENT - MS 221

L - 3 Credits - 03

OBJECTIVES:

The fundamental aim of the course is to develop those skills that equip students to understand and appreciate the international financial issues that companies face when they operate in several separate countries. This course discusses various issues related to international capital markets, foreign exchange rate determination and global financial management.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

Unit I **(10 Hours)**

Global Financial Environment:

- Overview
- International Monetary System: Exchange Rate Regimes
- IMF
- Euro Currency Market, EURO Market, Capital Market
- Balance of Payments: Understandings, Analysis & Interpretation

Unit II **(12 Hours)**

Foreign Exchange Market

- Nature, Structure
- Types of transactions
- Exchange rate quotation & Arbitrage
- Spot & Forward
- Foreign Exchange Market in India: Nature, Structure, Operations & Limitations
- Exchange Rate Determination: Structural Models of Exchange Rate Determination
- Exchange Rate Forecasting
- The Exchange Rate of Rupee

Unit III **(10 Hours)**

Foreign Exchange Risk Exposure

- Types of Risk
- The Risk Management Process: Hedging, Swaps, Futures, Options, Types of Derivatives
- Role of SEBI/RBI

Unit IV

(10 Hours)

Foreign Investment Decision

- International Project Appraisal
- Exchange Rate Risk & Cost of Capital
- International Joint Ventures
- A review of NPV Approach

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of International Financial Management, and students are advised to go through the material for thorough understanding of the subject:

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ MAIN TEXT BOOKS

1. **Author's Name(s):** A.K. Seth
Title: International Financial Management
Edition: II **Year:** 2012
Publisher: Galgotia Publishing Company (ibid 1)
2. **Author's Name(s):** Jeff Mudra
Title: International Financial Management
Edition: XI **Year:** 2015
Publisher: Cengage Learning (ibid 2)

➤ REFERENCES BOOKS

1. **Author's Name(s):** VyuptakeshSharan
Title: International Financial Management
Edition: VI **Year:** 2012
Publisher: PHI Learning Pvt. Ltd. (ibid 3)
2. **Author's Name(s):** P.G. Apte
Title: International Financial Management
Edition: VII **Year:** 2014
Publisher: Tata McGraw hill (ibid 4)

➤ JOURNALS:

- 1 Global Business Review
- 2 IUP Journal of Financial Risk Management
- 3 Review of Professional Management
- 4 Vikalpa: The Journal for Decision Makers
- 5 The Journal of Applied Economic Research
- 6 Global Business Review
- 7 DIAS Technology Review

UNIT-I

LECTURE 1

GLOBAL FINANCIAL ENVIRONMENT: OVERVIEW

OBJECTIVE:

The objective of the lecture is to make the students understand the basic concepts of international finance and environment.

CONTENTS:

- International finance
 - Meaning of International finance
 - Importance of International finance
 - Reasons for increasing importance of International finance
- Multinational Corporation
 - Meaning of MNC
 - Environment of MNC
 - Challenges and opportunities before MNC
- Finance function of global manager
- International finance and global economy
- Subject matter of International finance
- Indian Economy and International finance

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 1, 2

LONG ANSWER TYPE QUESTIONS: Q1

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 21, Q1-11
- 2 ibid 4, Page No. 11, Q1-6

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 11-44
- 2 ibid 2, Page No. 18-29

REFERENCE BOOKS:

- 1 ibid 3, Page No. 3-11
- 2 ibid 4, Page No. 1-11

LECTURES 2-4

INTERNATIONAL MONETARY SYSTEM AND EXCHANGE RATE REGIMES

OBJECTIVE:

The objective of these lectures is to make student understand the international monetary system and institutions.

CONTENTS:

- Introduction to International Monetary System
- Exchange rate regimes
 - Gold standard
 - Bretten woods system
- Other exchange rate systems
 - Pegged exchange rate system
 - Floating exchange rate system
 - Crawling peg
- International Multilateral Institutions
 - IMF
 - Role of IMF
 - Funding facilities
 - International liquidity and SDR
 - Demand and composition of reserves
 - World Bank
 - Bank for international settlement
- India and the multilateral financial system

- History of Indian exchange rate system
- India and the multilateral funding

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 3-18, 35, 36, 37

LONG ANSWER TYPE QUESTIONS: Q 2-10, 22, 34, 35, 38, 41, 42, 43

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.93, Q1-10
- 2 ibid 4, Page No. 89, Q1-4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.101- 118

REFERENCE BOOKS:

- 1 ibid 3, Page No. 42-66
- 2 ibid 4, Page No. 74-89

ARTICLES:

1. BasuArati, “Management of Exchange Rate in India: A look at Recent Depreciation of Rupee”, Review of Professional Management, Vol. 11, Issue 2, July- Dec 2013, pp 10-20.
2. Dhaneesh Kumar T K and P K Sudarsan, “Rupee Volatility and Its Impact on the Macroeconomic Variables of India”, The IUP Journal of applied Economics, Vol XIV, No. 4, October 2015, pp 27-41.

LECTURES 5-6

EURO MARKET

OBJECTIVE:

The objective of these lectures is to introduce the students with the concept of Euro market inclusive of Euro money, Euro bond market etc.

CONTENTS:

- Euro Market
 - What are they
 - Evolution
 - Multiple deposit creation by Euro banks
 - Economic impact of Euro markets
 - Euro Money Market Introduction
 - Creation of Euro money
 - Euro deposits and loans
- Euro Bond Market
 - Introduction
 - Kinds of Euro bonds
 - Issuing bonds in international market
 - Advantages of Euro bond market
 - Currency denomination of Euro bonds
 - Yield structure and content information
 - Bond in the portfolio of Assets
- Euro Note Market
 - Euro notes
 - Euro commercial papers
 - Euro medium term notes
 - Euro floating rate notes

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 19, 20, 21, 26, 38, 39

LONG ANSWER TYPE QUESTIONS: Q 10, 11, 12, 33,

OTHER ASSIGNMENT:

1 ibid 1, Page No. 263, Q 1, 2, 3, Page No. 277, Q 1-10

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 297- 322
- 2 ibid2, Page No. 66-71

REFERENCE BOOK:

- 1 ibid 4, Page No. 100-104

LECTURES 7-8

BALANCE OF PAYMENT

OBJECTIVE:

The objective of these lectures is to introduce the concept of balance of payment along with making students comprehend its importance to the economy.

CONTENTS:

- Introduction to Balance of payment
- Balance of payment account
 - Accounting principles
 - Structure of BOP account
- Balance of payment adjustments
 - Expenditure reducing policies
 - Expenditure switching policies
- Measuring impact of exchange rate movement on balance of trade
- Implication for finance manager
- Use of BOP account for forecasting exchange rate
- India's BOP account
 - Format of Indian BOP account
 - BOP situation
- Capital account

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 22, 23, 24, 33, 34, 40, 41, 42

LONG ANSWER TYPE QUESTIONS: Q 13-21, 23, 36, 37, 39, 40

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 130, Q 1-15
- 2 ibid 2, Page No. 55, Q 1-7
- 3 ibid 4, Page No. 63, 64, Q 1-10

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.147-165
- 2 ibid 2, Page No. 34-54

REFERENCE BOOKS:

- 1 ibid 3, Page No. 14-31
- 2 ibid 4, Page No. 54-63

ARTICLE:

- 1 ParamanikRajendra Narayan and BandiKamaiah, “A Structural Vector Auto Regression Model for Monetary Policy Analysis in India”, Margin- The Journal of Applied Economic Research, Vol. 8, No. 4, November 2014, pp. 401- 430.

UNIT II

LECTURE 9

FOREIGN EXCHANGE MARKET - I

OBJECTIVE:

The objective of this lecture is to understand the concept of foreign exchange and understand its impact on the market in detail.

CONTENTS:

- Introduction
- Foreign exchange market
 - Spot Market
 - Forward Market
- Foreign exchange rate
 - Spot rate
 - Forward rate
- Quotations at Forex market
 - Direct quotes
 - Indirect quotes
- Bid and ask prices of currencies
- Spread / Cost of transaction
 - How bid and ask rates are formed
 - Determinants of spread

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 1-6, 33, 35, 36

LONG ANSWER TYPE QUESTIONS: Q 4, 5, 6, 7, 24, 25, 35

OTHER ASSIGNMENT:

1 ibid 1, Page No.55, Q1-4

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 1, Page No.45-66

2 ibid 2, Page No.58-65

REFERENCE BOOKS:

1 ibid 3, Page No. 111- 121

2 ibid 4, Page No. 115-131

ARTICLE:

- 1 Dangi Vandana, Price Discovery Via Long run Causality of Future and Spot Prices in Commodity Market in India, DIAS Technology Review, Vol. 10, No. 1, April –September 2013.

LECTURES 10-11

FOREIGN EXCHANGE MARKET - II

OBJECTIVE:

The objective is to make the student understand the concept of exchange rate quotes

CONTENTS:

- Forward market
 - Forward exchange rate
 - Quotation of forward rates
 - Premium and discounts in forward market
 - Gains and losses of forward contract
 - Participants in forward market
- Expected rate matrix, inverse rates and cross rates
- Structure of markets
- Market Makers
- Forward contract and future contract
- Value dates and cash flows
- Settlement of transaction in the international Forex market
- National and International currency
- Some other concepts of exchange rates

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q 7-11

LONG ANSWER TYPE QUESTIONS: Q1,2, 3, 8, 9, 35, 38

OTHER ASSIGNMENT:

1 ibid 1, Page No.55, Q 5-14

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 175- 202

REFERENCE BOOK:

1 ibid 4, Page No. 131-138

ARTICLES:

- 1 Singh Rajdeep, Singh Manjit, Singh Kanwaljeet, Kaur Prabhjot, “Reexamining the Nexus Between Nominal and Real Effective Exchange Rates in India: An Application of Autoregressive Distributed Lag model”, The IUP Journal of Applied Finance, Vol. 33, No. 3, April 2017, pp 42-60.
- 2 Singh Gurmeet, “The Relationship Between Exchange Rate and Stock Price in India: An Empirical Study”, The IUP Journal of Financial Risk Management, Vol. XII, No. 2, June 2015, pp 18-29.

LECTURES 12-13

ARBITRAGE IN FOREIGN EXCHANGE MARKET

OBJECTIVE:

These lectures will help student understand the arbitrage process undertaken in the forex markets to gain riskless profit.

CONTENTS:

- Introduction
 - Forward contracts and option contracts
- Hedging
- Speculation
 - Week currency speculation

- Strong currency speculation
- Arbitrage
 - Spatial arbitrage with cost of transaction
 - Spatial arbitrage without cost of transaction
 - Process of arbitrage and exchange rate alignment
 - Interest rate arbitrage
 - Covered Interest rate arbitrage
 - Uncovered Interest rate arbitrage
- Indian Forward Market
- Swaps
 - Characteristics
 - Uses

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q12, 13, 14

LONG ANSWER TYPE QUESTIONS: Q10, 11, 44

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 76-77, Q1-21
- 2 ibid 2, Page No.192, Q1-9

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 83-93
- 2 ibid 2, Page No.174-182

REFERENCE BOOK:

- 1 ibid 4, Page No. 156-179

LECTURE 14

FOREIGN EXCHANGE MARKET IN INDIA

OBJECTIVE:

The objective is to make the student understand the Indian foreign exchange market and its importance.

