Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2018-19 (Batch of 2017-19)
MBA COURSE HANDOUT (Semester – IV)

Course	:	**International Marketing**		
Course Code	:	**021141404**	**No. Credits**	**02**
Faculty Name	:	**Dr. Satya Prasad VK**		
			No. Hours	**30**
Consultation Hours	:	**04-40 PM to 05-00 PM**		
Mobile	:	**9949592209**	**Email ID**	**vk.satyaprasad@sibmhyd.edu.in**

MBA Program Objective (SIDU): -

To prepare students for an excellent corporate career, combining theory with practice, classroom teaching with management development

Course Objectives: -

➢ To help student understand relevant theoretical concepts strategies in International Marketing
➢ To help student analyze and apply various modes of entry into global markets.
➢ To Familiarize the students with the nuances of Export Procedure and Documentation and related issues

Course Outcomes: -

The course objectives will be

CO(1): Student will have theoretical clarity on various principles of Tourism Marketing

CO(2): Student will be able to analyse the International Business Environment & appreciate the potential and challenges of entering into International Markets

CO(3): Student will be able to independently carry out preparation of Export & Import Documents

Recommended Text Book: -

➢ International Marketing - Philip R. Cateora, Mary C. Gilly, John L. Graham, Mcgraw Hill, 15/e.

Pedagogy: -

➢ Article Discussion, Case Analysis/Discussion, Role Play, Test/Quiz. Video Review

Suggested Reference Books: -

➢ International marketing by Rakesh Mohan Joshi, Publisher: New Delhi Oxford University Press 2014 Edition: 2nd ed.
➢ International marketing by Vasudeva P K. Publisher: Excel books, Edition: 3rd.

Course Map

	Course Description	Learning Outcomes	Assessments
Subject : International Marketing 21141404)	Marketing undertaken by a firm for profit in more than one country is International Marketing. Since the firm has to carry out its marketing operations in more than one nation, it is more challenging compared with domestic marketing. A variety of environmental factors combine to make marketing decisions of a business organization a complicated task.	**LO (1):** Students gain insight into various principles/concepts of International Marketing	➤ Article Discussion ➤ Case Analysis ➤ Role Play ➤ Test/Quiz. ➤ Video Review
		LO (2): Demonstrate application of various 7P's to International Market	➤ Case Discussion ➤ Class Test/Quiz/case analysis ➤ Activity
		LO (3): Will be able to conduct Country analysis of chosen Country	➤ Project Presentation

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE+ Mapping
Session No.	**Topics**	**Class Delivery**	**Chapter/Content/ Case/Readings**	**Assessment /evaluation Weightage (S,M,W,NL)**	
1 -2	Scope and Challenge of International Marketing	Lecture, Activity	**Chapter 1**	**CO(1) M**	
3-5	Environment of International Marketing - Political, Legal, Cultural, History	Lecture, Activity and Discussion	**Chapter 3-7** BP's Macondo: Spill and Response : PID:711021 (HBR CASE)	**CO(1) S** **CO(2) S**	**G**
6-9	International Markets – Europe, Africa, Middle East & Asia Pacific – BRICS, ASEAN, MERCOSUR, EU	Lecture, Activity, Discussion	**Chapter 8-11** Ethiopia: An emerging Market Opportunity? 915501-PDF-ENG (HBR CASE)	**CO(2) S** **CO(3) S**	**E**
10-11	Modes of Entry – International Markets	Lecture, Activity Discussion,	**Chapter -12** Yushan Bicycles: Learning to Ride Abroad (9-917-439) HBR Case House of Tata: Acquiring a Global Footprint (708446) HBR Case	**CO(1) S** **CO(2) S**	
12-14	International Marketing Mix – Products and Services for Consumers – Businesses	Discussion, Case Analysis and Activity	**Chapter -13,14** Pepsi Blue(HBR CASE)	**CO(1) S** **CO(2) S**	**E**
15-16	Price – channels – IMC – Personal Selling and Sales Force Management	Lecture, Discussion	**Chapter 15-18** Astra Sports, Inc (A) (HBR CASE) 595007-PDF-ENG Astra Sports, Inc (B) (HBR CASE) 595008-PDF-ENG Case Discussion	**CO(1) S** **CO(2) S**	
17-18	Negotiating with International Customers, Partners and Regulators	Discussion and Activity	**Chapter 19**	**CO(1) S**	
19-20	Import & Export Procedures in India	Discussion, Activity	**Chapter 10,14**	**CO(3) S**	**E**

GSTEE+ *Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential. Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning.*

Expectations from Students

a. Students must report to the respective sessions well before the announced time. Latecomers will not be permitted to join the class after the scheduled time. If late, the attendance for that session will be marked as absent.

b. Read the Study material well prior to the class discussion. He/she is also expected to read the chapter indicated in the course plan as the faculty directs.

c. In the class discussion student is expected to participate actively and contribute to individual and group learning.

d. Evaluation is a continuous process at SIBM. Every student needs to be aware of the timelines given in the section below. Absence from these evaluations will mean non awarding of marks in that particular component

e. Wherever applicable, group assignments require each student to contribute to the group effort. This enhances group effectiveness and leads to greater appreciation of working in groups.

f. Students are expected to show high regard and appreciation for in class discipline and desist from using mobile phones. This disturbs the class ambience and unnecessarily diverts attention of other students as well as the faculty member.

g. Each faculty has been given a scheduled consultation hour. Utilize this time to meet the faculty and clarify doubts if any, seek explanations and get mentored if needed.

h. Attendance is compulsory in all sessions. However refer to guidelines in your academic handbook for exceptions.

Evaluation Scheme: -

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component Name	Expected slot / due date	Marks declaration	Weightage Marks
1	Assignment (Case analysis, activity)	At the end of sessions 3,7,10,11	Within 1 week	20 Marks
2	Quiz	End of 14 session	Within 1 week	20 Marks
3	Group Project	Session 20th	Within 1 week	20 Marks
4	End exam	At the end of the semester		40 Marks
Total				**100** Marks

Brief profile of the Faculty Member: -

Dr. Satya Prasad VK is a Ph.D. from Osmania University, Hyderabad. He completed his Ph.D. in the area of International Marketing in 2008. He has more than 17 years of experience in Academics. He has published papers in International/National Journals, Books, guided students for Ph.D., designed academic programmes/courses, conducted conferences, FDP's, MDP's etc. Apart from Academics, he held administrative responsibilities like Asst. Director, Academics, Director Admissions, HOD, Area Chair etc. He has worked in Premier Business Schools in Hyderabad & Bangalore. He was awarded as Runner Up in "Apollo NJ Yashaswi" award for Best Teacher at IBS, Hyderabad. He had won accolades for "Best Summer Project Supervision/Guide "for 3 consecutive years. His major areas of Interest are International Business, Tourism, Consumer Behavior, IMC, Rural Marketing etc.

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Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2018-19 (Batch of 2017-19)
MBA COURSE HANDOUT (Semester – IV)

Course	:	Marketing Strategy and Implementation		
Course Code	:	021141405	No. Credits	02
Faculty Name	:	Dr. Saradhi Kumar Gonela		
			No. Hours	30
Consultation Hours	:	04-40 PM to 05-00 PM		
Mobile	:	98498 58976	Email ID	saradhi.gonela@sibmhyd.edu.in

MBA Program Objective (SIDU): -

To prepare students for an excellent corporate career, combining theory with practice, classroom teaching with management development

Course Objectives: -

The course intends to focus on the following issues:

CO(1): Provide the students with a sound theoretical understanding of concepts and models of Marketing Strategy and their application.

CO(2): Help the students appreciate challenges faced by marketers and enable them to conceptualize strategic recommendations which would lead to better value to customers.

CO(3): Enable students develop critical decision making skills in marketing planning at a strategic level.

Recommended Text Book: -

➢ Hooley. G, et al, "Marketing Strategy and Competitive Positioning", 4 ed., Pearson

Suggested Books: -

➢ Ferrell and Hartline, "Marketing Strategy: Text and Cases", Cengage Learning, 2012 Edition.
➢ Boyd Larreche and Walker Mullins, "Marketing Strategy a Decision-Focused Approach", McGraw Hill, 2005
➢ David Mercer, "Marketing Strategy: The Challenges of External Environment", Sage Publications, 1998.

Course Map

	Course Description	Learning Outcomes	Assessments
Subject & Course Code: - Marketing Strategy and Implementation (21141405)	The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strsategic options and programs. This is an advanced course for students specializing in Marketing. Taken in the final year, this course serves as a "capstone" course that integrates all concepts and frameworks learned from prior marketing courses. Students will address critical decision issues involved in marketing planning at a strategic level.	**At the end of the course, the student is expected to:** **LO(1)** Realize the significance of strategic intent behind marketing organization of a company.	➤ Class Discussion ➤ Quiz Test
		LO(2) Critical evaluation of the operating environment to figure opportunities and tap the same by examining the existing decisions involved in marketing planning at a strategic level or formulate new decisions, if need be.	➤ Case analyses as mentioned in the session plan ➤ Project on defining a) evolving needs b) new ways of meeting existing needs c) competition in the back drop of the above.
		LO(3) Understand how the marketers make decisions with reference to the marketing mix, with a view to creating value and competing with rivals.	➤ Case analyses as mentioned in the session plan ➤ Creating a marketing memo on facing competition and to establish lasting relations with customers.

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTE* and E# Framework
Session #	**Topic/Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S,M,W, NL)**	
1	Introduction to Marketing Strategy Market-led business strategy	E. Raymond Corey *"Marketing Strategy--An Overview"*	Class Exercise & Discussion	CO(1) – Quiz/M	**G**
2	Internal analysis and capacity building Selecting strategic target markets	Robert J. Dolan *"Note on Marketing Strategy"*	Article Discussion	CO(2) – Quiz/S Case Presentation/Class Participation	**S**
3	Understanding and forecasting macro environment Positioning research and principles	Steenburgh and Avery, *"Marketing Analysis Toolkit: Situation Analysis"*	Article Discussion	CO(2) – Quiz/M, Project/M	**G**
4	Customer and competitor analysis Forecasting future demand	Drumwright and Kosnik, *"Marketing Strategy Formulation"* HBR Case Study	Article Discussion	CO(1) – Quiz/S, Project/M	**S**
5	Creating appropriate marketing mix		Lecture and Discussion	CO(2) & CO(3) – Case Presentation/Class Participation /S	**S**
6	Creating competitive advantage through market-driving strategy		Classroom activity	CO(1) –NL	**G**
7	Deriving marketing plan and resource allocation		Classroom activity	CO(3) – Case Presentation/Class Participation/M	**S and E#**

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTE* and E# Framework
Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S,M,W, NL)	
8	Identifying strategic alliances and relationships along with appropriate marketing mix		Student Group Presentation	**CO(2) & CO(3) – S**	**G**
9	Emerging marketing strategies in changing dynamic environment		Lecture & Discussion / Guest Lecture	**CO(3)- NL**	**E***
10-11	Marketing strategies in digital era and network economies	Youngme Moon "*Interactive Technologies and Relationship Marketing Strategies*"	Article Discussion	**CO(2) & CO(3) – S**	**E***
12-13	Marketing strategies in digital era and network economies	Thales S. Teixeira "*Digital Marketing Strategy*"	Classroom activity and Article Discussion	**CO(2) & CO(3) – S**	**T**
14	Khanna and Palepu "*METRO CASH & CARRY*"		Case Discussion	**CO(2) & CO(3) – S**	**E#**
15	R. Srinivasan, CavinKare *Private Limited A*		Case Discussion	**CO(2) & CO(3) – S**	**E#**
16	R. Srinivasan, CavinKare *Private Limited B*		Case Discussion	**CO(2) & CO(3) – S**	**E#**
17	Rohit Deshpande, *India's Amul Keeping Up with the Times*		Case Discussion	**CO(2) & CO(3) – S**	**E#**
18	Christopher A. Bartlett, "*Unilever's Lifebuoy in India: Implementing the Sustainability Plan*"		Case Discussion	**CO(2) & CO(3) – S**	**E#**
19	Class Presentations			**CO(1), CO(2) & CO(3) – S**	**E#**
20	Class Presentations			**CO(1), CO(2) & CO(3) – S**	**E#**

GSTEE* *Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential. Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning.*

Project/ Assignment: -

The assignments included in the course would be aimed at reinforcing the classroom learning and sharpen analytical skills. The assignments will be carried out in-groups consisting of 3 to 4 students. The assignment details will be circulated separately.

