

One Year Post Graduate Diploma in Management (Event Management)

Optional Courses

Code: PDOE001

Integrated Marketing Communications

4 Credits

<u>Objective:</u>	To enable participants with knowledge; skills and attitudes to undertake work related to Integrated Marketing Communications in an Organisation.
<u>Content:</u>	<p>Introduction and Role:</p> <p>Role of Integrated Marketing Communications in an organization; Evolution of IMC; The Promotional Mix; The IMC Process; Market and Competitor Analysis; The role of Tools of IMC; Role of Client; Agency and Types of Agencies; Advertising and PR; Analysing the Communication Process; Models of Communication; FCB Model; ELM Model. Persuasive Communication (15 hours)</p> <p>Establishing Objectives;</p> <p>DAGMAR Approach; Setting Objectives for IMC; Budgeting Decisions and Approaches; Creative Strategy; Developing the creative aspect of communication; Creative Appeals; Styles and tactics; Media Planning strategy; Developing the Media Plan; Evaluation of Media Plan and follow up; (15 hours)</p> <p>Media Evaluation:</p> <p>Evaluation of Different Media; Television; Print; Broadcast and Support Media; Direct Marketing; Digital Marketing; Internet and Interactive Media; Public Relations and its use; Establishing Media Objectives; Reach and Response; (15 hours)</p> <p>Sales Promotion :</p> <p>Scope and role in IMC; Consumer Franchise Building Promotions; Consumer oriented Sales Promotion; Tools of Sales Promotion; Coordination of Sales Promotion with other tools of IMC; Budgeting for Sales Promotion; Objective setting and coordination with other IMC tools for budgeting; Media Support and timing; Measuring impact and tracking of IMC (15 hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readin</u>	1. Advertising Management by Aaker; Myer and Batra; Prentice Hall India; Latest Edition

gs	<ol style="list-style-type: none"> 2. Brand Building Advertising: Concepts and Cases by M.G. Parameshwaran; TMH; Latest Edition 3. Contemporary Advertising by Arens; Tata McGraw Hill; Latest Edition 4. Advertising and Promotion: An IMC Perspective by Belch & Belch; TMH; Latest Editio
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Code: PDOE002

Product and Brand Management

4 Credits

<u>Objective:</u>	To enable participants of the course to make management decisions related to the Product and also to the Brand.
<u>Content:</u>	<p>Product Strategy and Analysis:</p> <p>Product Strategy and Planning, Product and Market Focused Organisations, Product and Market Evolution, Product Life Cycles, Defining the Competitive Set, Category Attractiveness Analysis, Competitor Analysis and Customer Analysis. (15 hours)</p> <p>Product Development:</p> <p>Developing Product Strategy, New Product Development, Designing the Offer, Market and Sales Potential, Pricing Decisions, Advertising and Promotion decisions, Concept and Product Testing, Financial Analysis for Product Management. (15 hours)</p> <p>Branding:</p> <p>Introduction to Brands and Branding, Rationale for Building Brands, Types of Brands, Creating a Brand Designing Brand Identity using Kapferer’s Identity Prism, Customer Brand Building Equity Model, Strategic Brand Wheel and Baps, Brand Mantras, Organisation and Branding, Brand Equity and Building Brand Equity, Measuring Brand Equity. (15 hours)</p> <p>Brand Positioning:</p> <p>Brand Positioning, Consumer Behaviour, Crafting Brand Positioning Strategy, Building Marketing Programmes for Brands, E-Branding and building Online Brands, Brand Strategies including Line and Category Extensions, Umbrella Branding and Managing the Brand Architecture. (15 hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Product Management by Donald Lehman and Russell Winer, Tata McGraw Hill, Latest Edition 2. Product Management by Moore and Pessemier, McGraw International, Latest Edition 3. Strategic Brand Management by Kevin Keller, Pearson Education, Latest Edition 4. Brand Management, Principles and Practices by Kirti Dutta, Oxford Publication, Latest Edition.
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Code: PDOE003