CONTENTS:

- Indian Forex Market
 - Structure of exchange rate
 - Exchange rate fixation for various types of quotes
 - Quotes in the Indian newspaper
 - Operations and limitations
 - Adjustment of transaction in India
 - Structure of foreign exchange market in India

ASSIGNMENTS FROM QUESTION BANK

UNIT II

SHORT ANSWER TYPE QUESTION: Q15

LONG ANSWER TYPE QUESTION: Q 12

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.66-72

REFERENCE BOOK:

1 ibid 4, Page No. 138-148, 179-183

ARTICLES:

1 Kumar Dilip, Correlations, Return and Volatility Spillovers in Indian Exchange Rates, Global Business Review, Vol 15, No. 1, March 2014.

- 2 Poornima B G, Reddy Y Surjan, Y V Reddy, “Indian Currency Market risk Analysis: Value at Risk Approach”, The IUP Journal of Financial Risk Management, Vol. XI, No. 4, December 2014, pp 45-60.
- 3 Masoud Nassimi , Yasha SazmandAsfaranjan , Alireza Keshvarsima , Fatemeh Baradari, Trading in the Foreign Exchange Market (Forex): A Study on Purchase Intention, International Journal of Scientific and Research Publications, Volume 4, Issue 3, March 2014, pp 1- 10, Available at <http://www.ijsrp.org/research-paper-0314/ijsrp-p2722.pdf>

LECTURES 15-17

EXCHANGE RATE DETERMINATION

OBJECTIVE:

The objective of these lectures is to make the students understand the various models and theories of determining the exchange rate.

CONTENTS:

- Introduction
- Long run theories of exchange rate determination
 - Purchasing power parity
 - Interest rate parity
 - International fisher effect
 - Monetary model of exchange rate determination
 - IS-LM Model of exchange rate determination
 - Sabastian Edward’s theory of equilibrium real exchange rate
- Short run exchange rate determination
 - Demand and supply theory
 - Growth theory of exchange rate
 - Balance of payment theory
- Forward exchange rate determination
 - Market efficiency, forward exchange rates and role of news
- Determinants of exchange rates
 - Terms of trade
 - Relative inflation rates
 - Relative interest rates
 - Relative growth rates
 - Relative money supplies
 - Relative wealth holdings

- Expectations

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q16-21, 28, 30, 31, 32, 34, 37

LONG ANSWER TYPE QUESTIONS: Q 13-19, 34, 36- 38, 39 - 43

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.161, Q1-16
- 2 ibid 4, Page No. 331, Q1-11

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 175-203
- 2 ibid 2, Page No. 87-97

REFERENCE BOOKS:

- 1 ibid 3, Page No. 75-99
- 2 ibid 4, Page No. 304-325

ARTICLES:

- 1 Fang Cai&HyunsooJoo&Zhiwei Zhang, The impact of macroeconomic announcements on real time foreign exchange rates in emerging markets, <http://www.federalreserve.gov/pubs/ifdp/2009/973/default.htm>
- 2 SigridurBenediktsdottir& Chiara Scotti, Exchange rates dependence: what drives it?, <http://www.federalreserve.gov/pubs/ifdp/2009/969/ifdp969.pdf>
- 3 Jeffery Amato, Andrew Filardo, Gabriele Galati, Goetz von Peter and Feng Zhu, Research on exchange rates and monetary policy: an overview, BIS Working Papers No 178, Available at <https://www.bis.org/publ/work178.pdf>

LECTURES 18-19

EXCHANGE RATE FORECASTING

OBJECTIVE:

The Objective of these lectures is to understand the importance and techniques of forecasting exchange rates.

CONTENTS:

- Introduction
- Reasons for making forecasts
- Technical forecasting
 - Charting
 - Time series modeling
- Fundamental forecasting
 - Limitations
 - Use of sensitivity analysis
- Market Based forecast
- Mixed forecasting
- Long term forecasting with forward rates
- Evaluation of forecast performance
- Market efficiency and forecast
- Exchange rate of rupee
 - Dollar v/s Rupee
 - Euro v/s Rupee
 - Yen v/s Rupee
 - Factor affecting exchange rate of rupee

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTION: Q 22

LONG ANSWER TYPE QUESTIONS: Q20, 21, 22, 23

OTHER ASSIGNMENTS:

1 ibid 1, Page No.183, Q1-9

- 2 ibid 2, Page No.247, Q1-9

SUGGESTED READINGS

TEXT BOOKS:

- 1 ibid 1, Page No.211-230
- 2 ibid 2, Page No.226-247

REFERENCE BOOKS:

- 1 ibid 3, Page No. 171- 179
- 2 ibid 4, Page No. 325-330

ARTICLE:

1. Lillie Lam, Laurence Fung and Ip-wing Yu, Comparing Forecast Performance of Exchange Rate Models, Working Paper 08/2008. Available at http://www.hkma.gov.hk/media/eng/publication-and-research/research/working-papers/HKMAWP08_08_full.pdf

UNIT III

LECTURE 20

FOREIGN EXCHANGE EXPOSURE AND RISK - I

OBJECTIVE:

To understand the risks and exposures and their measurement in the international financial transactions

CONTENTS:

- Introduction
 - Foreign exchange risk
 - Foreign exchange exposure
- Measuring exposure
- Purchasing power parity and exposure of assets and liabilities
- Interest rate parity and exposure of financial assets
- Purchasing power parity and exposure of operating incomes
- Real change in interest rate

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q1-3, 10

LONG ANSWER TYPE QUESTION: Q1

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 310-311, Q1-10
- 2 ibid 4, Page No. 44, Q 1-5

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 363-374
- 2 ibid 2, Page No. 253-254

REFERENCE BOOKS:

- 1 ibid 3, Page No. 182-197
- 2 ibid 4, Page No. 26-44

ARTICLE:

- 1 Shamsuddin, A.F.M., (2009), "Interest Rate and Foreign Exchange Risk Exposures of Australian banks: A Note," International Journal of Banking and Finance, Vol. 6(2), Article 7, Available at: <http://epublications.bond.edu.au/ijbf/vol6/iss2/7>.

LECTURES 21-22

FOREIGN EXCHANGE EXPOSURE AND RISK - II

OBJECTIVE:

To understand the different types of risks and exposure present in the international financial transactions

CONTENTS:

- Types of exposure

- Transaction exposure
 - Meaning
 - Transactions resulting in transaction exposure
 - Rules of hedging transaction exposure
 - Instruments of hedging transaction exposure
 - MNC and transaction exposure management
 - Hedging transaction exposure of MNCs
 - Managerial implications
- Translation exposure
 - Meaning
 - Methods of translation
 - Translating equity account
 - Translating balance sheet
 - Translating income statement
 - Accounting standard – 11
 - Managing translation exposure
- Economic and operating exposure
 - Meaning
 - Exporter's perspective
 - Importer's perspective
 - Managing operating exposure
 - Diversification and operating exposure
 - Changing operating policies
 - Financial policies and operating exposure

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q 4-8, 31, 32

LONG ANSWER TYPE QUESTIONS: Q2-6, 21

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.332, Q1-8, Page No. 346, Q1-10
- 2 ibid 4, Page No. 44, Q6-11

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.377- 398, 401-414
- 2 ibid 2, Page No.254-268, 275-296, 308-320

REFERENCE BOOK:

- 1 ibid 4, Page No. 355-376, 387-407

LECTURE 23-26

FOREIGN EXCHANGE RISK MANAGEMENT

OBJECTIVE:

This lecture will make the student understand the types of risk and their management in International finance.

CONTENTS:

- Types of risk
 - Credit risk
 - Introduction and meaning
 - Management of credit risk
 - Interest rate risk
 - Interest rate calculation practices
 - Floating interest rates
 - Managing interest rate risk
 - Currency risk
 - Hedging the currency risk
 - Country / political risk
 - Existence of political risk
 - Measurement of political risk
 - Political risk indices and their uses
 - Factor determining the extent of political risk
 - Political risk management

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q9, 11-13, 29, 30, 33, 34, 35

LONG ANSWER TYPE QUESTION: Q 7, 28, 32 - 36

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.364, Q1-10
- 2 ibid 2, Page No.410, Q1-8

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.421-435
- 2 ibid 2, Page No. 392-408

REFERENCE BOOK:

- 1 ibid 4, Page No. 346-353

ARTICLES:

1. Nagendran R., A study on Foreign Exchange Rate Volatility in India and Use of Technical Analysis in Hedging the Exposure, Journal of Contemporary Research in Management, January - March 2008, pp 33- 47
2. Philip R Lane & Jay C Shambaugh, 2007. "Financial exchange rates and international currency exposures," CGFS Papers chapters, in: Bank for International Settlements (ed.), Research on global financial stability: the use of BIS international financial statistics, volume 29, pp 90-127 Bank for International Settlements.
3. Philip R. Lane & Jay C. Shambaugh, 2010. "Financial Exchange Rates and International Currency Exposures," American Economic Review, American Economic Association, vol. 100(1), pp 518-40, March

LECTURES 27-32

DERIVATIVES AND HEDGING

To understand the management of risk with the help of hedging technique using derivative instruments

CONTENTS:

- Introduction
- Currency futures
 - Contract specifications
 - How futures are quoted
 - Available standardized sizes
 - Trading in future contracts
 - Example of future trading
 - Pricing futures
 - Hedging exposure through futures
 - Other concepts pertaining to future
- Interest rate futures
 - Long term interest rate futures
 - Hedging with interest rate futures
- Currency option contracts
 - Functioning of option markets
 - Option trading on exchanges
 - Price quotation of options
 - Put and call options
 - Speculating with options
 - Hedging with options
 - Factor affecting call option premium
 - Factor affecting put option premium
 - Hedging with currency put option
 - Pricing of option
 - Other concepts related to options
- Swaps
 - Swap market
 - Interest rate swap
 - Interest rate caps, floors and collars
 - Currency swaps
- Role of SEBI/RBI

- Intervention by RBI in exchange rate management
- Management of forex reserves

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q14-22

LONG ANSWER TYPE QUESTIONS: Q8-20, 27, 29, 30, 31

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.222-223, Q1-18
- 2 ibid 2, Page No.123, Q1-12

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.233-272
- 2 ibid 2, Page No.101-123

REFERENCE BOOK:

- 1 ibid 4, Page No. 201-235, 245-283

ARTICLES:

- 1 Maniar, H., (2010), “Hedging of Foreign Exchange Risk by Corporate in India”, Paper Presented at 6th Finance Conference-Portugal Finance Network from July 1st to 3rd 2010 at Azores, Ponta Delgada, Portugal, Available at: <http://www.larsentoubro.com/Intcorporate/pmiv/pdf/HedgingofForeignExchangeRiskbyCorporatesinIndia.pdf>.
- 2 WDA Bryant, Kumar Ankit, PuneetMahajan, “Uncertainty, Ambiguity and Financial Decision Making”, Vikalpa: The Journal for Decision Makers, Vol. 39, No. 1, Jan- March 2014, pp 103-128.
- 3 Bajaj Sushil, Chaudhary Kapil, Investment Performance of Derivative Based Investment Strategies: Empirical Evidence, DIAS Technology Review, Vol. 10, No. 1, April –September 2013.