Expectations from Students: -

a. To participate in the classes exercises and activities

b. To be present in the class on time specified by all means.

c. To be sincere in doing the assignments and class preparations

d. To maintain the dignity of a classroom and cooperate for the class and restrain from using mobile phones

e. To actively participate in case analysis and incorporate the theories into practical phenomena

f. To be consistent in preparation for the class and tests which enables continuous learning

g. To have a parallel awareness on the current business trends and events to get associated with the theories learnt.

h. To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timeline: -

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component Name	Expected slot / due date	Marks declaration by	Weightage
1	Surprise Quiz	Before Session 10	Two session later	5 Marks
2	Assignment	Session 15	Session 17	10 Marks
3	Case Discussion	As per schedule	Two session later	5 Marks
4	Case Discussion	As per schedule	Two session later	5 Marks
5	Case Discussion	As per schedule	Two session later	5 Marks
6	Case Discussion	As per schedule	Two session later	5 Marks
7	Project Presentation			25 Marks
End exam	At the end of the semester			40 Marks
Total				100 Marks

Quality Assurance: -

The SI(DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI(DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief Profile of Faculty: -

Dr. Saradhi received his Doctorate in business management from Osmania University, Hyderabad. He has about 15 years of experience in corporate research and teaching.

His research interests include the impacts of digitalization and globalization on marketing, economics and corporate strategy. His teaching interests include Marketing Management, Digital Marketing, Retail Management, Consumer Behaviour, Strategy and Macro Economics. He has more than 150 case studies and 40 teaching notes to his credit (available at European Case Clearing House (ECCH), UK, www.thecasecentre.org). He published 6 books and 5 research papers in national journals.

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Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2018-19 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – II)

Course	:	Business Analytics		
Course Code	:	021141202	**No. Credits**	**03**
Faculty Name	:	Dr. D Rajkumar Pillay		
	:		**No. Hours**	**45**
Consultation Hours	:	-		
Mobile	:	94928 41968	**Email ID**	rajkumar.pillay@sibmhyd.edu.in

MBA Program Objective (SIDU):-

To prepare students for an excellent corporate career, combining theory with practice, classroom teaching with management development

Course Objectives:-

CO (1)   To develop an insight to concepts, principles and techniques of

Business Analytics CO (2)   To relate Analytical theories and techniques to

apply for decision making.

CO (3)   To appraise Analytical information for analysis evaluation & interpretation

Recommended Text Book:-

➢   Business Analytics by James R. Evans

Suggested Reference books:-

➢   Your Equation with models: Introduction to Advanced Analytics Material

➢   Practical Business Analytics Using SAS

➢   SAS essentials: Mastering SAS for Data Analytics

Additional Learning Resources:-

➢   Edx Online learning resource for Business Analytics

➢   SPSS campus licensed software.

➢   SAS campus licensed software

➢   R-Programming

➢   Tableau software

Course Map

	Course Description	Learning Outcomes	Assessments
Subject & Course Code:- Business Analytics (02114I202)	This course provides an understanding of Business Analytics fundamentals of practical data analytics and its application. To provide understanding on how analytical concepts are applied in different domains in the management. To train the students on analytical skills and models needed to analyze the data and draw the insights of relations between the variables of a data set. It provides in-depth overview of the analytics required for understanding data for generating reports to the end used for effective business decision making.	At end of the Course the student will be able to apply and interpret the fundamental Concepts of business analytics.	➢ Discussion and Quiz
		Summarizing and describing the business data structures.	➢ Case analysis (Data set)
		Application of Statistical Techniques for predictive analytics to analyze the data for business decision making	➢ Exercise
		Application of Optimization for Prescriptive analytics for predicting the business in the competitive environment.	➢ Exercise and Assignments
		Classification models for prediction the uncertain business opportunities and problems.	➢ Presentation and evaluation the projects

Delivery Schedule

	Session Plan			Evidence of Learning (Mapping CO with SO	G. S. T. Ethics & Experiential learning
Session No.	**Topic / Intended Learning**	**Resources Chapter Reading**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	
1 & 2	Introduction to Business Analytics and Big Data	Material by the faculty	Lecture and PPT	CO 1 / Quiz-S	Ethics: Detailed discussion on ethical usage of data.
3 & 6	R and SAS Programing	Material by the faculty	Lab sessions	CO 1 & 2/Exercise-M	Experiential learning: Lab sessions using data sets
7 & 9	Descriptive Analytics	Material by the faculty	Lab sessions	CO 2 / Lab exercise - M	Experiential learning: Lab sessions using data sets
10	Internal Component I	Internal Component I	Lab Test	CO 1, 2 / S	
11 to 12	Visualizing and Exploring data	Material + SAS essentials	Lab Session	CO 1 / Exercise-S	Experiential learning: Lab sessions using data sets
12 to 13	Probability distribution and data modeling	Computer Repair Times- Data Set	Lab session	CO 1, 2 / S	Experiential learning: Lab sessions using data sets
13 to 14	Statistical inference	Material by faculty	Lecture + lab session	CO 1, 2, 3 / S	Experiential learning: Lab sessions using data sets

Session Plan				Evidence of Learning (Mapping CO with SO)	G. S. T. Ethics & Experiential learning
Session No.	Topic / Intended Learning	Resources Chapter Reading	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	
15	Internal component 2	Internal component 2	Internal component 2	CO 2 & 3 / S	
16 to 17	Predictive modeling and analysis	Home Market value data set	Lab session	CO 2 & 3 / M	Experiential learning: Lab sessions using data sets
18 to 19	Regression analysis	Trend lines and Regression Analysis-Chapter 8 from Business Analytics-James Evans	Lab session	CO 1, 2 & 3-S	Experiential learning: Lab sessions using data sets
20 to 21	Forecasting techniques	Larsen and Toubro: spare parts forecasting	Lab session	CO 3 / S	Experiential learning: Lab sessions using data sets
22	Internal component 3	Internal Component	Internal Component	CO 3 / S	
23 to 24	Prescriptive analytics	Material by faculty	Lab session	CO 1, 2, 3 / Presentation-S	Experiential learning: Lab sessions using data sets
25 to 27	Decision Analysis and BI	Material by faculty	Lab session	CO 1, 2, 3 / Presentation-S	Experiential learning: Lab sessions using data sets
28 to 30	Project viva – Internal component 4	Project viva – Internal component 4	Project viva - Internal component 4	Project viva – Internal component 4	Experiential learning: Lab sessions using data sets

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential
Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

Expectations from Students:-

➢ To participate in the classes exercises and activities

➢ To be present in the class on time specified by all means.

➢ To have an active class participation and interaction in the class on the subject associated topics

➢ To be sincere in doing the assignments and class preparations

➢ To maintain the dignity of a classroom and cooperate for the class

➢ To actively participate in case analysis and incorporate the theories into practical phenomena

➢ To undertake the tests very seriously and perform better

- To be consistent in preparation for the class and tests which enables continuous learning
- To have a parallel awareness on the current business trends and events to get associated with the theories learnt.
- To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timelines:-

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component Name	Expected slot / due date	Marks declaration by	Weightage
1	Multiple Choice based questions	10th session	10th session	10
2	Multiple Choice based questions	15th sessions	15th session	20
3	Multiple Choice based questions	22th session	22th session	20
4	Data Science: Machine learning from EDX Portal (Audit the Course / Certification)	29-11- 2018 to 15-02-2019	25-02-2019	40
End Exam	At the end of the semester			60 Marks
	Total			150 Marks

Brief Profile of the Faculty Member:-

Professor Rajkumar Pillay's academic career now spans more than 15 years, during which he has published several research papers and articles in national and international journals. His research areas include, teaching pedagogy in the faculty of Business Statistics, Advanced Statistics, Data Analysis Methods and Supply Chain Analytics with special reference to simulation models in operations.

His significant publications are (1) Revisiting Servant Leadership: An Empirical study in Indian Context and (2) Teaching Concepts of Probability: A case Methodology for B-Schools, and has 37 citations with "h-index and I10 index".

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2018-19 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – II)

Course	:	Management Accounting			
Course Code	:	021141203		No. Credits	02
Faculty Name	:	Dr. K P Venugopala Rao			
	:			No. Hours	30
Consultation Hours	:	04:40 PM to 05:00 PM			
Mobile	:	92462 74461	Email ID	dydirector@sibmhyd.edu.in	

MBA Program Objective (SIDU):-

To prepare students for an excellent corporate career, combining theory with practice, classroom teaching with management development

Course Objectives:-

CO1:- To bring in the conceptual understanding of management accounting and appreciate various tools and techniques employee.

CO2:- Application of management concepts tools and techniques in planning, decision making, controlling.

CO3:- To evaluate the possible alternatives for decision making.

Recommended Text Book:-

➢ Dr. S N Maheshwari, Dr. S K Maheshwari, Sharad K. Maheshwari, (2012), Accounting for Management, Vikas Publishing House

Suggested Reference Books:-

➢ Khan and Jain (2016) Management Accounting- Text and Problems, Mc Graw Hill

➢ Charles T. Horngren (2016). Introduction to Management Accounting, Pearson

Additional Learning Resources:-

➢ The Management Accountant (Journal)

➢ Management Accounting for Decision Making by Narsimhan M. S, IIM Bangalore on Swayam platform

➢ Business magazines and newspapers

Course Map

	Course Description	Learning Outcomes	Assessments
Subject & Course Code:- Management Accounting 021141203	This course provides an in-depth understanding of the dilemmas the management face in the world of competition with limited resources. The usage of tools and techniques on the appropriate accounting information for analysis and its impact on decision making. It lays out the canvas to deliberate on various options available to the management in decision making and controlling the business activities. It answers crucial questions on what, when and how to use the economic resources in the interest of the management.	**At end of the Course the student will be able to** Appreciate the Concepts and the framework of presentation the accounting information with appropriate classification of elements	➤ Classroom discussion and assignment
		Appreciate the management tools and techniques	➤ Quiz and Discussion
		Understand the application of appropriate techniques in Management accounting considering the business conditions	➤ Exercise
		Use appropriate tools to present the accounting information for effective decision making	➤ Exercise and Assignments
		Analyze and interpret the results for better decision-making in the competitive markets	➤ Online assessment and presentation

Delivery Schedule

	Session Plan			Evidence of Learning (Mapping CO with SO)
Session #	**Topic / Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**
1	Introduction to Management accounting – *Governance*	Reading - S N Maheshwari	Lecture	CO1 / Quiz-S
2	Analysis of Accounting information- Application of Tools – *Sustainability*	Reading - Comparative analysis - S N Maheshwari	Lecture	CO1 / Quiz-S
3	Analysis of Accounting information- Application of Tools – *Sustainability*	Reading - Ratio Analysis - S N Maheshwari Abu Dhabi National Hotels, What went wrong? – Harvard case	Lecture and Exercises	CO2 / Evaluate the Exercise-S
4	Analysis of Accounting information - Application of Tools *Sustainability and Technology*	Reading - Ratio Analysis and Bankruptcy analysis - S N Maheshwari and Internet resources	Internet resources and Lecture and Exercises	CO2 / Evaluate the Exercise--S

5	Analysis of Accounting information- Application of Tools *Governance, Sustainability and Ethics*	Reading Cash flow and Funds flow S N Maheshwari	Discussion and Exercises	CO2 / Assignment--S
6	Discussion of Assignment – *Technology*	Reading - S N Maheshwari; Khan and Jain Data of Company from Bloomberg for analysis	Group Discussion	CO1 and CO2 / Written Analysis--S
7	Costing and Techniques – *Governance*	Reading - Cost Sheet and Activity Based Costing- S N Maheshwari; Khan and Jain	Lecture and Exercise	CO1 and CO2 / Evaluate the Exercise--S
8	Costing and Techniques – *Governance, Sustainability*	Reading - Absorption and Marginal Costing - S N Maheshwari; Khan and Jain	Discussion and Exercise	CO1 and CO2 / Evaluate the Exercise--S

