# Course Focusing on Environment and Sustainability

			KASC BBA 5011-5019			
Sem.	Course Code 17UABCT302	MARKETING	Total Marks: 100		Hours per Week	Credits
III		MANAGEMENT	CIA: 25	ESE: 75	6	Credits 4

### **OBJECTIVE:**

To enable the students to understand the marketing management, marketing environment, marketing mix and marketing research.

### **COURSE OUTCOME:**

- CO1 Equip the learners with required skills to be a good marketing manager and to Know about the bases of market segmentation.
- CO2 Help the students to understand the product mix
- CO3 Equip the learners with required skills to develop a new product.
- CO4 Make the students to analyze the kinds of pricing decisions.
- CO5 Develop their knowledge in distribution channels

# UNIT - I

Marketing: Meaning - Definition - Nature - Scope - Functions of marketing - Modern marketing - Concept - Features - Recent innovations in modern marketing - Marketing environment: Micro and macro Environment - Environmental scanning and analysis.

### UNIT-II

Marketing research - Nature - Functions - Elements - Process of marketing research.

Market segmentation: Concept - Methods - Benefits - Bases of market segmentation - Marketing mix - Elements - Determining the marketing mix -

#### **UNIT-III**

Product mix: Product planning - Concept - Objectives - Product mix - Factors - Product item and product line - Product standardization - Identification - New product development - Steps - Product life cycle- Branding - Packaging - labeling

### **UNIT-IV**

Price mix: Significance - Factors affecting price of a product - Pricing objectives - Pricing policies - Kinds of pricing decisions - Pricing of new products - Resale price maintenance - Price discrimination.

### UNIT - V

Distribution: Channel - Importance - Selection - Distribution policies - Strategies - Wholesaler - Functions and services - Retailer - Functions and services - Types - Physical distribution of goods: Objectives - Transportation - Functions - Methods - Warehousing - Functions - Types of warehousing.

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PRINCIPAL, KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE - 638 107 TEXT BOOK:

Ramaswamy Namakumari, Marketing Management, 5th Edition, 2013, Mcgraw Hill Education, Bengaluru.

**BOOKS FOR REFERENCE:** 

- 1. R.S.N. Pillai & Bagavathi, Modern Marketing, 4th Edition, 2010, S.Chand Publishing, New Delhi.
- 2. Dr. C.B.Gupta and Dr. N. Rajan Nair, Marketing Management: Text & Cases, 15th Edition, 2012, Sultan Chand & Sons, New Delhi.
- 3. Philip Kotler & Kevin Lane Keller, Marketing Management, 12th Edition, 2014, Prentice

Hall of India, New Delhi.

	QUESTION PAPER PATTERN	
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks  (Answer any three Questions One Question from each unit

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# Course Focusing on Environment and Sustainability

				KASCD	DA 2017-2	.010
	Course				Hours	Credit
Sem.		INTERNATIONAL BUSINESS	Total Marks: 100		per Week	S
V	17HABCT502		CIA: 25	ESE:75	6	4

# OBJECTIVE(S):

To enable the students to acquire knowledge of international business and to understand international investment, environment, promotion and globalization of business.

# **COURSE OUTCOMES:**

- CO1 Enable the students to understand the various modes of entering global market.
- CO2 Impart the learners about various environment and WTO agreements.
- CO3 Equip the students to know the financial support for international business.
- CO4 Learn the international promotion strategies and marketing communication.
- CO5 Acquire knowledge of the obstacles and impacts of globalization.

# UNIT-I

International Business – Types - Stages - International Orientations – International Business Decisions – Drivers and Retainers of Globalization – Social Responsibilities of Business – Responsibilities of Different Sections.

## UNIT - II

International Business Environment – Social/Cultural - Demographic – Political – Regulation – Technological Environment – International Trading – Strategies – Trade Blocks - GATT – WTO – Functions – Principles – Benefits – Criticisms of WTO.