- 4 Urban J. Jermann & Vivian Z. Yue, “Interest rate swaps and corporate default”, <http://www.federalreserve.gov/pubs/ifdp/2013/1090/ifdp1090.pdf>
- 5 Irfan UI haq, K Chandrasekhara Rao, “Optimal Hedge Ratio and Hedging Effectiveness of Indian Agricultural commodities” The IUP Journal of Financial Risk Management, Vol. X, No. 2, June 2013, pp 30-38.
- 6 Andreas Andrikopoulos, “The Quadratic Approximation for the Value of American Options: An Alternative”, The IUP Journal of Financial Risk Management, Vol. X, No. 2, June 2013, pp 39-49.
- 7 Giulia Fantini, Chiara Oldani, “The Use of OTC Derivatives by Italian Regions: For Hedging or Trading Purposes?” The IUP Journal of Financial Risk Management, Vol. XIV, No. 1, March 2017, pp 7-15.
- 8 Hiren Maniar, “ Hedging {Practices Used by Indian Companies in Managing Foreign Exchange Risk”, The IUP Journal of Financial Risk Management, Vol. XIII, No. 1, March 2016, pp 41-60.

UNIT IV

LECTURES 33-37

INTERNATIONAL PROJECT APPRAISAL WITH CAPITAL BUDGETING

OBJECTIVE:

To understand the evaluation of international projects with the help of capital budgeting technique.

CONTENTS:

- Introduction
- Reasons for changes in the cash inflows
- Basic input required to make a project evaluation
- Complexities of multinational capital budgeting exercise
- Parent’s versus project’s evaluation
- Adjusting risk
- Exchange rate variation, inflation and the expected cash flows
- Calculations the incremental cash flows
- NPV and APV Methods
- Selecting discount rates
- Examining alternative scenarios
- Example based on NPV evaluation
- Project evaluation based on APV method

- Few more questions on NPV and APV
- International joint venture
 - Reasons for its formulation
 - Advantages
 - Disadvantages
 - How to make these successful
 - Reasons for its failures

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q1-10, 15-20, 26- 30

LONG ANSWER TYPE QUESTIONS: Q 1-14, 26- 30

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No.378, Q1-6
- 2 ibid 2, Page No.358, Q1-12

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.437-452
- 2 ibid 2, Page No.341-358

REFERENCE BOOK:

- 1 ibid 4, Page No. 557-565, 569-571

LECTURES 37-42

COST OF CAPITAL

OBJECTIVE:

To understand the concept of cost of capital and international financial environment

CONTENTS:

- Introduction
- Weighted cost of capital
- Example: Cost of capital
- How to cost various sources of funds
 - Calculation of cost of capital
 - All equity cost of capital
- Appropriate cost of capital
- Optimum capital structure and cost of capital
- Appropriate weights for weighted cost of capital
- Implications for weighted cost of capital
- Marginal cost of capital and investment decisions
- Optimum capital budgeted
- Cost of capital and international financial environment

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q 11-14, 31- 35

LONG ANSWER TYPE QUESTIONS: Q 15, 16, 17, 31- 35

OTHER ASSIGNMENT:

1 ibid 1, Page No. 407, Q1-8

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.477-488
- 2 ibid 2, Page No.414-432

REFERENCE BOOK:

- 1 ibid 4, Page No. 565-569

ARTICLE:

- 1 Krapl Alain A, Thomas J Oblan, Estimating Cost of Equity: Do You Need to Adjust for Foreign Exchange Risk?, *Journal of International Financial Management & Accounting*, Vol. 27, Issue 1, pp. 5-25, 2016.

Available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2711488

LECTURE PLAN

FINANCIAL MARKETS AND INSTITUTIONS

MS-223

COURSE OUTLINE
MBA-III SEMESTER
FINANCIAL MARKETS AND INSTITUTIONS -MS 219

L - 3 Credits - 03

OBJECTIVE:

The objective of the course is to give the students an insight into the principles, operational policies and practices of the prominent Financial Markets and Institutions, their structure and functioning in the changing economic scenario, and to make critical appraisal of the working of the specific financial institutions of India.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

Unit I Introduction to Financial System:

- Financial markets and institutions and its Components,
- Financial intermediation,
- Flow of funds matrix,
- Financial system and economic development,
- An overview of Indian financial system,
- Financial Regulators in India: RBI, Ministry of Corporate Affairs, SEBI, IRDA,
- Financial Conglomerates.

(12 Hours)

Unit II Financial Markets:

- Money market-functions, organization and instruments,
- Role of central bank in money market,
- Indian money market-An overview,
- Capital Markets-functions, organization and instruments,
- Indian debt market; corporate debt market, slow growth of corporate debt market,
- Development of corporate bond market abroad,
- Indian equity market primary and secondary markets,
- Role of stock exchanges in India.

(10 Hours)

Unit III Financial Institutions:

- Depository and non-depository institutions,
- Commercial banking-introduction, its role in project finance and working capital finance,
- Development Financial Institutions (DFIs)-An overview and role in Indian economy,
- Life and non-life insurance companies in India,
- Mutual Funds- Introduction and their role in capital market development,
- Non-banking financial companies (NBFCs),
- Regional Rural Banks.

(10 Hours)

Unit IV Other Financial Institutions:

- Urban Cooperative Banks,
- Rural Cooperative Credit Institutions,
- Pension Fund Regulatory and
- Development Authority.

(10 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Financial Markets and Institutions, and students are advised to go through the material for thorough understanding of the subject

The students are expected to actively participate in the discussions in the class; so, that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ MAIN TEXTBOOK

1. **Author's Name(s):** LM Bhole
Title: Financial Institutions and Markets
Edition: 6th **Year:** 2017
Publisher: Tata McGraw Hill (ibid 1)
2. **Author's Name(s):** MY Khan
Title: Indian Financial System
Edition: 10th **Year:** 2018
Publisher: McGraw Hill (ibid 2)

➤ REFERENCE BOOKS

1. **Author's Name(s):** Varshney and Mittal
Title: Indian Financial System
Edition: 11th **Year:** 2013
Publisher: Sultan Chand and Sons (ibid 3)
2. **Author's Name(s):** Clifford Gomez
Title: Financial Markets, Institutions and Financial Services
Edition: 4th **Year:** 2013
Publisher: PHI (ibid 4)
3. **Author's Name(s):** Bharati Pathak
Title: Indian Financial System
Edition: 4th **Year:** 2016
Publisher: Pearson (ibid 5)

➤ **JOURNALS:**

1. Saarangsh RKG Journal of Management
2. Chartered Secretary
3. The IUP Journal of Accounting Research and Audit Practices
4. Indian Management Studies Journal
5. KAIM Journal of Management and Research
6. MAIMS Journal of Management
7. Journal of International Management
8. National Journal of Research in Management

➤ **WEBSITES:**

1. www.moneycontrol.com
2. www.utimf.com
3. www.amfiindia.com
4. www.sebi.org
5. www.rbi.org

LECTURE 1

NATURE AND ROLE OF FINANCIAL SYSTEM

OBJECTIVE:

This lecture aims to present the basic elements of the financial system of Indian financial system, its constituents and functioning.

CONTENTS:

- Indian Financial system
 - Financial markets
 - Financial institutions
 - Financial Instruments / Assets
 - Financial Services
- Financial Markets
- Financial Institutions
- Types of financial markets
 - Capital Market
 - Bond market
 - Commodity Market
 - Money market
 - Derivative Market
 - Forex Market
 - Insurance Market

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTION: Q17,20,21

LONG ANSWER TYPE QUESTIONS: Q1, 2, 3, 21, 22, 25 28

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 29, Q 1-8
- 2 ibid 2, Page No. 1.7, Q1, 2, 3, 4
- 3 ibid 3, Page No. 16, Q1-9

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 3-27

REFERENCE BOOK:

- 1 ibid 3, Page No. 7-16

ARTICLES:

- 1 Mishra, H., “Shareholder’s Rights And Illegitimate Use Thereof”, Chartered Secretary, Vol. XLII, No. 8, August 2012, pp. 977 – 997.
- 2 Joby, M., “Legal Framework On Electronic Delivery Of Services”, Chartered Secretary, Vol. XLII, No. 8, August 2012, pp. 998 – 1000.
- 3 Aarthy, R. & Kumar, S., “An Analysis Of Investor Preference Towards Equity And Derivatives”, Journal of International Management, Vol. 8, No. 1, Jan. - June 2011, pp. 37 – 56
- 4 “FII investments and its impact on Indian stock market”, Rahul Pandey, Asian Journal of Management Research, Vol. 6, Issue 3, 2016.

LECTURES 2-3

FINANCIAL MARKETS AND INSTITUTIONS AND ITS COMPONENTS

OBJECTIVE:

The lectures focus on explaining the functioning and role of primary and secondary market and their basic components.

CONTENTS:

- Primary market
- Methods of issuing securities in the primary market are:
 - Initial public offering
 - Rights issue (for existing companies);
 - Preferential issue
- Advantages of public issue
- Private placement
- Book building
- SEBI Guidelines

- Underwriting
- Secondary Market
 - Stock exchange
 - Listing
 - Trading
 - Clearing
 - Settlement
 - E-trading in secondary market

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTION: Q16, Q18

LONG ANSWER TYPE QUESTIONS: Q17, Q19, Q26

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 1.220, Q2, 5, 9, 10
- 2 ibid 3, Page No. 88, Q1-10

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 5

REFERENCE BOOKS:

- 1 ibid 2, Page No. 1.201
- 2 ibid 3, Page No. 70-104

ARTICLES:

- 1 Parimala, V. “Retail Investor Concerns In The Primary Market: Is There A Need For Greater Protection”, Chartered Secretary, Vol. XLII, No. 1, Jan. 2012, pp. 49 – 53
- 2 Nair. C, “Recommendations of the FSLRC: Redesigning the Institutional Framework for Financial Sector Regulation”, Chartered Secretary, Vol. XLIII, No. 4, March 2013, pp. 398-401.

3 J Loomba, "Do FIIS impact volatility of Indian stock market?", International Journal of Marketing, Financial Services & Management Research Vol. 1 Issue 7, July 2012, ISSN 22773622

LECTURES 4-5

FINANCIAL INTERMEDIATION

OBJECTIVE:

These lectures would acquaint the students with nature, role and types of financial intermediation.

CONTENTS:

- Financial Markets
- Money Market and Capital Market
- Primary Capital Market and Secondary Capital Market
- Characteristics of Financial Markets
- Functions of Financial Markets

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTION: Q18

LONG ANSWER TYPE QUESTIONS: Q7, Q8

OTHER ASSIGNMENTS

1 ibid 1, page No. 604, Q1-7

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 585-602

REFERENCE BOOKS:

1 ibid 3, Page No. 19-20

2 ibid 5, Page No. 11-13

LECTURE 6

ROLE OF BANKS AND FINANCIAL INSTITUTIONS

OBJECTIVE:

The objective of this lecture is to understand the importance of the Banks and FI's in the Indian financial system and their growth.