Session Plan				Evidence of Learning (Mapping CO with SO)
Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)
9	CVP Analysis – *Sustainability*	Reading - Break Even Analysis - S N Maheshwari; Khan and Jain	Lecture and Exercises	CO2 and CO3 / Evaluate the Exercise-S
10	Decision Making with alternative choices – *Sustainability, Ethics*	Reading - Break Even Analysis - S N Maheshwari; Khan and Jain	Lecture and Exercises	CO2 and CO3 / Evaluate the Exercise-S
11	Decision Making with alternative choices – *Sustainability, Ethics*	Reading - Break Even Analysis - S N Maheshwari; Khan and Jain	Flip Class and Exercises	CO2 and CO3 / Evaluate the Exercise-S
12	Decision Making with alternative choices – *Sustainability, Ethics*	Reading - Break Even Analysis - S N Maheshwari; Khan and Jain	Lecture and Case Study	CO2 and CO3 / Case Presentation-S
13	Discussion of Assignment	Reading - S N Maheshwari; Khan and Jain	Discussion based on the Case	CO2 / CO3 Written Analysis-S
14	Budgets – *Governance*	Reading - Budgetary Control - S N Maheshwari; Khan and Jain	Discussion and Exercise	CO1 and CO2 / Quiz-S
15	Budgetary Control *Governance and Technology*	Reading – Budgetary Control- S N Maheshwari; Khan and Jain	Flip Class and Exercise	CO2 / Exercise Evaluation-S
16	Budgetary Control *Sustainability, Ethics*	Reading – Budgetary Control- S N Maheshwari; Khan and Jain	Group Exercise	CO2 and CO3 / Exercise Evaluation-S
17	Variance Analysis *Sustainability*	Chapter Reading Standard Costing and variance Analysis S N Maheshwari	Lecture and Exercise	CO1 and CO2 / Evaluate the Exercise-S

18	Variance Analysis *Sustainability*	Chapter Reading Standard Costing and variance Analysis S N Maheshwari	Lecture and Case Study	CO2 and CO3 / Case Presentation-S
19	Risk and Uncertainty *Sustainability, Technology*	Case Study	Discussion	CO3 / Quiz-S
20	Class Test	Review		Written Analysis

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential
Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

Expectations from Students:-

➢ Basic understanding Financial Accounting

➢ To be present for the session on time specified by all means and maintain the decorum of the class

➢ To participate actively during sessions and the activities

➢ To actively participate in case analysis and incorporate the theories into practical phenomena

➢ To be sincere in doing the assignments and participate in group activities

➢ To undertake the assessments sincerely and put up a good performance

➢ To have awareness on the current business trends and events to get associated with the theories learnt

Evaluation Timelines:-

Keeping in line with continuous internal evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Name	Component Number	Expected slot	Marks declaration by	Weightage
Assignment 1	1	6th Session	Within 15 days	30
Assignment 2	2	13th Session	Within 15 days	30
Class Test	3	20th Session	Within 15 days	40
		Total		100

Brief Profile of the Faculty Member:-

Dr. K P Venugopala Rao is Associate Professor of Finance and is Deputy Director at Symbiosis Institute of Business Management, Hyderabad. He is essentially a researcher; his areas of interest are Accounting and Capital Markets. His doctoral thesis is on Indian Commodity Markets, awarded by Osmania University. He is a member of Telangana Commerce Association and Decision Sciences Institute. He is in the field of teaching and administration for over two decades. He has contributed to the body of knowledge in the form of research publications, conference papers and MDPs.

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2019-20 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – III)

Course	:	Integrated Marketing Communication		
Course Code	:	021141304	No. Credits	03
Faculty Name	:	Dr. V K Satya Prasad		
	:		No. Hours	45
Consultation Hours	:	By appointment through email		
Mobile	:	99495 92209	Email ID	vk.satyaprasad@sibmhyd.edu.in

Program Objective:-

To prepare students for an excellent corporate career, combining theory with practice, classroom teaching with management development.

Course Objectives (CO):-

The course intends to focus on the following issues:-

CO (1) To develop a strong conceptual knowledge base in the areas of Integrated Marketing communication among students.

CO (2) To inculcate a sense of critical thinking skills among future practitioners of IMC.

CO (3) To Train students to prepare effective Marketing communication messages

CO (4) To imbibe and nurture Leadership Skills among future managers

Recommended Text Book:-

➢ Advertising and Promotion – An Integrated Marketing Communications Perspective- George Belch, Michael Belch and Keyoor Purani, 9th Edition, 2015, Tata McGraw-Hill

Suggested Books:-

1 Integrated Adv, promo, and Marketing Communication- Kenneth E. Clow and Donald Black, 3rd Edition, Prentice Hall India, 2009

2 Advertising Management - Rajiv Batra, John G Myers and David Aaker, Pearson Education, 2012

Course Map

The following table shows how the Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed:

	Course Description	**Learning Outcomes**	**Assessments**
Subject & Course Code:- Integrated Marketing Communication (021141304)	There are numerous factors impacting the way marketers communicate with consumers. The audiences the marketers see, along with the media and the methods for reaching them, have become increasingly fragmented. Advertising and promotional efforts have become more regionalized and targeted to specific audiences. Marketers expect their promotional dollars to generate immediate sales and are demanding more accountability from their agencies. The internet revolution is in full force and new ways to communicate with consumers are constantly being developed. Many companies are coordinating all their communication efforts so that they can send a cohesive message to their customers. Therefore, the role of Integrated Marketing Communications has become vital. This course helps students understand the rudimentary theories, concepts and practices involved in marketing communications. The goal of the course is to facilitate assimilation (by students) of useful methods for analyzing, planning, implementing and monitoring the marketing communication strategy. It is the process of creating an operational Marketing Communications Strategy for synergistic effects - thereby multiplying impact and reducing costs.	1. Demonstrate understanding of the elements of promotional mix.	➤ TEST
		2. Students will gain an understanding of different tools and media vehicles, and their appropriateness in communication mix.	➤ QUIZ
		3. Our students will be able to analyse the impact of various ways of budgeting and also message strategies on consumers.	➤ CASE ANALYSIS
		4. Our students will have the ability to prepare quality business documents related to Creative & Media Briefs, Advertising Messages, Blogs and White Papers and present them professionally.	➤ PROJECT
		5. Students will learn the nuances of handling clients and Horne their decision making skills.	➤ CASE ANALYSIS

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
1-3	Introduction to IMC - Growth of Advtg and Promotion, Tools of IMC	1. Chapter 1-2 2. Integrated Marketing Communication, HBR 599087-PDF-ENG. Robert J. Dolan 3 .Cunard Line Ltd: Managing Integrated Marketing Communications,HBR 594046-PDF- ENG, Stephen A. Greyser; Robert F. Young	Lecture & Article/ Case Discussion	CO1/LO1 - S	
4-6	Organizing for Advertising – the Ad Agency	Chap. 3 1. JWT China: Advertising for the New Chinese Consumer, HBR 809079- PDF-ENG, Elisabeth Koll	Lecture & Discussion, Case Analysis, Role Play	CO2/LO2 – M CO4/LO5 -S	
7-9	CB - Perspectives Communication Models Objective setting based on AIDA, HoE, FCB and DAGMAR	Chap 4, 5 1. The New Beetle,501023-PDF-ENG, Rajiv Lal	Role Play Lecture & Discussion Case Analysis	CO1,CO2/LO1,LO2 - S	
10-11	Budgeting	Chap 7 1.Reliance Baking Soda: Optimizing Promotional Spending,4127-PDF- ENG, John A. Quelch; Heather Beckham	Lecture & Case Analysis, Discussion	CO2/LO3 - S	
12-13	Media Planning and strategy	Chap. 10,11,12,13,15 1.Nike Football: World Cup 2010 South Africa,511060-PDF-ENG, Elie Ofek; Ryan Johnson	Activity, Lecture & Discussion	CO3/LO3 - S	
14-18	Communication Strategy and Process – Creative Strategy	Chap 5-9 1. PSI India--Will Balbir Pasha Help Fight AIDS? (A),507032-PDF-ENG, Elie Ofek; Peter Wickersham 2. PSI India--Will Balbir Pasha Help Fight AIDS? (B),507058-PDF-ENG, Elie Ofek 3..Mountain Dew: Selecting New Creative,502040-PDF-ENG, Douglas B. Holt	Activity, Lecture & Case Discussion	CO3/LO3 - S	E*
19-21	Creativity	Chap 12,13 1.Magellan Boatworks,917547-PDF- ENG, John A. Quelch; James T. Kindley	Matrimonial Ad.,Activity, Lecture, Case Analysis	CO3/LO4 -3	E*
22-23	Corporate Advertising, International Advertising	Chap 17-19 1.Chevron Corp.: Corporate Image Advertising,591005-PDF-ENG, John A. Quelch	Lecture & Case Discussion, Activity	CO1/LO3	

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
24-27	Social, Ethical. Economic aspects of Advertising, Personal Selling	Chap 20-22 1. Managing Online Reviews on TripAdvisor,514071-PDF-ENG, Thales S. Teixeira; Leora Kornfeld, 2. Dumb Ways To Die: Advertising Train Safety (A), 514081-PDF-ENG, John A. Quelch 3. Dumb Ways To Die: Advertising Train Safety (B), 514081-PDF-ENG, John A. Quelch, 4. Dumb Ways To Die: Advertising Train Safety (C),514081-PDF-ENG, John A. Quelch 5. Facebook Fake News in the Post- Truth World, 717473-PDF-ENG, John R. Wells; Carole A. Winkler	Activity, Lecture & Case Discussion	CO2/LO4 - S	E
28-30	Project Presentations				

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential

Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

SO = Session Objective (Topic)

S = Strong, M = Medium, W = Weak, NL = No Linkage

Expectations from Students:-

➢ To participate in the classes exercises and activities

➢ To be present in the class on time specified by all means.

➢ To have active class participation and interaction in the class on the subject associated topics

➢ To be sincere in doing the assignments and class preparations

➢ To maintain the dignity of a classroom and cooperate for the class

➢ To actively participate in case analysis and incorporate the theories into practical phenomena

➢ To undertake the tests very seriously and perform better

➢ To be consistent in preparation for the class and tests which enables continuous learning

➢ To have a parallel awareness on the current business trends and events to get associated with the theories learnt.

➢ To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timeline:-

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component	Expected slot / due date	Marks declaration by	Weightage
1	Case Studies	2, 4, 8, 10, 13, 15, 16, 17, 20, 22, 25 & 26	6, 12, 16, 18, 23 & 27	35
2	Test	11	14	15
3	Quiz	19	24	15
4	Project	18	25	25
	End exam			60
	Total			150

Quality Assurance:-

The SI (DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI (DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief Profile of the Faculty Member:-

Dr. Satya Prasad VK is a Ph.D in International Marketing from Osmania University. He has been a Teacher and Practitioner of IMC. He has rich experience of 17 Years in Academics & Industry. His experience encompasses - designing of advertisements, formulating media strategy, execution and evaluation of IMC campaigns. He has participated in various T V programmes in channels like (HMTV, ETV, NTV, ATV etc.) and contributed to Brand development of previous organizations.

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2019-20 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – III)

Course	:	Sports and Entertainment Marketing		
Course Code	:	021141305	No. Credits	02
	:		No. Hours	30
Faculty Name	:	Dr. Saradhi Kumar Gonela		
Consultation Hours	:	04:40 PM to 05:00 PM		
Mobile	:	98498 58976	Email ID	saradhi.gonela@sibmhyd.edu.in

Program Objectives:-

➢ To nuture corporate leadership skills and social consciousness among students.
➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.

The POs (Program Outcomes) are as follows:-
➢ Students should be able to demonstrate leadership skills.
➢ Students should be able to understand and be conscious of the impact of managerial decisions on the triple bottom-line – Profits, People and Planet.
➢ Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios.

Course Objectives:-

The course intends to focus on the following issues:-

CO (1) The perspectives of various stakeholders in sports and entertainment and the marketing mix options/decisions for sports products.

CO (2) To learn of the special nature of sport and entertainment marketing and to become aware of strategic marketing management geared towards respective consumers.