## **UNIT-III**

International Investment - Types - Significance - Factors Affecting International Investment - FDI - Growth - Determinants of FDI - Foreign Investment in India - International Trade Financing - Institutional support for Export - Exim Bank - ECGC-Export Promotion Councils - Indian Institute of Foreign Trade - Indian Trade Promotion Organisation.

# UNIT - IV

International Promotion - Strategies - Major Decisions in International Marketing Communication - Role - Trade Fairs and Exhibitions - Personal Selling in International Marketing - Process - Problems in International Marketing Communication.

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## UNIT - V

Globalization of Business – Essentials – Strategic Advantages – Obstacles – Implications and Impact of Globalization – Comparison Between The Old and New Globalization-Factors Favouring Globalization.

## **TEXT BOOK:**

Francis Cherunilam, International Business, Prentice, Hall of India Private Limited, New Delhi, Fifteenth Edition, 2016

# **REFERENCE BOOKS:**

- 1. K.Aswathappa, International Business, Mc-Graw Hill Education (India) Private Limited, New Delhi, Sixth Edition 2015.
- 2. Justin Paul International Business, Prentice, Hall of India Private Limited, New Delhi, Third Edition, 2007.
- 3. Charles W.L.Hill- International Business, Mc-Graw Hill Education (India) Private Limited,

New Delhi, Eleventh Edition 2016.

QUESTION PAPER PATTERN					
SECTION - A	SECTION - B	SECTION - C			
$10 \times 1 = 10 \text{ Marks}$	$5 \times 7 = 35 \text{ Marks}$	$3 \times 10 = 30 \text{ Marks}$			
(Multiple Choice, Four options)	(Either or Choice)	(Answer any Three Questions)			
Two questions from each unit	Two questions from each unit	One Question from each unit			

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Dr. N. RAMAN
PRINCIPAL,
KONGUARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

# Course Focusing on Environment and Sustainability

Sem.	Course Code	STRATEGIC MANAGEMENT	Total Ma	Total Marks: 100		Credits
VI	17UABCT603	MANAGEMENT	CIA: 25	ESE:75	5	4

### UNIT-I

Strategic Management: Concepts - Difference between strategy and tactics - Three levels of strategy, Strategic Management Process - Benefits, TQM and strategic management process, Social responsibility, Social audit.

### UNIT-II

Strategic Formulation: Corporate Mission: Need – Formulation, Objectives- Classification - Guidelines, Goals - Features – Types - Environmental Scanning – Need – Approaches - SWOT analysis – ETOP - Value chain analysis.

## UNIT-III

Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic Strategies - Stability, Expansion, Retrenchment, Combination strategies.

### UNIT-IV

Strategic Implementation: Role of top management – Process - Approaches, Resource allocation- Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning - Four routes to competitive advantage.

### UNIT-V

Strategic Evaluation: Importance – Criteria - Quantitative and Qualitative factors, Strategic control: Process – Criteria - Types, Essential features of effective evaluation and control systems.

### **TEXT BOOK:**

Francis Cherunillam, Strategic Management, Himalaya Publishing House, 5<sup>th</sup> Edition, 2014.



# REFERENCE BOOKS:

1. P.K.Ghosh, Strategic Planning and Management, Sultan Chand & Sons, Fourth revised and enlarged Edition, 2014.

2. V.S.Rao & Hari Krishna, Strategic Planning - Formulation of corporate strategy Excel Books, 1<sup>st</sup> Edition, 2003.

	QUESTION PAPER PATTERN	V
SECTION - A	SECTION - B	SECTION - C
$10 \times 1 = 10 \text{ Marks}$	5 x 7 = 35 Marks	$3 \times 10 = 30 \text{ Marks}$
(Multiple Choice, Four options) Two questions from each unit	(Either or Choice) Two questions from each unit	(Answer any Three Questions) One question from each unit

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