CONTENTS:

- Banking In India
- LPG And Banks
- Nationalization
- Role of banks
- Types of banks
 - Scheduled and Non scheduled
 - Public and private
 - Indian and Foreign
 - Cooperative and RRB
- Non Fund based services
 - Agency
 - General utility
 - Trusteeship
 - Guarantee

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

LONG ANSWER TYPE QUESTIONS: Q2, Q4

OTHER ASSIGNMENTS:

- ibid 1, Page No. 326, Q1, 2, 3, 4, 5, 6
- ibid 2, Page No. 1.84, Q1, 2, 3
- ibid 3, Page No. 179, Q1, 2

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 241-295

REFERENCE BOOKS:

- 1 ibid 2, Page No. 2.9
- 2 ibid 3, Page No. 175-179

ARTICLES:

- 1 Aggarwal R & Yadav N, “Consolidation in Indian Banking Sector-Issues & Challenges”, BVIMR Management Edge, Vol. 7, No. 2, Jan-Jun. 2014, pp. 112-121.
- 2 Walia K. & Kaur P., ‘Performance Evaluation of the Indian Banking Sector: A study of selected Commercial Banks’, , IUP Journal of Bank Management, Vol 16, No. 2, May 2015, pp. 36-48

LECTURES 7-8

FUNCTIONS OF COMMERCIAL BANKS IN INDIA

OBJECTIVE:

The functioning of commercial banks along with the various sources and applications of funds will be discussed in these lectures.

CONTENTS:

- Basic Functions
 - Accepting deposits
 - Loans and Advances
 - Agency Functions
 - Dealing in Foreign Exchange
 - Credit Creation
 - Popularizing Cheque system
 - Transfer of funds
- Sources of Funds
 - Paid-up capital
 - Reserve and surpluses

- Deposits
- Application of Funds
 - Liquidity
 - Profitability
 - Safety
 - Convertibility
 - Social considerations
- Financial Institutions
- Difference Between Banks and FI's
- E-banking
- Securitization
- Narasimham Committee Report

ASSIGNMENT FROM QUESTION BANK:

UNIT II

LONG ANSWER TYPE QUESTIONS: Q9, 10, 19, 27

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 326, Q 7-21
- 2 ibid 2, Page No. 1.85, Q6, 7, 8
- 3 ibid 3, Page No. 192, Q1-5

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 297-323

REFERENCE BOOKS:

- 1 ibid 2, Page No. 2.9
- 2 ibid 3, Page No. 180-191

ARTICLES:

- 1 Negi P & Vaswani N, “The Impact of Financial Leverage on Payoffs to Stockholders and Market Value”, IUP Journal of Accounting Research and Audit Practices, Vol. XI, No. 1, Jan. 2012, pp. 35 – 46.
- 2 Singh, M. & Kumar, S., “Managerial perspective of Performance Measurement through CAMEL framework in Indian Banking Sector”, Indian Management Studies Journal, Vol.16, No.1, April 2012, pp 95-112.
- 3 Aggarwal S, Paruthi R. & Arora R, “Financial Performance of Indian Banks”, BVIMR Management Edge, Vol. 7, No. 2, Jan-Jun. 2014, pp. 57-65.
- 4 Seema Malik, “Technological Innovations in Indian Banking Sector: Changed face of Banking”, International Journal of Advance Research in Computer Science and Management Studies, Volume 2, Issue 6, June 2014, pp. 122-128

UNIT II

LECTURE 9

CALL MONEY MARKET

OBJECTIVE:

This lecture intends to impart knowledge about importance, role and functions of the call money market.

CONTENTS:

- Call Loan
- Participants
 - Banks
 - Individuals
 - Corporate
 - FI's
- Call Rates and its volatility
- Call money market in India
- Demand Supply Of call loans

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTION: Q18

LONG ANSWER TYPE QUESTIONS: Q7, Q8

OTHER ASSIGNMENTS

2 ibid 1, page No. 604, Q1-7

SUGGESTED READINGS:

TEXT BOOK:

2 ibid 1, Page No.585-602

REFERENCE BOOK:

1 ibid 3, Page No. 19-20

ARTICLE:

1 Bardia S. C., “Predicting Financial Distress and Evaluating Long Term Solvency: An Empirical Study”, The IUP Journal of Accounting Research and Audit Practices, Vol. XI, No. 1, Jan. 2012, pp. 47 – 61

LECTURE 10

TREASURY BILLS MARKET

OBJECTIVE:

The focus of the lecture is on Treasury Bills, one of the most important instruments of the capital market.

CONTENTS:

- Treasury bills
- Types of TB's
- Benefits Of Investment In Treasury Bills
- Features
 - Form
 - Eligibility
 - Repayment
 - Availability
 - Yield Calculation

- Participants

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

LONG ANSWER TYPE QUESTION: Q13

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 624, Q1-10
- 1 ibid 2, Page No. 1.111, Q1, 2, 4, 5

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 605-622

REFERENCE BOOKS:

- 1 ibid 2, Page No. 1.19
- 2 ibid 3, Page No. 21

LECTURE 11

BILLS OF EXCHANGE

OBJECTIVE:

This lecture intends to discuss the bill market, the different types of commercial bills and their importance in the financial system.

CONTENTS:

- Bill Market
- Types of CB's
 - Demand Bill
 - Time Bill
 - Inland
 - Foreign
- Purpose

- Maturity
- Characteristics

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWER TYPE QUESTION: Q20

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 1.124, Q1, 2, 3, 5
- 2 ibid 3, Page No. 30 Q5

SUGGESTED READINGS:

REFERENCE BOOKS:

- 1 ibid 2, Page No. 1.112
- 2 ibid 3, Page No. 22

LECTURE 12

COMMERCIAL PAPER

OBJECTIVE:

The aim of this lecture is to acquaint the students with the concept and regulations regarding commercial papers.

CONTENTS:

- Features
- Maturity
- Regulative guidelines
- Participants
 - Issuer
 - Investor
- Issuing commercial paper

ASSIGNMENT FROM QUESTION BANK:

UNIT 1

LONG ANSWER TYPE QUESTION: Q19

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 654, Q1, 2, 3
- 2 ibid 2, Page No. 1.135, Q8, 9
- 3 ibid 3, Page No. 30, Q6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 641-644

REFERENCE BOOKS:

- 1 ibid 2, Page No. 1.126
- 2 ibid 3, Page No. 22-23

LECTURE 13

CERTIFICATES OF DEPOSIT

OBJECTIVE:

It is necessary to understand the conceptual framework of CDs and the problems in CD market. The same will be discussed in this lecture.

CONTENTS:

- Meaning
- Features
- Guidelines
- Holders and issuers
 - Business Firm
 - Mutual funds
 - Government

- Central Bank
- FI
- Individuals
- Maturity
- Problems in CD market

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

LONG ANSWER TYPE QUESTIONS: Q10, Q11

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 654, Q4, 5, 6, 7, 8,9
- 2 ibid 2, Page No. 1.135, Q1, 2, 3, 4, 5, 6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 645-652

REFERENCE BOOKS:

- 1 ibid 2, Page No. 1.126
- 2 ibid 3, Page No. 23

LECTURE 14

UNIVERSAL BANKS AND CONSORTIUM LOANING

OBJECTIVE:

The growing importance of Universal banks and the significance of consortium loaning will be discussed in this lecture.

CONTENTS:

- Introduction to universal banking
 - Universal banking Function

- Merits
 - Demerits
 - Regulation Question
- Meaning of consortium loaning and its Significance

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTION: Q16, 20

LONG ANSWER TYPE QUESTION: Q3

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 2.17, Q5
- 2 ibid 3, Page No. 210, Q 11

SUGGESTED READING:

REFERENCE BOOK:

- 1 ibid 3, Page No. 207-208

ARTICLE:

1 OECD Discussion Paper, “Enhancing SME access to diversified financing instruments”, SME Ministerial Conference, February 2018, Mexico City.

LECTURE 15

YIELD CURVE

OBJECTIVE:

In this lecture, the concept of yield curve, process of determination of the interest rates of bonds at different maturities will be discussed.

CONTENTS:

- Meaning

- Term structure of interest rates
- The opposite situation
- Types of yield curve
 - Normal yield curve
 - Steep yield curve
 - Flat or humped yield curve

ASSIGNMENT FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTION: Q19

LONG ANSWER TYPE QUESTIONS: Q12, 22

OTHER ASSIGNMENT:

1 ibid 1, Page No. 55, Q2

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 34-36

LECTURES 16-17

LOAN PRICING AND DISINVESTMENT

OBJECTIVE:

The lectures aim to deliberate upon the concept of loan pricing, cost plus pricing and risk based pricing

CONTENTS:

- Loan pricing model
- Meaning
- Cost-plus Pricing
 - Cost of funds
 - Cost of servicing the loan

- Risk premium
- Profit margin
- Relationship-based Pricing.
- Risk-based Pricing.
- Introduction to disinvestment
 - Advantages and disadvantages of disinvestment

ASSIGNMENT FROM QUESTION BANK:

UNIT II

LONG ANSWER TYPE QUESTIONS: Q12, 15, 16, 17, 21

SUGGESTED READING:

WEBSITE:

- 1 <http://www.cemfi.es/~suarez/basel.pdf>

LECTURE 18

NON-PERFORMING ASSET

OBJECTIVE:

This lecture will acquaint the students about NPAs and the problems faced by banks due to these non-performing assets.

CONTENTS:

- Meaning
- Reasons
- Asset Classification
 - Standard asset
 - Substandard asset
 - Doubtful assets
 - Loss assets
- Income recognition and provisioning
 - Management of NPA
 - Conclusion

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q7, 13, 20

LONG ANSWER TYPE QUESTION: Q20, 26, 29, 30,31

OTHER ASSIGNMENT:

1 ibid 2, Page No. 1.85, Q18, 21, 25, 31

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 295-296

ARTICLES:

1. Satpathy A., Behera S.R., & Digal S.K, 'Macroeconomic Factors Affecting the NPAs in the Indian Banking System: An Empirical Assessment', IUP Journal of Bank Management, Vol 15, No. 2, February 2015, pp. 40-58
2. D.Ganesan&R.Santhanakrishnan, "Non-Performing Assets: A Study Of State Bank Of India, Asia Pacific Journal of Research, October 2013, Volume: I, Issue: X, pp. 81-88
3. Banerjee R., Verma D., & Jaiswal B., "Non-Performing Assets: A Comparative Study of the Indian Commercial Banks", International Journal of Social Relevance & Concern, February 2018, Volume 6, Issue, pp. 5-21.
4. Ojha A. & Jha H.C., "A Comparative Study Regarding Impact of Non-Performing Assets (NPA) On Working of the State Bank of India (SBI) and the Bank of India (BOI)", International Journal of Research in Management, Economics and Commerce, Volume 08 Issue 03, March 2018, pp. 105-113.

LECTURES 19-20

CAPITAL ADEQUACY MECHANISMS IN BANKS

OBJECTIVE:

These lectures will make the students understand about the basic norms set for banks for maintaining the adequate capital by the way of CAR i.e. Capital Adequacy Ratio. The different kinds of risks and components of capital funds will be the focus of these lectures.

CONTENTS:

- Importance of Capital Adequacy
- The Basel II Capital Accord
- The objective of Basel II
- Component of Capital Funds
 - Tier I
 - Owned Funds
 - Perpetual Non-cumulative Preferences:
 - Statutory Reserves and other disclosed free reserves
 - Other surplus like share premium, etc.
 - Capital Reserves
 - Innovative Perpetual Debt Instruments.
 - Tier II
 - Revaluation Reserves
 - Undisclosed reserves
 - General Provision
 - Hybrid instruments
 - Subordinated debts
 - Tier III
- Credit Risk
- Market Risk
- Operational Risk

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

LONG ANSWER TYPE QUESTIONS: Q 23, 24

OTHER ASSIGNMENT:

1 ibid 1, Page No. 326, Q15, 16, 17, 18, 19

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 290-291

ARTICLE:

1. Chaudhary, S. & Singh, S., “Analysis of Capital Adequacy and Asset quality of Selected Public, Private and Foreign Banks in India”, KAIM Journal of Management and Research, Vol.5, No.1, May-October 2012, pp. 23-30
2. Nikhat Fatima, Capital Adequacy: A Financial Soundness Indicator for Banks”, Global Journal of Finance and Management, Vol 6, No 8 (2014), pp. 771-776

LECTURES 21-22

INTEREST RATE, RISK AND INFLATION

OBJECTIVE:

These lectures will discuss the fundamentals of the concept of risk, inflation, interest rate and different types of interest rates.

