



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2nd Semester

Subject Name: Functions of Management - 1

Subject Code: 1529506

With effective
from academic
year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	Classify markets into segments, <i>analyse</i> a given market on the basis of segmentation, targeting and positioning.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Evaluate various tools of recruitment and selection based on the industry.
Global Exposure and Cross-Cultural Understanding (GECCU)	- Deduce the global nature of marketing. - Investigate the changing role of HR in the international context for areas like workplace diversity, Expatriate pay etc.
Social Responsiveness and Ethics (SRE)	- Prioritize the ethical and environmental concerns linked to marketing activities while <i>formulating</i> marketing strategies. - Evaluate ethical practices in the HR functions like compensation and performance management system.
Effective Communication (EC)	- Appraise the applicability of HRM practices for a given situation. - Compile and communicate marketing information persuasively and accurately in oral and written formats.
Leadership and Teamwork (LT)	Analyse the role of leader in successful organisations.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-” = no correlation

Sub. Code:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Classify</i> markets into segments, <i>analyse</i> a given market on the basis of segmentation, targeting and positioning.	3	2	2	-	-	-	-	-	1
LO2: <i>Evaluate</i> various tools of recruitment and selection based on the industry.	3	3	1	-	-	-	-	2	-
LO3: <i>Deduce</i> the global nature of marketing.	1	1	1	-	3	-	-	1	1
LO4: <i>Investigate</i> the changing role of HR in the international context for areas like workplace diversity, Expatriate pay etc.	-	1	2	-	3	1	-	-	-



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LO5: Prioritize the ethical and environmental concerns linked to marketing activities while formulating marketing strategies.	-	-	1	-	-	-	3	1	1
LO6: Evaluate ethical practices in the HR functions like compensation and performance management system.	-	-	1	1	1	1	3	-	1
LO7: Appraise the applicability of HRM practices for a given situation.	1	2	1	3	-	-	-	-	-
LO8: Compile and communicate marketing information persuasively and accurately in oral and written formats.	2	-	-	3	-	-	-	1	1
LO9: Analyse the role of leader in successful organisations.	-	-	-	1	-	3	-	1	2

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Basics of Marketing Management - Definition, Scope, Core Concepts, Tasks - Basic 4 P's of Marketing Mix & Updated P's of Marketing Mix Understanding Consumers' Markets - Factors affecting consumer buying Behavior - Bases of segmenting consumer markets - Targeting: Meaning, evaluating and selecting the market segments - Positioning: Developing and establishing Brand Positioning (POP & POD concept briefly) - Differentiation strategies (briefly) Understanding Business Markets - Business v/s consumer markets	10	17



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	Developing Product Strategy - Product characteristics and Classification - Product hierarchy Developing Services - Definition, categories - Distinctive Characteristics Pricing Decisions - Consumer Psychology and Pricing		
II	Managing Distribution Channels - Marketing Channels - Role, Importance Managing Marketing Communications - Role of Marketing Communication Managing Mass Communications <u>Advertising:</u> 5 M's <u>Sales Promotions:</u> - Major sales promotion tools <u>Events, Experiences:</u> - Objectives and sponsorship decisions <u>PR:</u> - Functions and PR decisions - Tools in marketing PR Managing Personal Communications: <u>Direct Marketing:</u> - Benefits, different direct marketing channels <u>Interactive Marketing:</u> - Advantages and disadvantages - Interactive marketing communication options <u>Word-of-mouth:</u> - Platforms – Social Media, Viral marketing, opinion leaders <u>Personal Selling:</u> - Major steps in effective selling	10	18
III	Introduction to Human Resource Management: - Meaning, Objectives, Scope and Functions of HRM, Role of HR executives, Changing environment of HRM in India, Globalization and its impact on HR Human Resource Planning: - Significance, Benefits and Process, Factors affecting Human Resource Planning Recruitment: - Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy	10	18



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	Selection: - Selection Process, Application Forms, Selection Tests, Interviews, Evaluation, Placement, and Induction Training and Management Development: - Steps in the training process, Significance and Methods of Training, Concept and Methods of Management Development, Differences between Training and Development, Evaluation of Training and Management Development		
IV	Performance Appraisal: - Concept and Need for Performance appraisal, Performance Evaluation Process, Performance Evaluation Methods- 360-degree Feedback, Management by Objectives (MBO) Compensation and Reward Systems: - Meaning, types, Strategic approach to compensation Employee Welfare and Social Security: - Employee Welfare - Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and Non-Statutory Welfare Facilities - Social Security – Meaning, Features and Classification of Social Security - Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity, Employee Provident Fund (Coverage and Operation)	10	17
V	Practical - Studying the Market Segmentation bases used by various companies to segment the markets for their products. - Compare and analyze marketing communications of a few brands in the same product / service category Students may visit any company to understand the application of the topics learned in Module III to IV	---	(30 Marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Philip Kotler & Kevin Lane Keller	Marketing Management	Pearson Education	15 th / Latest
2	Lamb, Hair, Sharma & McDaniel	Principles of Marketing – A South Asian Perspective	Cengage Learning	Latest
4	Stanton, Etzel & Walker	Fundamentals of Marketing	McGraw Hill	Latest
5	Kotler, Keller, Koshy and Jha	Marketing Management – A South Asian Perspective	Pearson Education	Latest
6	Arunkumar and Meenakshi	Marketing Management	Vikas Publishing	Latest
7	Pravin Durai	Human Resource Management	Pearson	Latest
8	Garry Dessler and Biju Varkkey	Fundamentals of Human Resource Management	Pearson	Latest
9	K. Ashwathapa	Human Resource Management	Himalaya Publication	Latest
10	Uday Kumar Halder & Juthika Sarkar	Human Resource Management	Oxford	Latest
11	P.K. Padhy	Labour & Industrial laws	PHI	Latest
12	S.C. Shrivastava	Industrial Relations & labour Laws	VIKASH	Latest
13	P.R. N Sinha	Industrial Relations; Trade Union & Labour Legislation	Pearson	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Marketing
2. Indian Journal of Marketing
3. Journal of Marketing Management
4. Journal of Retailing
5. Journal of Consumer Behavior
6. Brand Equity
7. Journal of Organizational Culture
8. Harvard Business Review
9. HRM Review
10. Indian Journal of Training and Development
11. Indian Journal of Industrial Relations