CO (3) To become familiar with sport and entertainment market segmentation for various products (such as licensed products and branded merchandise) and to understand the consumer behavior.

Recommended Text Book:-
➢ Sports and Entertainment Marketing by Dotty Oelkers and Ken Kaser (2014), ISBN: 978-133-60244-6

Reference Books:-
1. Sports Marketing by M. J. Fetchko, D. P. Roy, K. E. Clow, Routledge – Taylor and Francis Group (2016), ISBN-13: 978-0132135467,
2. Sports Business Management: Decision Making Around the Globe by George Foster and Norman O'Reilly, Routledge – Taylor and Francis Group (2016), ISBN-13: 978-1138919549
3. Sports on Television: The How and Why Behind What You See, by Dennis Deninger, Routledge – Taylor and Francis Group (2012), ISBN-13: 978-0415896764
4.

Course Map

		Course Description	Learning Outcomes	Assessments
Subject & Course Code:- Sports and Entertainment Marketing (021141305)		This course on Entertainment and Sports Marketing introduces students to significance of sports and entertainment in the modern marketing and changing consumer behavior. In the digital world sports and entertainment is consumed with more liberty, at their leisure through and more importantly at their choice. The objective of the course is to familiarize students with the opportunities and challenges related to marketing of entertainment and sports as well as marketing through entertainment and sports.	**At the end of the course, the student is expected to:-** LO (1) To understand the standpoints of various stakeholders in sports and entertainment and how their perspectives will influence marketing mix at the strategic level.	➤ Class Discussion ➤ Quiz Test
			LO (2) To analyse the informal structure of the organizations engaged in sport and entertainment marketing and to be aware of how each constituent will be geared towards its respective consumers.	➤ Case analyses as mentioned in the session plan ➤ Project on defining a) integrating evolving channels b) new stakeholders and c) changing dynamics in the back drop of the above.
			LO (3) To evaluate various customer segments for various products in sports and entertainment and to understand the unique consumer behavior in each segment.	➤ Case analyses as mentioned in the session plan ➤ Project on what production companies are doing to have lasting relations with customers.

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	**Topic/Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	**Topic Alignment (if any)**
1-2	Introduction to Sports and Entertainment Marketing Difference between the dynamics of Sports and Entertainment	Lecture & Article Review	Class Exercise & Discussion	CO(1) – Quiz/M	G
3-5	Sports Marketing Ecosystem, Stakeholders and Interactions Fan Loyalty and Monetizing Loyalty Sports Marketing Assets – Events, Fans, Merchandise, Facilities Interests of Sponsors	Social Strategy at Nike (Case)	Case study Discussion, Class Exercise Briefing Students on Project	CO (1) and CO(2) – Quiz/M	E

6-9	Business Models of Clubs and Sporting Bodies, Marketing of and Marketing through Athletes Spots Analytics	Maria Sharapova: Marketing of Champion (Case) Defying the Odds: Decision Analytics to Win Big in the Gaming Business (Article)	Case Study Discussion Article Review and Discussion	CO(2) – Quiz/S Case Presentation/Class Participation	G

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
10-13	Segments, Forms and Channels of Entertainment Marketing The Value Chain of Entertainment marketing	Can Bollywood Go Global (Case) The Black List (Case) Spotify (Case) Google's Acquisition of YouTube (Article) A Flop Movie in Theaters – Block Buster on Television (Article)	Case Study Discussion Article Review and Discussion	CO(2) – Quiz/M, Project/M	E
14-16	In-Film Branding and Placement Marketing Icons and Marketing Through Icons Advertising Through Short Films	BMW Films (Case) Beyoncé (Case) Raj Kapoor: The Socialist Showman (Case)	Article Review and Case Discussion	CO(3) – Quiz/S, Project/M	T
17-18	Sports and Entertainment in the Digital World Using Analytics	Diamonds in the Data Mine (Article) Don't Let Big Data Burry Your Brand (Article)	Article Review and Discussion	CO(3) – Project/S	T
19-20	Student Project Presentation		Student Group Presentation	CO(2) & CO(3) – S	-

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential

Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning SO = Session Objective (Topic)

S = Strong, M = Medium, W = Weak, NL = No Linkage

Project / Assignment:-

The assignments included in the course would be aimed at reinforcing the classroom learning and sharpen analytical skills. The assignments will be carried out in-groups consisting of 3 to 4 students. The assignment details will be circulated separately.

Expectations from Students:-

➢ To participate in the classes exercises and activities

➢ To be present in the class on time specified by all means.

➢ To be sincere in doing the assignments and class preparations

➢ To maintain the dignity of a classroom and cooperate for the class and restrain from using mobile phones

➢ To actively participate in case analysis and incorporate the theories into practical phenomena

➢ To be consistent in preparation for the class and tests which enables continuous learning

➢ To have a parallel awareness on the current business trends and events to get associated with the theories learnt.

➢ To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timeline:-

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component	Expected slot / due date	Marks declaration by	Weightage
1	Quiz	Session 10	Session 10	20
2	Case Presentation and Discussion	As per session plan	Two sessions after the case discussion	20
3	Assignment	Session 16	Session 17	10
4	Project Presentation	Session 19-20	Session 20	10
End exam	At the end of the semester			40
	Total			100

Brief profile of the Faculty Member:-

Dr. Saradhi received his Doctorate in business management from Osmania University, Hyderabad. He has about 15 years of experience in corporate research and teaching.

His research interests include the impacts of digitalization and globalization on marketing, economics and corporate strategy. His teaching interests include Marketing Management, Digital Marketing, Retail Management, Consumer Behaviour, Strategy and Macro Economics. He has more than 150 case studies and 40 teaching notes to his credit (available at European Case Clearing House (ECCH), UK, www.thecasecentre.org). He published 6 books and 5 research papers in national journals.

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2018-19 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – III)

Course	:	Customer Relationship Marketing		
Course Code	:	021141306	No. Credits	02
	:		No. Hours	30
Faculty Name	:	Dr. Tanmoy De		
Consultation Hours	:	Students can meet me anytime during official hours		
Mobile	:	79783 23564	Email ID	tanmoy.de@sibmhyd.edu.in

Program Objectives:-

➢ To nuture corporate leadership skills and social consciousness among students.

➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.

The POs (Program Outcomes) are as follows:-

➢ Students should be able to demonstrate leadership skills.

➢ Students should be able to understand and be conscious of the impact of managerial decisions on the triple bottom-line – Profits, People and Planet.

➢ Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios.

Course Objectives:-

The course intends to focus on the following issues:

CO (1) To emphasize the importance of customer relationships

CO (2) To analyze and synthesize information and issues, related to CRM

CO (3) To implement strategies, practices and technologies aimed at winning and retaining customers profitably

CO (4) To enhance business communication skills required to work effectively within a marketing team.

Recommended Text Book:-

➢ CRM: Emerging Concepts, Tools and Applications; Edited by Jagdish Sheth et.al. TMH

Suggested Books:-

1. Baran, Galka, Strunk, Principles of Customer Relationship Management, Cengage

2. M. Godson, Relationship Marketing, Oxford University Press.

3. Buttle, Customer Relationship Management: Concepts & Technologies, Elsevier

4. Payne, Handbook of CRM, Elsevier

Additional Learning Resources: -

➢ Many web sites contain useful information on CRM. The sites mentioned below contain information provided by industries, companies, and individuals who offer CRM and CRM products and services.

➢ www.crmguru.com

➢ www.destinationcrm.com

➢ http://crm.amteam.org

➢ www.crmforum.org

Course Map

The following table shows how the Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed:

	Course Description	Learning Outcomes	Assessments
Subject & Course Code:- Customer Relationship Marketing (021141306)	This course aims to provide students with the knowledge of the fundamental aspects of developing and managing customer relationships. This course defines CRM as the core business strategy that integrates internal processes and functions and external networks to create and deliver value to targeted customers at a profit. This course helps you to achieve the following learning goals: - Knowledge - Critical Thinking & Problem Solving - Written & Oral Communication - Teamwork	**At the end of the course, the student is expected to:-** LO (1) Explain and characterize the major concepts and framework of CRM	➢ Class Discussion ➢ Quiz Test
		LO (2) Analyze the key drivers using data from observations, experiences and systematic research methods for successful CRM programs	➢ Case Presentation and Discussion: ➢ Cases are Mentioned in the session plan
		LO (3) Apply the concepts and tools with other related or unrelated fields to design innovative customer relationship management program	**Assignment: -** Technology and CRM Opportunities
		LO (4) Examine the shift from product- centric business model to a customer- centric one	**Simulation: -** Marketing Simulation: Customer Centricity

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
1-2	Introduction to CRM & its Fundamentals	Readings: 1. Rethinking Marketing 2. Transforming Strategy One Customer at a Time	Class Discussion	CO (1) – Quiz/M	

Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
3-4	Developing Customer Intelligence and a CRM Strategy	Cases:- EMC2: Delivering Customer Centricity	Case Study Discussion	CO (2) – Quiz/M	G
5-6	Calculating Customer Lifetime Value	Readings: 1. Marketing Analysis Toolkit 2. Customer Profitability and	Class Discussion	CO (1) & CO (2) – Quiz/S Case Presentation / Class Participation	T

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
		Lifetime Value			
7-8	Using Customer Lifetime Value to Make Marketing Decisions	Case: Rosewood Hotels & Resorts: Branding to Increase Customer Profitability and Lifetime Value Reading:- How valuable is Word of Mouth?	Lecture & Case Discussion	CO (3) – Quiz/M, Assignment/ M	S
9-10	Managing Unprofitable Customers	Reading: The Right Way to Manage Unprofitable Customers Case: Pandora Radio: Fire Unprofitable Customers?	Lecture, Discussion and Briefing of Research Project	CO (3) – Quiz/M	S
11-12	Predicting Churn and Managing It	Case: Hubspot: Lower Churn through greater CHI	Case Study Discussion	CO (3) – Case Presentation / Class Participation / S; Quiz / M	T
13-14	Understanding the Role of Employee Incentives	Terror at the Taj Bombay: Customer-Centric Leadership – Deshpande (Multimedia Case) – Read supplemental article: The Ordinary Heroes of the Taj	Case Study Discussion	CO (2) & CO (3) /NL	E
15	Incorporating New tools & Media	Online Software Tools	Guest Lecture		
16-18	Customer Centricity	Marketing Simulation	Simulation Exercise	CO(4) -Simulation / S	E*
19-20	Students Project Presentations	Submission of Reports	Student Group Presentation	CO (4) –Report & Presentation / S	

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Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning
SO = Session Objective (Topic)

S = Strong, M = Medium, W = Weak, NL = No Linkage

Project / Assignment:-

The assignments included in the course would be aimed at reinforcing the classroom learning and sharpen analytical skills. The assignments will be carried out in-teams consisting of 3 to 4 students.

CRM Team Project: New and emerging technologies and software applications bring new marketing communication opportunities. In this project you will be responsible for identifying opportunities for CRM communications that are or can be addressed through new and emerging technologies. The most obvious areas include wireless access/technology, mobile access/technology, Social Networking Services (Facebook, Twitter, MySpace, etc.), GPS, and Geographical Information Systems (GIS). Wireless networks help customers remain connected virtually anywhere and anytime. Therefore, the objective of this project is to find how might this 'anywhere, anytime connectivity' along with Internet based tools be used to attract new leads, and ultimately, build effective and efficient customer relationship.

In all cases, the analysis should be at the firm/brand level. Typically, projects will involve analysis of the following components: (1) Background and Context: type of industry, products/services, existing channels, competition – what are the changes in technological, competitive and environmental dimensions that call for a CRM strategy, (2) how the firm approached (or should approach) CRM, the specific CRM strategy and how it dovetails with the business model, (3) why they turned (or should turn) to that specific CRM strategy, how appropriate it is, and how if differs from that of a competitor, for example (you could compare and contrast if needed), (4) your final recommendations and/or what the desired and actual outcomes were (will be). This could also touch upon implementation, measurement issues and ROI. The information needed for the project could come from secondary sources and/or primary sources (for example, you know someone in the firm whom you could interview).