CONTENTS:

- Interest Rate
- Causes of interest rates
 - Deferred consumption
 - Inflationary expectations
 - Alternative investments
 - Risks of investment
 - Liquidity preferences
 - Taxes
- Real vs. nominal interest rates
- Market interest rates
- Risk-free cost of capital
- Inflation
- Deflation

- Types of risks
- Risk and return

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTION: Q 15

OTHER ASSIGNMENT:

1 ibid 1, Page No. 918, Q1-8

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 901-918

ARTICLES:

- 1 Bagdia&Omprakash “Risk Management”, Chartered Secretary, Vol. XLII, No. 5, May 2012, pp. 601 – 604
- 2 Ravi, K.S., “Enterprise Risk Management And The Board”, Chartered Secretary, Vol. XLII, No. 1, Jan. 2012, pp. 63 – 67
- 3 Arora, S & Jain, R. “Understanding Risk and Risk Management In Indian Commercial Banks: A Comparative Study”, Saaransh RKG Journal of Management, Vol. 3, No. 2, Jan. 2012, pp. 26 – 30.

WEBLINKS:

- 1 http://www.moneycontrol.com/news/mf-experts/inflation-how-to-reduce-its-impactyour-pocket_345100.html
- 2 <http://wealth.moneycontrol.com/printpage.php?id=6741>

UNIT III

LECURES 23-24

CONCEPT OF MUTUAL FUNDS

OBJECTIVE:

To explain the concept of Mutual Funds, its types, associations, advantages and disadvantages with special reference to Indian context

CONTENTS:

- Meaning
- Mutual Funds Industry in India
- Performance of Mutual Funds in India
- Mutual Fund Companies in India
- Some facts about the growth of mutual funds in India
- Types of Mutual Funds Schemes in India
 - By Structure
 - Open - Ended Schemes
 - Close - Ended Schemes
 - Interval Schemes
 - By Investment objective:
 - Growth Schemes
 - Income Schemes
 - Balanced Schemes
 - Money Market Schemes
 - Other Schemes
 - Tax Saving Schemes
 - Special Schemes
- Organization of Mutual Funds in India
- Association of Mutual Funds of India (AMFI)
- The Objectives of AMFI
- Advantages of Mutual Funds
 - Diversification
 - Less risky
 - Low cost
 - Professional management
 - Small investors
 - Flexible
 - Transparent
 - Well regulated
 - Tax benefit
- Limitations

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

MULTIPLE CHOICE QUESTIONS: Q1-25

SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 3, 4, 5, 14-17

LONG ANSWER TYPE QUESTIONS: Q5, 6, 7, 15-19

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 478, Q1, 2, 3, 4, 5, 6
- 2 ibid 2, Page No. 2.179, Q1, 2, 3, 4, 5, 6
- 3 ibid 3, Page No. 418, Q 1-6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 435-441

REFERENCE BOOKS:

- 1 ibid 2, Page No. 2.156
- 2 ibid 3, Page No. 406-418

ARTICLES:

1. Nasa, S., "Investors perception about Mutual Funds", KAIM Journal of Management and Research, Vol.5, No.1, May-October 2012, pp. 58-63.
2. DeepikaSolanki, "India's Mutual Fund market: Growth of Assets", Saaransh, RKG Journal of Management, Vol. 6, No. 2, Jan 2015, pp. 34-40.
3. Balwinder Kaur, "Analysis of Gold ETFs in India", DIAS National Conference Proceedings 2016.
4. "Characteristics of Mutual Fund Investors", ICI Research Perspective, Vol. 22, No. 7, 2016.
5. Dr. Binod Kumar Singh "A study on investors' attitude towards mutual funds as an investment option", International Journal of Research in Management, Issue2, Vol. 2 (March-2018)

LECTURE 25

UNIT TRUST OF INDIA

OBJECTIVE:

To explain the concept, working, growth of UTI, different schemes offered by UTI and the US 64 Scheme

CONTENTS:

- UTI
- Growth
- Organization
- Different schemes
- Subsidiaries
- Problems faced by UTI
- US 64 Scheme

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

LONG ANSWER TYPE QUESTIONS: Q2, 3, 4

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 478, Q6, 7, 8
- 2 ibid 2, Page No. 2.155, Q1, 2, 3, 4, 5, 7, 9

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 441-464

REFERENCE BOOK:

- 1 ibid 2, Page No. 2.138

LECTURE 26

SEBI

OBJECTIVE:

To make the students understand the role, functioning and importance of SEBI as a regulator and various measures taken by it for investor protection

CONTENTS:

- Meaning
- Organization of SEBI
- Objectives of SEBI
- Investor protection measures
- Importance as the Regulator

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q10, 12, 17

LONG ANSWER TYPE QUESTIONS: Q 9, 10, 12, 15

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 236, Q1-8
- 2 ibid 3, Page No. 16, Q1, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.219-236

REFERENCE BOOKS:

- 1 ibid 2, Page No. 7.1
- 2 ibid 3, Page No. 58-60

ARTICLES:

- 1 Rao, S., “Buyback Law, Procedure And Practice”, Chartered Secretary, Vol . XLII, No. 4, April 2012, pp. 481 – 487.
- 2 Rajkumar, S. “Regulatory Requirements Governing Sweat Equity”, Chartered Secretary, Vol. XLII, No. 1, Jan. 2012, pp 58 – 62.
- 3 Chandratre K. R., “Insider Trading: Duties of Insiders and Company Secretary”, Chartered Secretary, Vol. XLII, No. 2, Feb. 2012, pp. 154 – 160.
- 4 Sabarinathan G, “SEBI’s Regulation of the Indian Securities Market: A Critical Review of the Major Developments”, Vikalpa, Vol. 35, No. 4, Oct – December 2014.
- 5 MabrukaMuspahElkhatali, JavedQadri, “A study on Role of SEBI as a Regulatory Authority in Indian Capital Market: An Empirical Analysis”, IOSR Journal of Economics and Finance (IOSR-JEF), Vol. 6, Issue 3. Ver. III May.-Jun. 2015, pp. 08-09.
- 6 Purohit Harshesh, “Role of SEBI in Indian Securities Market”, PARIPEX Indian Journal of Research, Vol. 3, Issue 3, Mar. 2014, pp. 86-88.

LECTURE 27

RESERVE BANK OF INDIA

OBJECTIVE:

To explain the role and relevance of Reserve Bank of India, its various monetary and non-monetary functions and its working as the Bank of the Banks

CONTENTS:

- Structure of the Bank
- Nationalization of the Bank
- Functions of Reserve Bank of India
 - Monetary Functions
 - Non-Monetary Functions
- Different Departments of RBI
- The Reserve Bank and Agricultural Credit
- The Reserve Bank and Industrial Finance

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q8, 9, 11, 18

LONG ANSWER TYPE QUESTIONS: Q9, 11, 13, 14, 15

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 218, Q 1-16
- 2 ibid 3, Page No. 329, Q1-10

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 169-218.

REFERENCE BOOK:

- 1 ibid 3, Page No. 315-330

ARTICLES:

1. Gupta, Neeru., “Marketing Practices Measurement Scale: A Study of Current Practices of General Insurance Companies”, *Effulgence*, Vol . XII, No. 1, January-June 2014, pp. 34 – 49.
2. Bruno Carrasco and HiranyaMukhopadhyay, “Reserve Bank of India’s Policy Dilemmas: Reconciling Policy Goals in Times of Turbulence”, *ADB Economics Working Paper Series No. 393*, Asian Development Bank, March 2014.
3. DawraNitya, “An Empirical Analysis: RBI’S Repo Rate and Reverse Repo Rate”, *International Journal of Advance Research in Computer Science and Management Studies*, Vol. 2, Issue 5, May 2014.
4. Anil Kumar Soni “A STUDY ON CURRENT STATUS OF REGIONAL RURAL BANKS IN INDIA”, *Research Gate*.

UNIT IV

LECTURES 28-29

NON-BANKING FINANCIAL COMPANIES

OBJECTIVE:

To explain the concept of Non-bank financial companies (NBFCs), various services provided by them, their classification and related regulations and schemes.

CONTENTS:

- Non-bank financial companies (NBFCs)
- Services provided
 - Suppliers of loans and credit facilities,
 - Supporting investments in property,
 - Trading money market instruments
 - Funding private education,
 - Wealth management such as Managing portfolios of stocks and shares and
 - Underwrite stock and shares, TFCs and other obligations
 - Retirement planning
 - Advise companies on mergers and acquisitions
 - Prepare feasibility, market or industry studies for companies
 - Discounting services e.g, discounting of instruments
- Classification
 - Development finance institutions
 - Leasing companies
 - Investment companies
 - House finance companies
 - Venture capital companies
 - Discount & guarantee houses
- Prudential Regulation and Capital Adequacy Norms
- The statutory requirements
- Residuary Non-Banking Companies (RNBCs):
- Mutual Benefit Financial Companies (Nidhis):
- Task Force of NBFCs
- Financial Institutions: Policy Changes

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

MULTIPLE CHOICE QUESTIONS: Q1-25

SHORT ANSWER TYPE QUESTIONS: Q1, 2, 3, 6, 11-16

LONG ANSWER TYPE QUESTIONS: Q1, 2, 3, 8, 9, 10, 13-17

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 525, Q1, 2, 3, 4
- 2 ibid 2, Page No. 2.256, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 480- 488

REFERENCE BOOK:

- 1 ibid 2, Page No. 2.240

ARTICLES:

1. Kaur, Harsimran&Tanghi, Bhawdeep Singh “Non Banking Finance Companies: Role & Future Prospects”, Global Research Analysis, Vol. 2, Issue 8, Aug 2013, pp. 125-126.
2. A Review report on “Non-Banking Finance Companies: The Changing Landscape”, The Associated Chambers of Commerce and Industry of India and Financial Services team of PricewaterhouseCoopers (PwC), 2016.
3. Komala, G., “The Performance of Private Equity Investments in India”, IOSR Journal of Humanities and Social Science, Vol. 21, Issue 6, Ver. 3, June. 2016, pp. 09-12.

LECTURE 30

CREDIT RATING

OBJECTIVE:

To help the students understand the meaning and importance of credit rating, to gain an insight into the different credit rating agencies, their operations and parameters.

CONTENTS:

- Meaning
- Importance
- Role
- Misconceptions about credit rating
- Rating Parameters
- Credit Gaps
- Agencies:
 - ICRA
 - CRICIL
 - FITCH, etc.

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTION: Q8

LONG ANSWER TYPE QUESTIONS: Q4, Q5

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 1.200, Q1, 2, 3, 4, 5, 6
- 2 ibid 3, Page No. 477, Q1-3

SUGGESTED READINGS:

REFERENCE BOOKS:

- 1 ibid 2, Page No. 1.195
- 2 ibid 3, Page No. 473-478

ARTICLES:

1. Arora, A. & Kumar, R., “Relationship between Bank characteristics and the credit risk Management framework: Evidence from Indian Banks, MAIMS Journal of Management, Vol.7, No.2, October 2012, pp. 34-42.
2. Alexander M. Karminsky. “Ella Khromova, Extended Modeling of Banks’ Credit Ratings”, Elsevier Procedia Computer Science, Vol. 91, 2016, pp. 201-210.