Financial Management

4 Credits

<u>Objective:</u>	At the end of the course, the students will have developed competence in analyzing financial information to facilitate long term and short term financial decisions
<u>Content:</u>	<p>Concepts and Conventions of Accounting, Reading of Annual Report, Balance Sheet, Profit and Loss Account, Vertical Form, Cash Flow statements, Comparative statements, Common Size Statements, Profitability (15 Hours)</p> <p>Ratios. Basic Accounting Standards.</p> <p>Directors' Report, Auditor's Report, Notes to Accounts, Understanding Annual Reports of Companies with Ratio Analyses. Exposure to at least one corporate database software is desirable. (15 Hours)</p> <p>Scope of Financial Management, Creating Shareholder Value, Agency Issues, Time Value of Money, Forecasting cash flows, Estimation of Project Cost, Techniques of Capital Budgeting, N. P. V., I. R. R., Discounted Payback, profitability Index.</p> <p>Cost of Capital: Meaning and Concept, Calculation of WACC, Capital Structure and Leverage: concept. (15 Hours)</p> <p>Basics of Working Capital, Operating cycle, Estimation of Working Capital, Components of Working Capital, namely, Cash, Inventory and Debtors, Sources of Long term and Short term finance. (15 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, Latest edition. 2. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, Latest edition. 3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, Latest edition 4. N. Ramchandran, Ram Kumar Kakani: 'Financial Accounting for Management, Tata McGraw-Hill Pvt Ltd: Latest edition 5. Bhattacharyya, S. K. And John Dearden; 'Accounting for Management'; Vikas Publishing House Pvt. Ltd.; New Delhi;

	<p>Latest edition</p> <p>6. Chandra, Prasanna; 'Financial Management: Theory and Practice'; Tata McGraw-Hill; Latest edition.</p> <p>7. Pandey, I.M. and Ramesh Bhat; 'Cases in Financial Management'; Tata McGraw-Hill; Latest edition.</p> <p>8. Pandey, I.M.: 'Financial Management'; Vikas Publishing House Pvt. Ltd. Noida UP; Latest edition.</p>
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Code: PDOE004

Human Resource Management

4 Credits

<u>Objective:</u>	At the end of the course, the student will have a competence in understanding the HR practices of a firm and an ability to take Human Resource Management (HRM) decisions, considering the implications of the HRM function on other functions and vice-versa
<u>Content:</u>	<p>Fundamentals of HR Management: Concepts and Perspectives. Corporate objectives and challenges of HR in a dynamic environment.</p> <p>Job Analysis: Job description and job Specification.</p> <p>Human Resource Planning: Demand and Supply; Downsizing and Retention. (15 Hours)</p> <p>Recruitment and Selection:</p> <p>Performance Management: potential assessment and competency development.</p> <p>Training and Development: Training process and methods. (15 Hours)</p> <p>Compensation and Reward Management: Job Evaluation, methods and types of compensation.</p> <p>Employee Relations and Trade Unions. Grievance Redressal, Dispute Resolution and Conflict Management.</p> <p>International Dimensions of HRM. Employee Empowerment. Employee sourcing, recruitment and selection, performance management, reward management, training and development and employee relations. (15 Hours)</p> <p>Organizational strategy, structure, culture and change; and their implications for HRM. Emerging areas in academic literature and practice. Critical perspectives. (15 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readings</u>	<p>Beardwell, Ian and Len Holden; 'Human Resource Management'; Macmillan India Ltd.; Latest edition.</p> <p>Dessler, Gary; 'A Framework for Human Resource Management'; Pearson Education India; Latest Edition.</p> <p>Selected articles from Indian and foreign journals.</p> <p><u>Reference:</u></p> <p>1. Cascio W F and Nambudiri R; 'Managing Human Resources' –</p>

	<p>Productivity, Quality of Worklife, Profits, Mc Graw Hill, Latest Edition</p> <p>2. Noe R A, Hollenbeck JR, Gerhart B and Wright P M, 'Human Resource Management' – Gaining a competitive advantage, Mc Graw Hill, Latest Edition</p>
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Code: PDOE005