Please remember to support assertions / claims / recommendations with relevant research. The group project report should be limited to a maximum of 10 pages (not including attachments and appendices). Finally, each group will also present the findings and analysis from their study in class towards the end of the course.

Examples of topics include: (i) improving CRM at car dealerships (ii) setup and implementation of a CRM project in a service organization (iii) improving reach and co-ordination among suppliers for a food manufacturing firm (iv) developing a better customer targeting program for a major online beauty products retailer etc.

Alternatively, students can work on the virtual organization created by any CRM software available online. One has to explain the process of implementation and integration of the software with the organizational functions. For the purpose of assessment, the students can produce badges and super badges as recognized by the company. For further details, students can login to following page:

➢   https://trailhead.salesforce.com/en/home

➢   https://www.udemy.com/microsoft-dynamics-crm-introduction-course/

Expectations from Students:-

➢   To participate in the classes exercises and activities

- ➢ To be present in the class on time specified by all means.
- ➢ To be sincere in doing the assignments and class preparations
- ➢ To maintain the dignity of a classroom and cooperate for the class and restrain from using mobile phones
- ➢ To actively participate in case analysis and incorporate the theories into practical phenomena
- ➢ To be consistent in preparation for the class and tests which enables continuous learning
- ➢ To have a parallel awareness on the current business trends and events to get associated with the theories learnt.
- ➢ To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timeline:-

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component	Expected slot / due date	Marks declaration by	Weightage
1	Quiz	Session 13	Session 14	20
2	Case Presentation and Discussion	As per session plan	Session 16	10
3	Assignment	Session 19-20	Session 20	10
4	Simulation	Session 16-18	Session 19	20
End exam	At the end of the semester			40
	Total			100

Quality Assurance:-

The SI (DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI (DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief profile of the Faculty Member:-

Dr. Tanmoy De is working as an Assistant Professor in Symbiosis Institute of Business Management, Hyderabad Campus since Feb'2017. Over the past eighteen years he has been associated with the academic circle, mainly teaching courses on Marketing Strategy, Services Marketing, Rural Marketing & Digital Marketing to post graduate Management students. He initiated & coordinated the 2-day annual rural marketing mela - "UMANG" at his previous institute in Bhubaneswar from 2009-2015. At SIBM-H, he is Co-coordinator of IQAC Cell.

He has conducted training programs for graduate students at Agricultural Promotion and Investment Corporation of Orissa Ltd. (APICOL), OTDC etc. He is an active member of professional bodies like AIMA, ISTE, SPSS South Asia, and Capsim Management Simulation, USA.

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2019-20 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – IV)

Course	:	Innovation Lab – I		
Course Code	:	021141402	No. Credits	03
Faculty Name	:	Dr. Ravi Kumar Jain & Dr. Geoffrey Clements		
	:		No. Hours	45
Consultation Hours	:	04-40 PM to 05-00 PM		
Mobile	:	87458 77727	Email ID	geoffrey.clements@commip.org

MBA Program Objective (SIDU): -

To prepare students for an excellent corporate career, combining theory with practice, classroom teaching with management development

Course Objectives: -

Innovation Lab-I addresses how to generate ideas for innovation and convert them into viable business or social proposition. The course objectives will be

CO(1): To develop an orientation towards innovation and creativity

CO(2): To develop an in-depth understanding of concepts and models pertaining to conceptualizing & implementing innovation. To validate innovation by predicting diffusion and gauging acceptability through market research.

CO(3): To develop insight into the process of building 'culture of innovation'

CO(4): To analyse reasons of success or failure in innovations

Recommended Text Book: -

➢ The innovator's solution – creating and sustaining successful growth by Clayton M. Christensen; Michel E Raynor, HBS Press
➢ Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne

Pedagogy: -
➢ Lecture, In-class Exercise, Lab Exercises, Case Studies, Simulations and Projects

Suggested Reference Books: -

➢ The innovator's dilemma by Clayton M. Christensen, Harper Business Essentials
➢ Reverse Innovation by Vijay Govindarajan and Chris Trimble, Harvard Business School Press
➢ HBR on Innovation, HBS Press, ISBN 1-57851-614-5

Course Map

	Course Description	Learning Outcomes	Assessments
Subject & Course Code:- Innovation Lab-I (T2661/021141402)	This course named Innovation Lab equip students to explore, visualize & validate the ideas of innovative through various tools and techniques. The course objective is to familiarize students about challenges in executing innovation projects. Course also intends to unfurl ways to build culture of innovation	**At the end of the course, the student is expected to:** LO (1) relate innovation projects / efforts with theoretical framework / tools	➤ Group Innovation Project / Dissertation ➤ Case
		LO (2) analyze innovation efforts	➤ White paper ➤ Case ➤ Group Innovation Project / Dissertation
		LO (3) define and describe innovation efforts	➤ Quiz
		LO (4) identify ways to build innovation culture within an organization	➤ Case ➤ White paper

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE+ Mapping
Session	**Topic / Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	
1	Course Overview, Concept of innovation, Innovation vis a vis invention	Text Book Reading – 1*	Lecture, discussion, In class exercise	**CO -1 / WP -S**	**E***
2	Innovation is all about managing stakeholders?	UFO Movies - Gentle Disruption, HBS, 716447-PDF- ENG	Case, discussion,	**CO -1 / Case – S, WP - W**	**T E***
3	Concept of value innovation	Text Book Reading - 1 Cirque du soleil	Case discussion, In class exercise	**CO -1, 2 / Quiz – S, WP - W**	**E***
4 -5	Drawing strategy canvass, Four action framework	Text Book Reading – 1,2	Lecture, discussion, In class exercise	**CO -1, 2 / Quiz - S**	**E***

6 - 7	Reconstructing market boundaries – Searching for ideas (six path framework)	Text Book Reading - 3	Lecture, discussion, In class exercise	**CO -1, 2 / Quiz - M**	**E***
8	**Review of Dissertation work / Innovation Project**				
9 - 11	Types of innovation, Concept of disruptive innovation, Concept of modularity, commoditization, de – commoditization	Text Book Reading – 3* What Is Disruptive Innovation? By Clayton M. Christensen; Michael E. Raynor; Rory McDonald HBR, R1512B-PDF-ENG, 2015 Health City Cayman Islands, Tarun Khanna; Budhaditya Gupta, HBS 714510-PDF-ENG	Lecture, discussion, In class exercise, Case discussion	**CO -1 / Case – S, Quiz - S**	**T E***

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE+ Mapping
Session	**Topic / Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	
12-13	Creativity Techniques	Faculty Material	Lecture, discussion, In class exercise	**CO -1 / Quiz - W**	**E***
14	**Review of Dissertation work / Innovation Project**				
15	Minimizing planning risks in innovations	Text Book Reading - 4	Lecture, discussion, In class exercise	**CO -1, 2 / Quiz - M**	
16	Minimizing scale risks in innovations	Text Book Reading - 5	Lecture, discussion, In class exercise	**CO -1, 2 / Quiz - M**	**S**
17	Minimizing business model risks in innovations	Text Book Reading - 6	Lecture, discussion, In class exercise	**CO -1, 2 / Quiz - M**	**S**
18	**Review of Dissertation work / Innovation Project**				
19-20	Diffusion of Innovations – Five stages of the adoption process	Text Book Reading – 3* Note On Innovation Diffusion: Rogers' Five Factors by John T. Gourville, HBS, 505075- PDF-ENG, 2005 Cree Inc.: Introducing the LED Light Bulb HBS 515026-PDF-ENG	Lecture, discussion, In class exercise, Case discussion	**CO – 2 / Case - S**	**T E***
21	**Review of Dissertation work / Innovation Project + white paper presentations**				**T**

22	Discovery driven planning	DISCOVERY-DRIVEN PLANNING By Rita Gunther McGrath; Ian C. MacMillan HBR, 95406-PDF-ENG, 1995	Lecture, discussion, In class exercise	CO – 3 / Case - M	S
23-24	Building innovative organization	Text Book Reading - Case discussion Managing Innovation at Nypro, Inc. (A) by Clayton M. Christensen; Rebecca Voorheis, HBS, 696061-PDF-ENG, 1998 DUPONT KEVLAR: COMMERCIALIZING A MIRACLE FIBER By Clayton M. Christensen; Rory McDonald HBS, 698079-PDF-ENG, 2017	Case discussion,	CO – 3, 4 / Case - S	G E* T
25	**Review of Dissertation work / Innovation Project + white paper presentations**				
26	What managers can do to make their own organizations more innovative	IDEO: Human-Centered Service Design, HBS 615022- PDF-ENG	Case discussion	CO -3 / Case - S	T
27	End term test	Moodle based Case Quiz	Lecture, discussion, In class exercise	CO – 1, 2, 3	T
28 - 30	Group Dissertation / Case report Presentations	Presentations	Lecture, discussion, In class exercise	CO -4	E* S

indicates book titled Strategic Management of Technological Innovation by Melissa A. Schilling, McGraw Hill Irwin

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential

Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

S = Strong, M = Medium, W = Weak, NL = No Linkage

Expectations from Students: -

a.   Students must report to the respective sessions well before the announced time. Latecomers will not be permitted to join the class after the scheduled time. If late, the attendance for that session will be marked as absent.

b.   Read the Case Study / material well prior to the class discussion. He/she is also expected to read the chapter indicated in the course plan as the faculty directs.

c.   In the class discussion student is expected to participate actively and contribute to individual and group learning.

d.   Evaluation is a continuous process at SIBM. Every student needs to be aware of the timelines given in the section below. Absence from these evaluations will mean non awarding of marks in that particular component

e.   Wherever applicable, group assignments require each student to contribute to the group effort. This enhances group effectiveness and leads to greater appreciation of working in groups.

f. Students are expected to show high regard and appreciation for in class discipline and desist from using mobile phones. This disturbs the class ambience and unnecessarily diverts attention of other students as well as the faculty member.

g. Attendance is compulsory in all sessions. However, refer to guidelines in your academic handbook for exceptions.

White paper Guidelines: -

A white paper is an authoritative document intended to fully inform the reader on a particular topic. It combines expert knowledge and research into a document that argues for a specific recommendation. The white paper allows the reader to understand an issue. An industry is allocated to a group. As a group you have to perform research on various innovations emerged from given industry. Based on this research you have to write and submit white paper (not more than 4000 words) titled "innovations in (name of industry)"

By the end of the third session student's groups (each comprising not more than five members) will be formed. As a group you have to pick an industry as shown below: -

Indicative list of Industries / Sectors:

1	Information services / aggregation	2	Insurance
3	Hospitality	4	Waste disposal / management
5	Agriculture	6	Travel & tourism
7	Healthcare delivery	8	Financial Technology
9	Livelihood generation	10	IT services
11	Travel & tourism	12	Higher education
13	Primary Education	14	Public infrastructure
15	Public transport systems	16	Auto repair / auto services Automobiles
17	Automobiles	18	e-commerce
19	Medical devices	20	Media & Entertainment
21	Green energy	22	Transformation
23	Retailing	24	Mobile telephony
25	Housing / construction	26	Aviation industry
27	Food services	28	Consumer durables
29	Collaborative consumption	30	Sports
31	FMCG	32	Metals

➢ Allocation is strictly on "first come and first serve" basis. Before 12th session group has to submit a white paper & one pager (dissertation/Case proposal/Project proposal) describing innovations on which they would like to work upon.

➢ *As indicated in the delivery schedule, student's has to present status of the work to the instructors.*

Dissertation or Innovation Project: -

➢ Dissertation and sometimes known as a thesis (is a research project completed as part of partial fulfilment of a degree. Each individual section within the dissertation serves its own purpose but displaying the ability to report research findings and analysing the parallels of data and existing theories is an important rationale behind the requirement of completing dissertation.

As a group you are expected to take one successful and one failed innovation within an allocated industry. Group is expected to critically analyse both innovations and submit a dissertation. In short your dissertation will be based on two cases i.e.

successful case and failed case. Case is a documented study of a specific real-life situation, used as a training tool in business schools and firms.

- *To know more about dissertation writing do visit*
- *http://www.emeraldgrouppublishing.com/learning/study_skills/skills/dissertations.htm*

➢ As a group you may take an innovation project instead of dissertation. It will be evaluated following bases: -

1) Novelty / acceptability & viability of innovation.