LECTURE 31

LEASING AND HIRE PURCHASE

OBJECTIVE:

The objective of this lecture is to impart knowledge about leasing and hire purchase companies as non banking financial intermediaries.

CONTENTS:

- Lease Finance
 - Types of lease
 - Growth of leasing industry
- Hire-purchase finance
 - Hire-purchase credit, installment credit and consumer credit
 - Financing through hire-purchase credit
 - Sources of hire-purchase finance
 - Terms of hire-purchase

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 525, Q6,7
- 2 ibid 3, Page No. 426, Q 1-8

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 501-504

REFERENCE BOOK:

- 1 ibid 3, Page No. 419-426

ARTICLES:

1. Naaz, Hena, "Profitability Analysis and Financial Evaluation of Select Leasing Company in India", African Journal of Basic & Applied Sciences, Vol. 7, No. 3, 2015, pp. 147-152.

LECTURES 32-33

FACTORING AND HOUSING FINANCE

OBJECTIVE:

The objective of these lectures is to discuss the importance of factoring and housing finance as financial services.

CONTENTS:

- Introduction of factoring
 - General features of factoring
- Introduction of housing finance
 - Suppliers of house mortgage loans in India
 - New Developments

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTION: Q10

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 525, Q6, 10
- 2 ibid 3, Page No. 437, Q1-3

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 505-507, 518

REFERENCE BOOK:

1 ibid 3, Page No. 427-436

ARTICLES:

1. Anirban Ghatak, "Role of Factoring in Financing SMEs in India", Research Journal of Social Science and Management, Vol. 2, No. 5, 2012.
2. Ghosh Souvik, "Housing Finance in India and Appraisal Process of Home Loans with Specific Reference to Indian Overseas Bank", International Journal of Science and Research, Vol. 3, Issue 8, August 2014, Paper ID: 02015277, pp. 129-135.
3. Luke Valenta, Shaanan Cohny, Alex Liao, Joshua Fried, Satya Bodduluri, Nadia Heninger, "Factoring as a Service", <https://eprint.iacr.org/2015/1000.pdf>
4. Eugenio Cerutti, Jihad Dagher, and Giovanni Dell'Ariccia, "Housing Finance and Real-Estate Booms: A Cross-Country Perspective", <https://www.imf.org/external/pubs/ft/sdn/2015/sdn1512.pdf>
5. Indian Mortgage Finance Market Update for FY2016, ICRA Industry Update, ICRA Research Services, 2016.

LECTURE 34

VENTURE CAPITAL

OBJECTIVE:

To acquaint the students with the fundamentals of the concept of venture capital and the various stages involved in the process of venture financing.

CONTENTS:

- Venture capital
- Venture capitalist
- Features
 - Period
 - Small and medium firms
 - Entrepreneur
 - Capital appreciation
 - Controlling
 - High risk
 - High return

- Idea based
- Types of VC
 - National level
 - State Financial institution
 - Banks
 - Private

Stages in VC finance

- Stages
 - Seed Capital
 - Start up capital
 - Early stage financing
 - Follow on financing
 - Expansion financing
 - Turn around financing
- Roles within venture capital firms
 - Venture partners
 - Entrepreneur-in-residence
 - Principal
 - Associate
- Compensation
 - Management fees
 - Carried interest
- Venture capital funding

VC process

- Process
 - Investment opportunity
 - Analysis of investment proposal
 - Valuation of the proposal
 - Pricing
 - Monitor
 - Exit
- SEBI Regulation
 - Registration
 - Investment norms
 - Investigation

- Suspension
- Cancellation
- Structure Of VC Fund
- IDBI Venture Capital fund

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q5

LONG ANSWER TYPE QUESTIONS: Q11, 17

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 2.203, Q1, 2
- 2 ibid 3, Page No. 447, Q1-8

SUGGESTED READINGS:

REFERENCE BOOKS:

- 1 ibid 2, Page No. 2.193
- 2 ibid 3, Page No. 438-447

ARTICLES:

1. Dr.Amit Kr. Singh, Dr. Sanjay Kumar Singh, “Performance Evaluation of Initial Public Offering in India (with reference to IPOs of the year 2011)”, Saaransh, RKG Journal of Management, Vol. 6, No. 2, Jan 2015, pp. 82-86.
2. Komala, G., “The Performance of Private Equity Investments in India”, IOSR Journal of Humanities and Social Science, Vol. 21, Issue 6, Ver. 3, June. 2016, pp. 09-12.

LECTURE 35

MERCHANT BANKS

OBJECTIVE:

To help the students understand the concept of merchant banks, their regulatory framework and to learn about the services provided by merchant bankers.

CONTENTS:

- Meaning
- Services by merchant banks
 - Issue management
 - Portfolio management
 - Project feasibility advice
 - Credit arrangement
 - Venture financing
 - Lease financing
 - Foreign currency financing
- Regulatory Framework
- Role of Lead Manager
- Penalties to MB

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q4, 6

LONG ANSWER TYPE QUESTIONS: Q6, 7

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 525, Q8
- 2 ibid 3, Page No. 405, Q 1-7

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 513-515

REFERENCE BOOK:

- 1 ibid 3, Page No. 397-405

ARTICLES:

1. Mundra, Neeru, “Empirical Analysis of Impact of Technological Implementation on 2Cs in Banking Services: Customer Base and Cost Effectiveness”, MERI-Journal of Management and IT, Vol .VII, No. 1, October 2013, pp. 1 – 8.
2. JainishBhagat, Dr. Keyurkumar M. Nayak, “Does Public Sector Merchant Banks Require Pills to Survive? – Affirmation”, Indian Journal of Applied Research, Vol. 5, Issue: 1, Jan 2015, pp. 279-281.
3. JainishBhagat&Keyurkumar M. Nayak, “Does Public Sector Merchant Banks Require Pills to Survive? – Affirmation”, Vol. 5, Issue 1, Jan 2015, pp. 279-281.
4. Singh Ankur, “Merchant Banking Past and Present: Indian Scenario”, The Opinion, Vol. 5, No. 9, January-June, 2016, pp. 17-20.
KumarT. Sanjeev, Hajivali, R., and Madhusudhana G., “Merchant Banking India: Recent Devlopment In Merchant Banking”, Anveshana’s International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices, Vol. 1, Issue 11, December 2016,

LECTURE PLAN

SECURITIES ANALYSIS AND INVESTMENT MANAGEMENT

MS-225

COURSE OUTLINE
MBA-III SEMESTER
SECURITIES ANALYSIS AND INVESTMENT MANAGEMENT
MS – 225

OBJECTIVES:

The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.

INTERNAL ASSESSMENT AND ASSIGNMENT **25 marks**

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

Unit I **(12 Hours)**

- Investment: Meaning, Nature and Scope, Decision Process
- Investment Alternatives
- Investment Risks– Interest Risk, Market Risk, Inflation Risk, Default Risk, etc.
- Measurement of Systematic and Unsystematic Risk
- Valuation of Securities, Notion of Dominance

Unit II **(10 Hours)**

- Techniques of Risk Measurement and their Application
- Concept of Beta
- Classification of Beta-Geared and Un geared Beta, Project Beta, Portfolio Beta
- Securities Market Line
- Capital Market Line

Unit III **(10 Hours)**

- Security Analysis
- Fundamental Analysis; Economy, Industry and Company Analysis
- Technical Analysis; Dow Jones Theory, RSI, Elliot 5 Wave Theory
- Efficient Market Hypothesis.

Unit IV

(10Hours)

- Portfolio Analysis and Portfolio Selection
- Portfolio Theories – Markowitz Model and Capital Assets Pricing Model, Arbitrage Pricing Theory
- Portfolio Revision
- Performance Evaluation of Managed Portfolios – Sharp Ratio; Treynor Ratio; Jensen's Alpha
- Portfolio Reconstruction, Introduction to Derivatives

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Securities Analysis and Investment Management and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

- 1 **Author's Name(s):** V.K. Bhalla
Title: Investment Management; Security Analysis and Portfolio Management.
Edition: 19th **Year:** 2013
Publisher: S. Chand & Co. Ltd. (ibid 1)

- 2 **Author's Name(s):** R.P Rustagi
Title: Investment Analysis and Portfolio Management
Edition: V **Year:** Reprint 2015
Publisher: Sultan Chand & Sons (ibid 2)

➤ REFERENCE BOOKS:

- 1 **Author's Name(s):** PunithavathyPandian
Title: Security Analysis and Portfolio Management
Year: 2013
Publisher: Vikas Publishing House Pvt Ltd (ibid 3)

- 2 **Author's Name(s):** Prasanna Chandra
Title: Investment Analysis and Portfolio Management.
Edition: V **Year:** 2017
Publisher: Tata McGraw Hill Companies (ibid 4)

3. **Author's Name(s):** Donald E. Fischer and Ronald J. Jordan
Title: Security Analysis and Portfolio Management.
Edition: VI **Year:** 2009
Publisher: Pearson (ibid 5)

➤ JOURNALS:

- 1 The IUP Journal of Applied Finance, ICFAI
- 2 The Finance India, Indian Institute of Finance

- 3 SCMS Journal of Indian Management
- 4 The IUP Journal of Financial Risk Management
5. Indian Journal of Finance

➤ **WEBSITES**

- 1 www.nseindia.com
- 2 www.bseindia.com
- 3 www.sebi.gov.in
- 4 www.rbi.org
- 5 www.moneycontrol.com
6. www.amfi.com
7. www.mutualfundsofindia.com

LECTURES 1-2

INTRODUCTION TO INVESTMENT

OBJECTIVE:

Investment means sacrificing some money value in the present with the expectation of making gains in the future. The objective of these lectures is to understand the concept of investment, speculation and gambling.

CONTENTS:

- Meaning of Investment
- Features of an investment program
 - Safety of principal
 - Adequate liquidity and collateral value
 - Stability of Income
 - Capital growth
 - Tax Benefits
 - Purchasing power stability
- Investment and Speculation
- Investment and Gambling
- Real and Financial Assets
- Factors of Sound Investment
 - Liquidity
 - Risk of an investment
 - Capital appreciation
 - Investment horizon
- Relevance of Investment Analysis
- Investment Decision Process
- Risk and Return
- Risk Return Trade-off

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWERS QUESTIONS: Q 1-4, 13, 14, 16, 17, 22, 23, 24, 25,26,27,29, 36, 37, 38

LONG ANSWERS QUESTIONS: Q 1, 2, 9, 10, 21, 22, 23, 24, 25, 28, 29, 30, 44, 45, 47.