Communication Skills

4 Credits

<u>Objective:</u>	<p>At the end of the course the student will be able to communicate effectively with confidence both orally and written so that student is able to:</p> <ol style="list-style-type: none"> 1. Facilitate interpersonal Communication, 2. Present effectively; 3. Effectively participate and lead group discussions and tasks in writing effectively. 4. Negotiate in various situations. 5. Be a good public speaker 6. To write effectively formal and informal communication.
<u>Content:</u>	<p>Interpersonal and group communication, communication through telephone, facing and conducting interviews for employment as well as other purpose, public speaking, Presentation design and layout, presentation delivery; Planning and preparation for group discussions, how to summarize and guide the direction of a discussion , group discussion etiquettes; Competitive versus collaborative decision making, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation; various stages of preparation for delivering a speech – selection of topic, relevant data collection, draft preparation etc. Listening to famous speeches; Comprehension, letter writing – formal and informal, report writing, creative writing; Structure and content of various types of reports, how to provide references and written data presentations</p>
<u>Pedagogy:</u>	<p>lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.</p>
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Murphy/Hildebrandt/Thomas: <i>Effective Business Communication</i> - Seventh Edition - Tata Mc Graw Hill 2. Business and Professional Communication by Kelly M. Quintanilla and Shawn T. Wahl, latest South Asia Edition, Sage Publications India Pvt. Ltd, Mathura Road, New Delhi, India, 110044. 3. Effective Business Communication by Anjane Sethi ,Bhavna Adhikari, Tata MacGraw Hill Education, India. Latest Edition 4. How to be a Great Communicator in Person, On Paper, and on

	Podiumby Nido Qubein, Viva Books, India.
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Code: PDOE006

Marketing Management

4 Credits

<u>Objective:</u>	At the end of the course, the students would have competence in understanding and using Marketing Frameworks, Theories and analytical tools for analysing and decision making in the area of Marketing.
<u>Content:</u>	<p>Role of Marketing, Core Concepts of Needs, Wants and Demands, Marketing Orientation of Companies. Strategic Planning and Marketing Management Process. External Environment including Customers and Suppliers.</p> <p>Consumer Behaviour and Consumer markets, Theories of Consumption Behaviour, Buying Process and decision making process. Types of Buying behavior. Organisational Buying behavior, Industrial Market, Reseller Markets, Government Markets. (15 Hours)</p> <p>Marketing Information Systems, concepts and components, Market Measurement and Forecasting techniques, Demand Estimation, Segmentation, Targeting and Positioning, Types of segmentation, Basis for Segmentation. Marketing Plan, Process and evaluation, New Product Development Process, Product Life Cycle concept, different strategies of different stages of PLC, Strategies for Leaders, Followers, Challengers and Nichers. (15 Hours)</p> <p>Product Concept and hierarchy, Product decisions, Branding and Packaging Decisions, Pricing and setting of Price, Methods of Pricing and initiating responses to Price Cuts. Channels of Distribution, Role and Types of Channel, Distribution Channel design and management and modification. Retailing and Wholesaling. Advertising and Integrated Marketing Communication. Advertising decisions, Media decisions, Sales promotion concept and designing. Sales Management and Personal Selling. Digital Marketing and Social Media Marketing. (15 Hours)</p> <p>Marketing Plan, Audits and Control of Marketing Decisions. Annual Plan Control, Profitability Control, Efficiency Control and Strategic Control. (15 Hours)</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a

	combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Majarao, Simon; 'The Essence of Marketing'; Prentice Hall of India Limited; New Delhi; Latest edition. 2. Kotler, Philip. Keller Kevin., Koshy Abraham., and Jha Mithileshwar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, Latest edition. 3. Ramaswami., Namkumari; Marketing Management, McMillan IndiaLtd. New Delhi. Latest Edition 4. Baines, Paul; Chris, Fill; Kelly, Page; Sinha, Piyush Kumar: Marketing Management; Oxford Press, India. Latest Edition