2) Ability to solve real problem. Impact it crates on society, industry, etc.

3) Launch plan.

4) Scalability

5) Sustainability of innovation project.

6) Application of theory

➢ *As indicated in the delivery schedule, student's has to present status of the work to the instructors.*

Each case / dissertation presentation (scheduled in 28th 29th & 30th sessions) will be of 10 minutes (PowerPoint) and will be open for questions and discussion for 5-7 minutes after the presentation. *Please note each member of the group has to be present during presentation to qualify for evaluation.*

Case Evaluation Guidelines: -

Each case discussion will be evaluated on the basis two components: -

Case evaluation Components	Approx. Weightage	Total Marks (30) 6 Marks each case
a) Participation in the case discussion	50 percent	3 Marks
b) Online quiz (Kahoot /Moodle based)	50 percent	3 Marks

Evaluation Timelines: -

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component Name	Expected slot / due date	Marks declaration by	Weightage
1	Case Discussion	2, 11, 20, 23, 24, 26th sessions	5th, 14th, 23rd, 26th 28th & 30th session	30 Marks
2	White Paper	12th session	18th session	30 Marks
3	Moodle based End term quiz	27th session	28th session	30 Marks
4	Dissertation or Innovation Project	28th 29th and 30th session	After 30th session	60 Marks
Total				**150 Marks**

Quality Assurance: -

The SI (DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI (DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief profiles of the Faculty Members

Dr. Ravi Kumar Jain, a start-up evangelist, is a Doctorate in Business Management and holds Masters in Business Administration (Finance) and PGD in ICT management. Dr. Jain brings in over 20 years of rich experience in family business management, teaching and training, research, business consulting and academic administration. Institution building and championing new initiatives has been his forte.

He is an avid researcher with more than 100 international and national publications to his credit; authored and edited several books in the area of business management, banking & finance and ICT management. He serves on the editorial boards of reputed international refereed journals. He brings in a strong business and academic network, has conducted several successful international events and conferences and has been actively engaged in business coaching, faculty training and executive training programs at various organizations including L&T Metro, Indian railways, several banks and IT services companies, Indian armed forces to name a few. He is an expert trainer in case method teaching.

He has held various academic and administrative positions at ICFAI Research Center, Hyderabad; Symbiosis International University, Pune; and in the faculty of Finance at IBS- Hyderabad campus. He was the founding director of Symbiosis institute of Research and innovation at Pune; and currently

He is the Founding Director of Symbiosis Institute of Business management (SIBM) Hyderabad Campus.

He is serving on the Board of Directors of a very prestigious global consortium The Decision Sciences Institute (DSI), Houston USA in the capacity of VP for Asia Pacific Region (APDSI). He is the immediate past president of Indian Subcontinent DSI (ISDSI) and has been on its board for the last 6 years holding various positions.

His areas of research interest are corporate finance, valuations, market microstructure, Business Economics and outsourcing.

Dr. Geoffrey Clements is the Chairman and Director for India of Commonwealth Infrastructure Partners (CIP). He is a Visiting Professor at SIBM Hyderabad. He is a specialist in capacity building and management training in infrastructure sectors. He has conducted capacity building workshops for Indian Government Ministries, and led a team to create the Master Plan for Solar City, Gandhinagar in Gujarat.

Dr. Clements obtained his BSc and DPhil in Materials Science and Applied Physics from the University of Sussex. During his doctoral studies, he was mentored by Nobel Laureate, Prof Sir Nevill Mott of Cambridge University, who was regarded as a late 20th century Rutherford, and whose work provided the first understanding of photovoltaic solar cells.

He has held Visiting Professor and Guest Lecturer positions at Business Schools and Universities around India, including IIM Lucknow, Delhi University, IMT Ghaziabad and IMT Hyderabad. He is frequently invited as a Plenary Speaker at leading conferences, including those organised by the Andhra Pradesh Government & CII (Partnership Summit), the Decision Sciences Institute, the All India Management Association, Confederation of Indian Industry, Indian Government (Ministry of Commerce & Ministry of Tourism), Horasis (India & Asia meetings). He speaks on themes including sustainable development, renewable energy, infrastructure development, corporate governance, higher education and skills development.

During his career, Dr. Clements has visited over 70 countries, and has led projects in countries including the Philippines, Brazil, China, India, Armenia and Russia. He has made presentations to heads of government, government departments, international organisations and universities in many countries, including addressing plenary sessions of United Nations conferences.

Dr. Clements has organised and chaired upwards of 20 international conferences on themes including: education; health; law, justice and rehabilitation; leadership and management; and a variety of scientific themes.

He has been a leading member of various international forums, including the Asian Business Breakfast Club (meeting at the Houses of Parliament, London), the Indo European Business Forum, the European Herbal & Traditional Medicine Practitioners Association and the Emerging Directions in Global Education (EDGE) Forum.

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2019-20 (Batch of 2018-20)
MBA COURSE HANDOUT (Semester – IV)

Course	:	International Marketing			
Course Code	:	021141403		No. Credits	02
Faculty Name	:	Dr. V K Satya Prasad			
	:			No. Hours	30
Consultation Hours	:	-			
Mobile	:	99495 92209	Email ID	vk.satyaprasad@sibmhyd.edu.in	

Program Objective:-

➢ To nuture corporate leadership skills and social consciousness among students.

➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.

The POs (Program Outcomes) are as follows:-

➢ Students should be able to demonstrate leadership skills.

➢ Students should be able to understand and be conscious of the impact of managerial decisions on the triple bottom-line – Profits, People and Planet.

➢ Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios.

Course Objectives:-

The course intends to focus on the following issues:-

➢ To help student understand relevant theoretical concepts strategies in International Marketing

➢ To help student analyze and apply various modes of entry into global markets.

➢ To Familiarize the students with the nuances of Export Procedure and Documentation and related issues

Course Outcomes:-

(CO-1) Student will have theoretical clarity on various principles of International Marketing.

(CO-2) Student will be able to analyze the International Business Environment & appreciate the potential and challenges of entering into International Markets.

(CO-3) Student will be able to independently carry out preparation of Export & Import Documents.

Recommended Text Book:-

➢ Philip R. Cateora, Mary C. Gilly, John L. Graham, Mcgraw Hill, 15/e.

Course Map

The following table shows how the Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed:-

	Course Description	Course Outcomes	Assessments
Subject & Course Code:- International Marketing	Marketing undertaken by a firm for profit in more than one country is International Marketing. Since the firm has to carry out its marketing operations in more than one nation, it is more challenging compared with domestic marketing. A variety of environmental factors combine to make marketing decisions of a business organization a complicated task.	CO (1): Students gain insight into various principles / concepts of International Marketing	➢ Article Discussion ➢ Case Analysis ➢ Role Play ➢ Test/Quiz.
		CO (2): Demonstrate application of various 7P's to International Market and understand the nuances of decision making when operating in International Markets	➢ Case Discussion ➢ Class Test/Quiz/case analysis ➢ Activity
		CO (3): Will be able to conduct Country analysis of a given Country	➢ Project Presentation

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	**Topic / Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	**Topic Alignment (if any)**
1 -2	Scope and Challenge of International Marketing	Lecture, Activity	Chapter 1	CO(1) M	
3-5	Environment of International Marketing - Political, Legal, Cultural, History	Lecture, Activity and Discussion	Chapter 3-7 BP's Macondo: Spill and Response : PID:711021 (HBR CASE)	CO (1) S / CO (2) S	G
6-9	International Markets – Europe, Africa, Middle East & Asia Pacific – BRICS, ASEAN, MERCOSUR, EU RCEP	Lecture, Activity, Discussion	Chapter 8-11 Ethiopia: An emerging Market Opportunity? 915501-PDF-ENG (HBR CASE)	CO (2) S / CO (3) S	E
10-11	Modes of Entry – International Markets	Lecture,Activity Discussion,	Ch-12 Yushan Bicycles: Learning to Ride Abroad (9-917-439) HBR Case	CO (1) S / CO (2) S	
12-14	International Marketing Mix – Products and Services for Consumers –	Discussion, Case Analysis and Activity	Ch-13,14 Pepsi Blue(HBR CASE)	CO (1) S / CO (2) S	E

Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
	Businesses				
15-16	Price – channels – IMC – Personal Selling and Sales Force Management	Lecture, Discussion	Chapter 15-18 Astra Sports, Inc (A) (HBR CASE) 595007- PDF-ENG Astra Sports, Inc (B) (HBR CASE) 595008- PDF-ENG Case Discussion	CO (1) S / CO(2) S	

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
17-18	Negotiating with International Customers, Partners and Regulators	Discussion and Activity	Chapter 19	CO (1) S	
19-20	Import & Export Procedures in India	Discussion, Activity	Chapter 10, 14	CO (3) S	E

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential

Last column in delivery schedule indicates course content & pedagogy with GSTEE model of

learning S = Strong, M = Medium, W = Weak, NL = No Linkage

Expectations from Students:-

a. Students must report to the respective sessions well before the announced time. Latecomers will not be permitted to join the class after the scheduled time. If late, the attendance for that session will be marked as absent.

b. Read the Study material well prior to the class discussion. He/she is also expected to read the chapter indicated in the course plan as the faculty directs.

c. In the class discussion student is expected to participate actively and contribute to individual and group learning.

d. Evaluation is a continuous process at SIBM. Every student needs to be aware of the timelines given in the section below. Absence from these evaluations will mean non awarding of marks in that particular component

e. Wherever applicable, group assignments require each student to contribute to the group effort. This enhances group effectiveness and leads to greater appreciation of working in groups.

f. Students are expected to show high regard and appreciation for in class discipline and desist from using mobile phones. This disturbs the class ambience and unnecessarily diverts

attention of other students as well as the faculty member.

g.   Each faculty has been given a scheduled consultation hour. Utilize this time to meet the faculty and clarify doubts if any, seek explanations and get mentored if needed.

h.   Attendance is compulsory in all sessions. However, refer to guidelines in your academic handbook for exceptions.

Evaluation Scheme:-

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component	Expected slot / due date	Marks declaration by	Weightage
1	Assignment (Case analysis, activity)	At the end of sessions 3, 7, 10, 11	Within 1 week	20
2	Quiz	End of 14 session	Within 1 week	20
3	Group Project	Session 20th	Within 1 week	20
4	**End exam**	**At the end of the semester**		**40**
	Total			**100**

Brief Profile of the Faculty Member:-

Dr. Satya Prasad VK is a Ph.D. from Osmania University, Hyderabad. He completed his Ph.D. in the area of International Marketing in 2008. He has more than 17 years of experience in Academics. He has published papers in International/National Journals, Books, guided students for Ph.D, designed academic programmes/courses, conducted conferences, FDP's, MDP's etc. Apart from Academics, he held administrative responsibilities like Asst. Director, Academics, Director Admissions, HOD, Area Chair etc. He has worked in Premier Business Schools in Hyderabad & Bangalore. He was awarded as Runner Up in "Apollo N J Yasaswi" award for Best Teacher at IBS, Hyderabad. He had won accolades for "Best Summer Project Supervision / Guide "for 3 consecutive years. His major areas of Interest are International Business, Tourism, Consumer Behaviour, IMC, Rural Marketing etc.

Symbiosis Institute of Business Management, Hyderabad
Academic Year – 2019-2020 (Batch of 2019-21)
MBA COURSE HANDOUT (Semester – I)

Course	:	Business Statistics			
Course Code	:	021141101		No. Credits	03
Faculty Name	:	Dr. Raj Kumar Pillay D			
				No. Hours	45
Consultation Hours	:	04:40 PM to 05:00 PM			
Mobile	:	9492841968	Email ID	rajkumar.pillay@sibmhyd.edu.in	

Program Objectives: -

➢ To nuture corporate leadership skills and social consciousness among students.
➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.

The POs (Program Outcomes) are as follows: -

➢ Students should be able to demonstrate leadership skills.
➢ Students should be able to understand and be conscious of the impact of managerial

decisions on the triple bottom-line – Profits, People and Planet.

➢ Students will be adept at analyzing and applying theoretical constructs to various

diverse business scenarios.

Course Objectives:

CO (1): - To develop an insight to concepts, principles and techniques of Business Statistics

CO (2): - To relate statistical theories and techniques to apply for decision making.