OTHER ASSIGNMENT:

- 1 ibid 1, Q 3, 4, 5, 6, 9, 16, Page No. 19-20

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 3-20
- 2 ibid 2, Page No. 1-17

REFERENCE BOOKS:

- 1 ibid 3, Page No.1-18
- 2 ibid 5, Page No.10-14

ARTICLES:

- 1 Patel, N., "Issue of Equity and Preference Differential Right Shares-A Perspective, The Chartered Accountant Journal, Vol. 60, No.8, Feb. 2012, pp. 100-102.
- 2 Renganathan, T., "Capital Markets Overview", The Management Accountant the Journal for CMA's, Vo.l 47, No. 4, April 2012, pp. 392.
- 3 Körs, M., Aktaişe, R., and Mete, M., "Do Predicting the Bond Ratings of S&P 500 Firms", The IUP Journal of Applied Finance, Oct 2012, vol. 18, No. 4, pp. 22-30.
- 4 Prof. Jayanth R. Varma ,Indian Financial Sector After a Decade of Reforms; <http://www.iimahd.ernet.in/~jrvarma/papers/afteradecade.pdf>
- 5 Jayanth R. Varma ,Regulatory Implications of Monopolies in the Securities Industry, <http://www.iimahd.ernet.in/~jrvarma/papers/WP2001-09-05.pdf>
- 6 Rötheli, T. F. (2010). Causes of the financial crisis: Risk misperception, policy mistakes, and banks' bounded rationality. Weblink is - http://www.urbinoelaprospettiva.uniurb.it/materiale/5929_financialcrisis2010.pdf
- 7 Alam, N. and Zamir, N. (2011), "FII's Role in the Promotion of Indian Capital Market", PhD Thesis, Aligarh Muslim University.
- 8 Alexakis, C., Niarchos, N., Patra, T. and Poshakwale, S. (2005), "The Dynamics Between Stock Returns and Mutual Fund Flows: Empirical Evidence from the Greek Market", International Review of Financial Analysis, Vol. 14 No. 5, pp. 559-569.

LECTURES 3-4

RISK ANALYSIS

OBJECTIVE:

Every investment is characterized by return and risk. Understanding of the concept of risk is must for the students to be a good investor and analyst. These lectures will acquaint the students with the concept of risk.

CONTENTS:

- Meaning of Risk
- Elements of Risk
- Systematic Risk
 - Interest Rate Risk
 - Market Risk
 - Purchasing Power Risk
- Unsystematic Risk
 - Business Risk
 - Financial Risk

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No.3-20

REFERENCE BOOKS:

- 1 ibid 3, Page No.124-132
- 2 ibid 5, Page No.54-61

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWERS QUESTIONS: Q 15, 28, 30, 40, 26, 29.

LONG ANSWERS QUESTIONS: Q 11, 31-35, 38, 39, 40, 48

OTHER ASSIGNMENTS:

1. ibid 3, Q 1,2,3,4 &5 Page No. 148
2. ibid 2, Q 10, 11 Page No. 340

ARTICLES:

1. Jayanth R. Varma ,A First cut estimate of equity risk premium in India, <http://www.iimahd.ernet.in/~jrvarma/papers/WP2006-06-04.pdf>
2. Borio, C., & Zhu, H. (2012). Capital regulation, risk-taking and monetary policy: a missing link in the transmission mechanism?. *Journal of Financial Stability*, 8(4), 236-251.<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.184.5606&rep=rep1&type=pdf>
3. Kulwantraj, A. and N. Bindu (2004), “A Study on: The Determinants of Foreign Institutional Investments in India and the Role of Risk, Inflation and Return”, *Indian Economic Review*, Vol, 32, No. 2, pp. 217-229.
4. Bekaert, G. and G. Wu, (2000) “Asymmetric Volatility and Risk in Equity Markets”, *The Review of Financial Studies*, Vol. 13, pp. 1-42.
5. Rai, K., & Bhanumurthy, N.R. (2004), “ Determinants of Foreign Institutional Investment in India: The role of Return, Risk, and Inflation”, *The Developing Economies*, Vol. 42, No. 4, pp. 479–493.

LECTURES 5-10

VALUATION OF SECURITIES

OBJECTIVE:

To objective of these lectures is to understand the market equilibrium, the current market price of the securities should reflect the intrinsic value. If there is a difference it gives rise to buy and sell opportunities which an investor should be able to capitalize. Correct estimation of the intrinsic value, therefore, is of utmost importance to any investor.

CONTENTS:

- Valuation of equity shares
- Assumption of equity valuation
- Valuation based on accounting information
- Valuation based on dividends
- Valuation based on one year holding
- Valuation based on multi-period holding

- Dividend discount model
- Zero growth model
- Constant growth model
- Variable growth model
- Valuation of shares currently not paying dividend
- Valuation of shares based on earnings
 - Gordon's model
 - Walter model
 - Price earning ration
 - Determinants of PE ratio
- Effect of growth and DP ratio on PE ratio and share valuation
- Required rate of return, risk and share valuation
- Concluding remarks on share valuation
- Valuation of right
- Valuation of warrants
- Notion of Dominance

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWERS QUESTIONS: Q18, 19,20,21, 39

LONG ANSWERS QUESTIONS: Q 12, 13, 14, 17, 18, 19, 20, 46

OTHER ASSIGNMENT:

1 ibid 2, Q 4, 6, 5, 13, 15, 17

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 261-311

REFERENCE BOOKS:

1 ibid 3, Page No. 185-199

2 ibid 5, Page No. 95-109

ARTICLES:

1. Chang, C. L., Jiménez-Martín, J. Á., McAleer, M., & Perez Amaral, T. (2011). Risk management of risk under the Basel Accord: Forecasting value-at-risk of VIX futures. Available at SSRN 1765202.<http://eprints.ucm.es/12285/1/1102.pdf>
2. Prajapati, K.P and Patel, M.K (2012), “Comparative Study on Performance Evaluation of Mutual Fund Schemes of Indian Companies”, Researchers World-Journal of Arts, Science and Commerce, Vol.3, No.3 pp.47-59.

LECTURES 11-15

BETA

OBJECTIVE:

To objective of these lectures is to understand the concept of market risk and its measurement techniques.

CONTENTS:

- Systematic and unsystematic risk
- Systematic Risk and Beta Factor
- Interpretation of Beta values
- Standard Deviation and Beta Factor
- Securities Market Line
- Reward to Risk Ratio
- Capital Market Line

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWERS QUESTIONS: Q1-7, 11, 12, 13,22,23,24, 25, 27, 28, 30

LONG ANSWERS QUESTIONS: Q 1,4, 5, 6, 8, 9, 12, 13, 14, 15, 16, 18, 21, 22, 23,36,37, 42, 43, 44, 45, 46.

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No.393-402

REFERENCE BOOKS:

- 1 ibid 3, Page No. No 123-143
- 2 ibid 5, Page No. 54-73

ARTICLES:

- 1 Jayanth R. Varma ,Risk management lessons from the global financial crisis, <http://www.iimahd.ernet.in/~jrvarma/papers/WP2009-02-06.pdf>
- 2 Bond, P., Edmans, A., & Goldstein, I. (2011). The real effects of financial markets (No. w17719). National Bureau of Economic Research.<http://faculty.washington.edu/apbond/research/annurev-financial-110311-101826.pdf>
- 3 Raju, M.T. and Ghosh A. (2004), “Stock Market Volatility – An International Comparison”, SEBI, Working Paper Series, No. 8.
- 4 Thenmozhi, M. and Kumar, M. (2009), “Dynamic Interaction Among Mutual Fund Flows, Stock Market Return and Volatility”, NSE Working Papers, Vol. 50, pp. 1-30.
- 5 Tripathy, N. (2010), “The Empirical Relationship Between Trading Volumes & Stock Return Volatility in Indian Stock Market”, European Journal of Economics, Finance and Administrative Sciences, Vol. 24, pp. 59-77.
- 6 Dhingra, V.S., Gandhi, S. and Bulsara, H.P. (2016), “Foreign institutional Investments in India: An Empirical Analysis of Dynamic Interactions with stock market return and volatility”, IIMB Management Review, Vol.28, pp. 212–224.
- 7 Joo, B. and Mir, Z. (2014), “Impact of FIIs Investment on Volatility of Indian Stock Market: An Empirical Investigation”, Journal of Business and Economic policy, Vol. 1, No.2, pp. 106-114.
- 8 Majumdar, S.B. and Nag, R.N. (2013), “Foreign Institutional Investment, Stock Market and Volatility: Recent Evidence from India”, Indian Journal of Finance, Vol.7, pp. 23-31.

UNIT III

LECTURES 16-18

FUNDAMENTAL ANALYSIS: EIC APPROACH

OBJECTIVE:

Investment Decisions need not be based on speculations and rumors. Rather, investors must act rationally and wisely. They must go for an in-depth analysis of the economic factors affecting general business conditions. The objective of these lectures is to understand the fundamental analysis to make sound and rational investment decision.

CONTENTS:

- Fundamental Analysis
 - Active and passive strategies
 - Bottom-up and top-down approach
- Economic Analysis
 - Variable and techniques of economic analysis
 - Business cycles
 - Inflation
 - Interest rates
 - Monetary policy, money supply and liquidity
 - Economic forecasting
 - Leading and lagging indicators
- Industry Analysis
 - Key factors in industry analysis
 - Industry life cycle
 - SWOT analysis for the industry
- Company Analysis
 - Sources of information
 - Balance sheet
 - Income statement
 - Cash flow statement
 - Analysis of company's earnings
 - Ratio Analysis
 - Du Pont Analysis
 - Economic Value Added

ASSIGNMENTS FROM QUESTION BANK: (UNIT III)

SHORT ANSWERS QUESTIONS: Q 1, 19, 21, 11, 12

LONG ANSWERS QUESTIONS: Q 1, 2, 4, 6, 21, 29, 30, 31, 33, 36, 37

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.483-516
- 2 ibid 2, Page No.183-224

REFERENCE BOOKS:

- 1 ibid 3, Page No.213-250

ARTICLES:

- 1 Mittal, P., "Accounting Ratios to Find Better Investments," The Chartered Accountant Journal, Vol. 60, No.11, May 2012, pp. 115-117.
- 2 Das Udayan, Mohapatra Shakti Ranjan, "Investment Decision Making: Behavioural Biases", SCMS Journal of Inidan Management, Vol. XIV, No. 1, Jan- Mar 2017, pp. 60-74
3. Sitaraman, A., Niranjan, I. et.al (2017). A Study of the Factors Affecting the Choice of Investment Portfolio by Individual Investors in Singapore. Journal of Accounting and Finance Research, Vol. 6, No. 3, pp 153-168. DOI: <https://doi.org/10.5430/afr.v6n3p153>

LECTURES 19-21

TECHNICAL ANALYSIS

OBJECTIVE:

Investment analyst often examines historical price and volume data and other market related indicator to identify past trends and pattern in price movements. The objective of these lectures is to understand how to forecast the future prices based on historical prices by using tools of technical analysis.