CO (3): - To appraise statistical information for analysis evaluation & interpretation

Recommended Text Book: -

➢ Business Statistics-JK Sharma, Vikas Publications-4th edition

Suggested Reference books: -

1. Understandable Statistics Concepts and Methods-Charles Henry Brase and Corrinne Pellillo Brase-Houghton Mifflin Company-Boston New York-Publisher Richard Stratton- 12th Edition.
2. BSTAT A South Asian Perspective- Keller and Arora-CENGAGE Learning.
3. Statics for Business and Economics-Anderson, Sweeney, Williams Camm and Cochran-12 Edition-CENGAGE Learning.

4. Succeding in Business with Microsoft Excel 2013 A Problem Solving Approach-Debra Grass, Frank Akaiwa and Karleen Nordquist-CENGAGE Learning

Additional Learning Resources: -

1. Edx Online learning resource for statistics using excel

2. SPSS campus licensed software

Course Map

	Course Description	Learning Outcomes	Assessments
Subject & Course Code:- Business Statistics (021141101)	This course provides an understanding of Business Statistics fundamentals of practical statistics and its application. To provide understanding on how statistical concepts are applied in different domains in the management. To train the students on technical skills and statistical tools needed to analyze the data and draw the insights of relations between the variables of a data set. It provides in- depth overview of the statistics required for understanding data for generating reports to the end used for effective business decision making.	At end of the Course the student will be able to apply and interpret the fundamental Concepts of business statistics.	➤ Discussion and Quiz
		Summarizing and describing the business data structures.	➤ Case analysis (Data set)
		Statistical Techniques to analyze the data for business decision making	➤ Exercise
		Inferential statistics for statistical authentication of results drawn from business data.	➤ Exercise and Assignments
		Causal and effect theories for identifying the relations between the variables of business data	➤ Presentation

Delivery Schedule

Session Plan				Evidence of Learning (Mapping CO with SO	GSTEE
Session No.	**Topic / Intended Learning**	**Resources Chapter Reading**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	

Session No.	Topic / Intended Learning	Resources Chapter Reading	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	GSTEE
1 and 2	**Introduction to Business Statistics.** Data Classification, Tabulation and Presentation/ Note on Analyzing BGIE Data-/PPT	HBS 9-383-094 1 and 2	Lecture and Case analysis	CO1/Quiz-S	Ex
3 and 4	**Measures of Location and Dispersion** Averages, Dispersions and Skewness/Class room activity/ Moneyball(A):What are you paying for?	-HBS 9-606-025 3,4,and 5	Case analysis(data set based)	CO1&2/Exercise-M	Ex
5 and 6	**Making stories from data** Excel, Tableau and SPSS	Bank Data set 1-5	Lab	C02/Lab exercise - M	Ex

Session Plan				Evidence of Learning (Mapping CO with SO	GSTEE
Session No.	**Topic / Intended Learning**	**Resources Chapter Reading**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	
7	**Internal Component I Internal Component I**	**Internal Component I 1-5**	**Test**	**C01,2/S**	
8 to 15	**Probability basics to Distributions** Concepts, Bayes' theorem, Distributions/Teaching Concepts of Probability: A Case Methodology for B Schools	Publication in EBSCO 6 and 7	Case study analysis	C01/Exercise-S	T
16	**Internal Component II Internal Component II**	**Internal Component II 6, 7**	**Test**	**C01,2/S**	
17-20	**Sampling** Concepts, Central Limit Theorem, Estimators/Industry and Background note	Sampling and statistical inference-HBS 9-191-092 8,9	Lecture	Co1,2,3/S	T
21-22	Testing of Hypothesis One Sample+Paired sample parametric/Scenario discussion	Problem Solving 10	Lecture	Co2&3/S	T
23	**Non-Parametric Tests** Chi-Square/Research paper	Orchestrating Teaching Business Statistics: A Methodology for Chi- Square Test 11	Lecture-Case analysis	C02&3/M	T
24	Internal component III	Internal component	Test	Co1,2&3-S	

		Internal component III	III 8-11 8			
25-26	ANOVA One way+2 way ANOVA/ Case let discussion	BSTAT KELLER/ARORA 12	Case Analysis	Co3/S	T
27,28	Regression Correlation, Regression; Practical Regression, Discrete dependent model	Problem solving: KEL643s 13,14	Lecture - Exercise	Co3/S	Ex
29,30	Internal Component IV Project presentation	Project	Project	Co1,2,3/Presentati on-S	

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential

Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

Expectations from Students: -

1. To participate in the classes exercises and activities
2. To be present in the class on time specified by all means.
3. To have an active class participation and interaction in the class on the subject associated topics
4. To be sincere in doing the assignments and class preparations
5. To maintain the dignity of a classroom and cooperate for the class
6. To actively participate in case analysis and incorporate the theories into practical phenomena
7. To undertake the tests very seriously and perform better
8. To be consistent in preparation for the class and tests which enables continuous learning
9. To have a parallel awareness on the current business trends and events to get associated with the theories learnt.
10. To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timelines

➤ Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component Name	Expected slot / due date	Marks declaration by	Weightage
1	Multiple Choice based Questions	7th session,	10th session	20
2	Multiple Choice based Questions	16th sessions	20th session	20
3	Multiple Choice based Questions	24th session	28th session	20
4	Project evaluation Presentation	29th , 30th session	In one week	20+10
End Exam	At the end of the Semester			60 Marks
Total				150 Marks

Brief profile of the Faculty Member

Professor Raj Kumar Pillay's academic career now spans more than 15 years, during which he has published several research papers and articles in national and international journals. His research areas include, teaching pedagogy in the faculty of Business Statistics, Advanced Statistics, Data Analysis Methods and Supply Chain Analytics with special reference to simulation models in operations. His significant publications are (1) Revisiting Servant Leadership: An Empirical study in Indian Context and (2) Teaching Concepts of Probability: A case Methodology for B-Schools, and has 37 citations with "h-index and I10 index".

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Symbiosis Institute of Business Management, Hyderabad Academic Year – 2019-20 (Batch of 2019-21)

MBA COURSE HANDOUT (Semester –I)

Course	:	Financial Management			
Course Code	:	021141102		No. Credits	03
Faculty Name	:	Dr. Shyamsunder Chitta			
				No. Hours	45
Consultation Hours	:	4.30 PM to 5.00 PM			
Mobile	:	9959360541	Email ID	shyam.chitta@sibmhyd.edu.in	

Program Objectives: -

➢ To nature corporate leadership skills and social consciousness among students.
➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.

The POs (Program Outcomes) are as follows: -

➢ Students should be able to demonstrate leadership skills.
➢ Students should be able to understand and be conscious of the impact of managerial decisions on the triple bottom-line – Profits, People and Planet.
➢ Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios.

Course Objectives: -

The course intends to focus on the following issues:

CO(1): - To develop an analytical/practical approach to corporate financial decision making

CO(2): - To apply & analyze the concepts in real life situations

CO(3): - To evaluate various theories related to different concepts

Recommended Text Book: -

➢ Financial Management – I.M. Pandey, Vikas Publishing House Pvt. Ltd. – 11th Edition.

Suggested Books: -

1. Corporate Finance – Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe and Ram Kumar Kakani – McGraw Hill Education (India) Private Limited, Tenth Edition.

2. Financial Management: Theory, Concepts and Problems – Dr. R.P. Rustagi – Taxmann Publications (P.) Ltd., Fifth Edition.

Additional Learning Resources:

- Internet Exercises
- HBR Articles
- HBS Cases
- Journals, Magazines and News papers

Course Map

	Course Description	Learning Outcomes	Assessments
Subject & Course Code: - Financial Management (021141102)	This course introduces the students to the basic concepts of corporate finance and its instruments. It also familiarizes the students with various theories related to corporate finance and their applications in real world.	**At the end of the course, the student is expected to:** **LO(1).:- Develop an understanding of the basic concepts of corporate finance**	➢ Assignment: ➢ Calculating future and present values
		LO(2).: - Gain insights into the theories of corporate finance	➢ Group Project: ➢ Group Project on Mergers and Acquisitions
		LO(3).:- Develop an understanding of real time applications of the theories of corporate finance	➢ Class Test

Delivery Schedule:

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE Framework
Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment /Evaluation and Weighting (S,M,W, NL)	
1-2	Introduction to Financial Management	Text Book Chapter – 1	Lecture & Discussion	CO(1)	S
3-5	Investment Decisions - Time Value of Money	Text Book Chapter - 2	Lecture, Discussion & Problem Solving	CO(1)	S
6-8	Investment Decisions - Capital Budgeting and Analysis	Text Book Chapter – 8 / Valuing Capital Investment Projects Case Study	Lecture, Discussion & Problem Solving	CO(2) – Case Analysis / M	G
9-10	Cost of Capital (WACC) and Its Implications	Text Book Chapter – 9	Lecture, Discussion & Problem Solving	CO(2)	S
11-12	Risk and Return	Text Book Chapter – 4	Lecture, Discussion & Problem Solving	CO(2) – Assignment / S	G

13-15	Valuation of Stocks and Bonds	Text Book Chapter – 3 / Fixed Income Valuation Case Study	Lecture, Discussion & Problem Solving	CO(2)	G
16-17	Leverage	Text Book Chapter – 14	Lecture, Discussion & Problem Solving	CO(2)	E
18-20	Financing Decisions - Long term financing, Capital Structure Decision	Text Book Chapter – 15	Lecture, Discussion & Problem Solving	CO(3)	E
21-24	Working Capital Management	Text Book Chapters 27 – 31	Lecture, Discussion & Problem Solving	CO(2) – Project Work / S	E
25-26	Dividend Decisions	Text Book Chapter – 17	Lecture, Discussion & Problem Solving	CO(3)	E*
27-29	Mergers and Acquisitions	Text Book Chapter – 32	Lecture, Discussion & Problem Solving	CO(3)	E*
30	International Financial Management	Text Book Chapter – 34	Lecture & Discussion	CO(2) – Class Test / S	T

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

Expectations from Students:

1. Students must report to the respective sessions well before the announced time. Late comers will not be permitted to join the class after the scheduled time. If late, the attendance for that session will be marked as absent.
2. Read the Case Study / material well prior to the class discussion. He/she is also expected to read the chapter indicated in the course plan.
3. In the class discussion student is expected to participate actively and contribute to individual and group learning.
4. Evaluation is a continuous process at SIBM. Every student needs to be aware of the evaluation timelines. Absence from these evaluations will mean non awarding of marks in that particular component.
5. Wherever applicable, group assignments require each student to contribute to the group effort. This enhances group effectiveness and leads to greater appreciation of working in groups.

Evaluation Timeline: -

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component	Expected slot / due date	Marks declaration by	Weightage
1	Case Analysis	Session 6	Within One Week	10
2	Assignment	Session 11	Within One Week	10
3	Project Work	Session 24	Within One Week	20
4	Class Test	Session 30	Within One Week	20
End exam	At the end of the semester			60
Total				**150**

Quality Assurance:

The SI(DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI(DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief profile of the Faculty Member:

Dr. Shyamsunder Chitta is a Doctorate in Commerce and Business Management with MBA in Finance from Kakatiya University, Warangal, Telangana. He has about 18 years of experience in teaching and 1½ years in industry. His areas of interests are MSMEs, Security Analysis and Portfolio Management and Banking. His teaching areas are Corporate Finance, Corporate Taxation and Tax Planning, Portfolio Management, Management Accounting. He is a recognized Ph.D. guide in Symbiosis International (Deemed University), Pune. He is the Editor-in-Chief of International Journal of Decision Making in Management and has published about 16 papers in national and international journals and presented papers in various conferences.

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Symbiosis Institute of Business Management, Hyderabad Academic Year – 2019-20

(Batch of 2019-21)

MBA COURSE HANDOUT (Semester – II)

Course	:	Retail Marketing			
Course Code	:	021141219		No. Credits	02
				No. Hours	20
Faculty Name	:	Dr. Saradhi Gonela			
Consultation Hours	:	04-40 PM to 05-00 PM			
Mobile	:	98498 58976	Email ID	saradhi.gonela@sibmhyd.edu.in	

Program Objectives: -

➢ To nurture corporate leadership skills and social consciousness among students.
➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.
➢ To prepare student to collaborate and work in team for high performance.