CONTENTS:

- Fundamental and Technical Analysis
- Basic tenets and premises of technical analysis
- The basic tool of technical analysis
- Dow theory
- Elliott wave theory
- Price and volume charts

- Bar Charts
- Line Charts
- Point and Figure Chart
- Candle Stick Chart
- Price pattern analysis
 - Simple Moving Average
 - Exponential Moving Average
 - Moving Average Convergence Divergence
 - Relative Strength Analysis
 - Rate of Change
- Indicator analysis
 - Breadth of the Market
 - Put-Call Ratio
 - Short Sales Position
- Market indicators
- Weaknesses and shortcomings of technical analysis

ASSIGNMENTS FROM QUESTION BANK (UNIT III)

SHORT ANSWER QUESTIONS: Q 3, 5, 6, 10, 13, 14, 15, 16, 20, 22- 26, 28

LONG ANSWER QUESTIONS: Q 5, 6, 7, 19, 20, 27, 28, 29, 33, 35

OTHER ASSIGNMENT:

1 ibid 1, Q 10, 12, 13, 14, 15, 16, 18, Page No. 540

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 517-540,
- 2 bid 2, Page No. 227-253

REFERENCE BOOK:

- 1 ibid 3, Page No.275-297

ARTICLES:

- 1 Boobalan, C. “Technical Analysis in Select Stocks of Indian Companies”, International Journal of Business and Administration Research Review, 2 (4), 2014, pp. 26-36.
- 2 DharJyoti, Sinha Ram Pratap, “Risk, Return and Market Timing: A Conditional Performance Benchmarking Model”, The IUP Journal of Financial Risk Management, Col. XIII, No. 2, June 2016, pp. 7-20
3. Yadav, S. (2018). Implications of Dow Theory in Indian Stock Market - An Empirical Study. International Conference on Business and Finance, ICFAI University, At IBS Hyderabad, Conference proceedings.
https://www.researchgate.net/publication/321624378_Implications_of_Dow_Theory_in_Indian_Stock_Market-An_Empirical_Study.

LECTURES 22-23

EFFICIENT MARKET HYPOTHESIS

OBJECTIVE:

These lectures aim to understand the concept of market efficiency and to learn the tools for testing the efficiency of the Indian stock market.

CONTENTS:

- Random walk and search for theory
- What is an efficient market?
- Empirical evidence on weak-form efficient market hypothesis
- Empirical evidence on semi-strong form efficient market hypothesis
- Empirical evidence on strong form efficient market hypothesis
- What is verdict?
- Implication for investment analysis

ASSIGNMENTS FROM QUESTION BANK: (UNIT III)

SHORT ANSWERS QUESTIONS: Q 12, 17, 18, 27, 29, 30

LONG ANSWERS QUESTIONS: Q 8, 10, 22, 23, 24, 25, 26, 34, 38

OTHER ASSIGNMENTS:

1 ibid 1, Q 3, 7, 10, 15, 24, 29, 35, 38

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No.541-564

REFERENCE BOOK:

1 ibid 3, Page No.325-335

ARTICLES:

1. Malhotra, M., and Sharma, S.K., “Efficiency of Guar Seed Futures Market in India: An Empirical Study,” IUP Journal of Applied Finance, Apr 2013, Vol. 19, No.2, pp. 45-56.
2. Gupta, N., &Gedam, A. (2014). Testing of Efficient Market Hypothesis: a study on Indian Stock Market. IOSR Journal of Business and Management, 16 (8),pp.28-38.
3. NaseerMehwish, Tariq Yasir Bin, “The Efficient Market Hypothesis: A Critical Review of the Literature”, The IUP Journal of Financial Risk Management, Vol. XII, No. 4, Dec 2015, pp.48-55.
4. PalamalaiSrinivasan, Kalaivani M, “Are Indian Stock Markets Weak- Form Efficient? - Evidence from NSE and BSE Sectoral Indices”, The IUP Journal of Financial Risk Management, Vol. XII, No. 4, Dec 2015, pp.7-34.
5. Singh, S. (2017). Market Efficiency in India: An Empirical Study of Random Walk Hypothesis of Indian Stock Market – NSE Midcap. Available at SSRN: <https://ssrn.com/abstract=3078089> or <http://dx.doi.org/10.2139/ssrn.3078089>

UNIT IV

LECTURES 24-25

PORTFOLIO ANALYSIS: RISK AND RETURN

OBJECTIVE:

Risk and return are two basic ingredients of any investment decision making process. By studying this topic students would be able to understand the concept of risk and return and its measurement techniques.

CONTENTS:

- Concept of return
- Measurement of return
- Concept of risk
- Sources of risk
- Types of risk
- Risk aversion
- Measurement of risk
- Beta as a measure of risk
- Risk premium
- Taxes and investment strategy
- Inflation and investment strategy
- Return and foreign exchange risk

ASSIGNMENTS FROM QUESTION BANK: (UNIT IV)

SHORT ANSWER QUESTION: Q 1, 19-23, 24-26

LONG ANSWER QUESTION: Q 1, 37- 40, 42

OTHER ASSIGNMENT:

1 ibid 1, Q 3, 4, 5, 7, 12, 13, 14, 16, 18, 19, 20, 26, 27, 29, 43

SUGGESTED READINGS:**TEXT BOOKS:**

- 1 ibid 1, Page No.567-597
- 2 ibid 2, Page No.317-340

ARTICLES:

1. Narasimhan., M.S., and Kalra, S., The Impact of Derivative Trading on the Liquidity Beta of Underlying Stocks in India, The IUP Journal of Applied Finance, Oct 2012, Vol 18, No. 4, pp. 4-15.
2. Rambhia, R. (2012), Exploring Risk Anomaly in Indian Equity, S P Jain Institute of Management & Research, Mumbai, Retrived from NSE.http://www.nseindia.com/research/content/RP_1_Feb2012.pdf at 19:21 on 02/06/2015
3. Naik Maithili S, Reddy Y V, “Volatility Indices: An International Comparison”, The IUP Journal of Financial Risk Management, Vo. XIII, No. 3, Sep 2016, pp. 7-19.

LECTURES 26-28

PORTFOLIO THEORY: PORTFOLIO SELECTION AND MANAGEMENT

OBJECTIVE:

The objective of these lectures is to impart knowledge and understanding regarding portfolio selection and management.

CONTENTS:

- Diversification
- Portfolio management
- Return and risk in the context of portfolio
- Two-security portfolio
- Correction coefficient and risk of portfolio
- Optimal weights to minimum risk
- Multi-security portfolio
- Portfolio selection
- Harry Markowitz Model
 - Setting the risk-return opportunity set
 - Determining the efficient set
 - Selecting the optimal portfolio
 - Limitation of HM model
 - Risk free lending and borrowing
 - Capital Market Line
- Separation theorem
- Single index model

ASSIGNMENTS FROM QUESTION BANK: (UNIT IV)

SHORT ANSWERS QUESTIONS: Q 3, 9, 11, 12, 13, 14, 15, 16, 20, 27, 28

LONG ANSWERS QUESTIONS: Q 2, 3, 4, 5, 19, 20, 26, 27, 28, 29, 30, 32, 33, 34, 35 43

OTHER ASSIGNMENT:

1 ibid 1, Q 1, 7, 8, 9, 10, 13, 14, 15, 16, 17, 27, 38,

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 598-639
- 2 ibid 2, Page No. 345-389

ARTICLE:

- 1 Raj Param, Shahani, “A Comprehensive Evaluation of Select Large Cap and ELSS Funds Using Formula Based Risk Adjusted Performance Measures”, The IUP Journal of Financial Risk Management, Vol. XIII, No. 2, June 2016, pp. 21-35.
2. Vijyalaxmi, B. (2017). A Study on Risk & Return Analysis of Selected Industries in India. Indian Journal of Finance, Vol. 11, Issue 11, November, 2017. DOI: 10.17010/ijf/2017/v11i11/119341

LECTURES 29-30

CAPITAL ASSETS PRICING MODEL

OBJECTIVE:

The objective of these lectures is to gain insight in the working of CAPM in Indian capital market.

CONTENTS:

- Fundamental notion of portfolio theory
- Assumptions of CAPM
- Efficient frontier with riskless lending and borrowing
- The capital market line

- The security market line
- CAPM
- SML and CML
- Pricing of securities with CAPM

ASSIGNMENTS FROM QUESTION BANK: (UNIT IV)

SHORT ANSWERS QUESTIONS: Q 3-5, 10, 15, 17, 22, 23

LONG ANSWERS QUESTIONS: Q 6, 9, 16, 21, 22, 24, 31

OTHER ASSIGNMENT:

1 ibid 1, Q 4, 9, 13, 14, 15, 18, 20, 21, 23, 31, 39, 46, 48, Page No. 745-747

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No.678-748
- 2 ibid 2, Page No.393-405

REFERENCE BOOK:

- 1 ibid 3, Page No.451-474

ARTICLES:

- 1 AkhtarSamreen, “Robustness of CAPM: Fama- French Three- Factor Model”, SCMS Journal of Indian Management, Vol. XIV, No. 1, Jan- Mar 2017, pp.30-48.
- 2 AgarwalKshama, PatwaPrerna, “A Comparative Performance Evaluation of Private Sector and Public Sector Equity Funds of India”, The IUP Journal of Financial Risk Management, Vol. XI, No. 2, June 2014, pp.25-33.

LECTURE 31-33

ARBITRAGE PRICING THEORY

OBJECTIVE:

The objective of this lecture is to understand the working of APT in Indian capital market.

CONTENTS:

- Arbitrage pricing theory
- Assumption of APT
- Deriving the Arbitrage pricing theory
- Practical applications of APT
- CAPM and APT

ASSIGNMENTS FROM QUESTION BANK

LONG ANSWERS QUESTIONS: Q 7, 18, 24, 25

OTHER ASSIGNMENT:

1 ibid 1, Q 3, 5, 6, 8, 9, 10, 11, 16, 18, Page No. 769-770

SUGGESTED READINGS

TEXT BOOKS:

- 1 ibid 1, Page No.749-770
- 2 ibid 2, Page No.406

REFERENCE BOOK:

- 1 ibid 4, Page No.287

LECTURE 34-38

PORTFOLIO EVALUATION

OBJECTIVE:

In the volatile market scenario, continuous evaluation of the portfolio is important for investors and analysts. The objective of this lecture is to impart techniques of measurement of portfolio evaluation.

CONTENTS:

- Introduction; Measures of Return
- Risk adjusted measure of performance
- Measuring performance using the arbitrage pricing theory
- Application of evaluation techniques
- Performance measurement with changing portfolio composition
- Performance attribution procedure
- Bond portfolio performance evaluation
- Performance evaluation when options are used

ASSIGNMENTS FROM QUESTION BANK:

LONG ANSWERS QUESTIONS: Q 8, 10, 26, 27, 44

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 816-848
- 2 ibid 2, Page No.408-442

REFERENCE BOOK:

- 1 ibid 3, Page No.481-493

ARTICLES:

- 1 Rohitraj, S., & Rao, D. D., “Evaluating the performance of Open Ended Large Cap Equity Mutual fund and mid & Small Cap Equity Mutual Fund Growth Scheme with special reference to SBI Mutual fund and HDFC Mutual fund”, IOSR Journal of Business and Management, 2014, pp.35-41.
- 2 Chebbi Tarek, Hellara Slaheddine, “An Exact Formula for Pricing Defaultable Bonds”, The IUP Journal of Financial Risk Management, Vol. X, No. 1, March 2013, pp.50-65.

- 3 Jerson, S. (2017). A Study on Portfolio Evaluation and Investment Decision With Reference To Sharekhan Limited, Chennai. Imperial Journal of Interdisciplinary Research (IJIR) Vol-3, Issue-8, 2017, pp 274-278. Retrieved from <https://www.onlinejournal.in/IJIRV3I8/045.pdf>

LECTURE 38-42

PORTFOLIO REVISION

OBJECTIVE:

The objective of this lecture is to understand the different techniques of portfolio revision.

CONTENTS:

- Need for revision
- Meaning of portfolio revision
- Constraints in portfolio revision
- Portfolio revision strategies
- Formula plans
- Constant rupee value plan
- Constant ratio plan
- Dollar cost averaging

SUGGESTED READINGS:

REFERENCE BOOKS:

- 1 ibid 3, Page No.511-520
- 2 ibid 4, Page No.580