The POs (Program Outcomes) are as follows: -

➢ Students should be able to demonstrate leadership skills.
➢ Students should be able to understand and be conscious of the impact of managerial decisions on the triple bottom-line – Profits, People and Planet.
➢ Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios both as individuals, working in team and in steering groups.

Course Objectives: -

The course intends to focus on the following issues:

COB(1): To develop an in-depth understanding of retailing management and marketing of both in-store and non-store retailing

COB(2): To apply the conceptual and organisational aspects of retail industry at the strategic level

COB(3): To evaluate how retail environment along with behaviour of retail customers and formulate retail strategies accordingly

Recommended Text Book: -

➢ Piyush Kumar Sinha and Dwaraka Prasad Uniyal, "Managing Retailing", Oxford University Press, 2nd Edition

Suggested Books: -

1. Michael Levy, et al, "Retailing Management", Tata McGraw Hill
2. Bajaj, Tuli and Srivastava, "Retail Management", Oxford University Press
3. K.V.S. Madaan, "Fundamentals of Retailing", McGraw Hill Education India Private Limited

Course Map:

	Course Description	Course Outcomes	Assessments
Subject & Course Code: - Retail Marketing (021141219)	The course examines development and implementation of retail strategy by providing a framework from which to identify and evaluate retail operations. This is an advanced course for students specializing in Marketing. Students will address critical decision issues involved in retail management at a strategic level.	**At the end of the course, the student is expected to:** **CO(1):** Describe the key issues in retailing such as store location, store design, competition with non-store retailing.	➢ Quiz
		CO(2): Demonstrate how the choices relating to store management, branding, target customers and related aspects impact operation of the firm and the financial model of the firm.	➢ Quiz ➢ Case analyses as mentioned in the session plan ➢ Project on a) evolving retail trends b) changing retail mix c) competitive choices in the back drop of the above.
		CO(3): Examine how the retailers make decisions with reference to the customer relations, with a view to create superior value to customers and to effectively competing with rivals.	➢ Case analyses as mentioned in the session plan ➢ Project on facing competition and to establish lasting relations with customers.

Delivery Schedule:

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTE* and E# Framework
Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment /Evaluation and Weighting (S,M,W, NL)	
1	Introduction to Retail Management • Introduction to Retailing Management • Theories of Retail Development	Article MARKET OVERVIEW AND TRENDS – IBEF	Class Exercise & Discussion	CO (1) – Quiz/M	G

Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment/Evaluation and Weighting (S,M,W, NL)	GSTE* and E# Framework
2	Indian Retail Industry • Structure of Indian Retail • Growth Drivers and Challanges • Types of Retail formats, Types of ownerships	Article PERSPECTIVES ON THE INDIAN RETAIL INDUSTRY – PWC article	Article Discussion	CO(1) – Quiz/M	S
3 -4	Retail Customer Behaviour • Indian customer buying behavior in relation to retail • Profile of Indian customers • Segmentation	Article TOTAL RETAIL 2015: RETAILERS AND THE AGE OF DISRUPTION – PWC article	Article Discussion	CO(3) – Quiz/M, Project/M	G
5-6	Deciding Location • Trading are and site analysis • Estimating demand • Location determination	Article THINK INDIA. THINK RETAIL. Knight and Frank article	Article Discussion	CO(1) – Quiz/S, Project/M	S
7-8	Retail Formats and Design	Article	Lecture and	CO(2) & CO(3) – Project/S	S

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTE* and E# Framework
Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment /Evaluation and Weighting (S,M,W, NL)	
	• Classification of formats • Value based and Attitude based formats • Elements of Layout and Design • Layout formats and Aesthetics • Merchandise Display and Shopper Convenience	THINK INDIA. THINK 'CONNECTED' RETAIL. Knight and Frank article	Discussion		
9-11	Category and Inventory Management • Category definition and management process • Purchasing and assortment plans • Category-wise purchase methods	Text Book Chapter 7, 9 and 8	Classroom activity	CO(2) – Project/NL	T/G

	• Value-based purchase methods • Logistics and supply chain • Optimising inventory and working capital				
12	Financial Strategy • ROI matters not profits • ROA and other metrics • Net profit margin, inventory and asset turnover • Strategic profit models • Profit management and asset management models • Gross profit vs. net profit	Text Book Chapter 13	Classroom activity and Lecture	CO(3) – Quiz/M	S and E#
13	Key Performance Indicators • Performance objectives at various management levels • KPIs at various management levels	Articles 1. Guide to key performance indicators (PWC) 2. The future of retail metrics - Measuring success in a shifting marketplace (Deloitte)		CO(2) & CO(3) – Project/W	G and E#

14	Retail Marketing Strategy
	   • Branding
	   • Sales promotion
	   • Customer service
	   • Online presence
	• Business intelligence
	• In-store technologies
		Chapter 11 and 16	Lecture & Discussion	CO(3)- Project and Case Discussions/NL	E*

15 and 16	Point of Purchase Communications
	   • Convergent Communications
	   • Packaging
	• Consumer involvement and information search
	• In-store Communications
			Article Discussion	CO(2) & CO(3) – Project and Case Discussion/W	E*

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTE* and E# Framework
Session #	Topic/Intended Learning	Resources and References	Intended Delivery Process	Assessment /Evaluation and Weighting (S,M,W, NL)	
	Building Loyalty • Shoppers' choice • Indian consumer's check list • Loyalty and Patronage • Retail Communication Mix				
17	The Inexorable Rise of Walmart? 1988-2016	HBS Case	Case Discussion	CO(2) & CO(3) – S	E#
18	BIG BAZAAR	HBS Case	Case Discussion	CO(2) & CO(3) – S	E#
19	Metro Cash and Carry	HBS Case	Case Discussion	CO(2) & CO(3) – S	E#
20	Coffee Wars in India: Cafe Coffee Day Takes on the Global Brands	HBS Case	Case Discussion	CO(2) & CO(3) – S	E#

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential

Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

CO-Course Objective, SO-Session Objective, S-Small, M-Medium, W-Weak, NL-No Linkage

Project/ Assignment: -

The assignments included in the course would be aimed at reinforcing the classroom learning and sharpen analytical skills. The assignments will be carried out in-groups consisting of 3 to 4 students. The assignment details will be circulated separately.

Expectations from Students:-

1. To participate in the classes exercises and activities
2. To be present in the class on time specified by all means.
3. To be sincere in doing the assignments and class preparations
4. To maintain the dignity of a classroom and cooperate for the class and restrain from using mobile phones
5. To actively participate in case analysis and incorporate the theories into practical phenomena
6. To be consistent in preparation for the class and tests which enables continuous learning
7. To have a parallel awareness on the current business trends and events to get associated with the theories learnt.
8. To read the relevant articles in the newspapers and keep updated with the recent changes.

Evaluation Timeline: -

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component Name	Expected slot / due date	Marks declaration by	Weightage
1	Surprise Quiz	Before Session 15	Two session later	20 Marks

2	Project	Session 15	Session 17	20 Marks
3	Case Discussion	As per schedule	One session later	5 Marks
4	Case Discussion	As per schedule	One session later	5 Marks
5	Case Discussion	As per schedule	One session later	5 Marks
6	Case Discussion	As per schedule	One session later	5 Marks
End exam		At the end of the semester		40 Marks
		Total		**100 Marks**

Quality Assurance: -

The SI(DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI(DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief profile of the Faculty Member: -

Dr. Saradhi received his Doctorate in business management from Osmania University, Hyderabad. He has about 15 years of experience in corporate research and teaching.

His research interests include the impacts of digitalization and globalization on marketing, economics and corporate strategy. His teaching interests include Marketing Management, Digital Marketing, Retail Management, Consumer Behaviour, Strategy and Macro Economics. He has more than 150 case studies and 40 teaching notes to his credit (available at European Case Clearing House (ECCH), UK, www.thecasecentre.org). He published 6 books and 5 research papers in national journals.

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Symbiosis Institute of Business Management, Hyderabad Academic Year – 2019-20 (Batch of 2019-21)

MBA COURSE HANDOUT (Semester – II)

Course	:	Services Marketing		
Course Code	:	021141220	No. Credits	02
Faculty Name	:	Dr. Tanmoy De		
			No. Hours	30
Consultation Hours	:	Students can meet me anytime during official hours with prior appointment		
Mobile	:	7978323564	Email ID	tanmoy.de@sibmhyd.edu.in

Program Objective: -

➢ To nurture corporate leadership skills and social consciousness among students.

➢ To prepare students for a rewarding corporate career by training them on management practices through experiential learning and theoretical constructs.

The POs (Program Outcomes) are as follows: -

➢ Students should be able to demonstrate leadership skills.

➢ Students should be able to understand and be conscious of the impact of managerial decisions on the triple bottom-line – Profits, People and Planet.

➢ Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios.

Course Objectives: -

The course intends to focus on the following issues:

COB(1): To classify the balance of all elements of the traditional marketing-mix as related to physical goods and the creative extension of the traditional marketing mix when related to services.

COB(2): To identify both the commonalities and the distinctive aspects of service and product marketing as it affects strategy development and application.

COB(3): To demonstrate the need for service organizations to achieve a balance between the profit goal, financial stability, quality, and other goals that relate to the organizations mission statement and promote a customer service-oriented mindset

Recommended Text Book:

➢ Services Marketing, Christopher Lovelock, Jochen Wirtz, Jayanta Chatterji, 7th Ed, 2015, Pearson

Suggested Book:

1. Service Marketing, Valarie A. Zeithmal, Mary Jo Beitner, et.al, 6th Edition, 2015, TMH
2. Services Marketing Concepts, Strategies, & Cases, Hoffman & Bateson, 4th Ed. (e-book available)

Additional Learning Resources: -

- Online Certification -

  https://swayam.gov.in/courses/1346-managing-

  services https://nptel.ac.in/courses/110105078/

  https://nptel.ac.in/courses/110105038/

- Service Blueprinting - http://paulallen.ca/documents/2014/06/service-blueprinting-a-practical- technique-for-service-innovation.pdf/
- http://www.ep.liu.se/ecp/059/017/ecp09059017.pdf
- http://www.polaine.com/playpen/media/webdagene2012/livework_introtoblueprints.pdf
- https://www.womensenterprise.ca/wp-content/uploads/2013/10/How-to-Identify-a-Target- Market-and-Prepare-a-Customer-Profile.pdf
- https://swayam.gov.in/nd1_noc20_mg12/preview

Course Map: -

	Course Description	Course Outcomes	Assessments

Subject & Course Code:- Services Marketing (021141220)	The need for specialized skills in Services Marketing has grown in recognition of the important role of services in advanced economies. This course addresses the essential nature of services and the role of service quality. Service sector firms face increased competition and more demanding customers. Employees' role in service delivery and the emotional load form an important focus of the course. Marketers need to develop a distinct set of competencies to design, manage and evaluate the processes and performances that comprise the service offering.	**At the end of the course, the student is expected to:** **CO1**- Compare & contrast between marketing physical products and intangible services, including dealing with the extended services marketing mix
		CO2- An appreciation for the challenges facing the services marketing in traditional commercial marketing, e- marketing and non-commercial environments
		CO3- Identify the challenges faced in services delivery as outlined in the services gap model and manage service solutions that benefit various stakeholders through service-profit chain

➢ Class Discussion & Exercise ➢ Quiz Test
➢ Case Presentation and Discussion: ➢ Cases are Mentioned in the session plan
Assignments: - 1. Service Blueprinting & Servicescape- Field Visit 2. Capstone Case/ Simulation

Delivery Schedule: -

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	**Topic / Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	**Topic Alignment (if any)**
1-2	Introduction to services marketing and course overview - Distinct Aspects of Services. - Growth and importance of Services in the Economy	Reading: An Appraisal of Strategies and Challenges of Services Marketing in a Globalized Business Environment (Soft) Text Book Chapter-1	Class Activity: Applying the 7Ps	CO (1) – Quiz/S	

Session Plan	Evidence of Learning (Mapping CO with SO)	GSTEE* Framework

Session #	Topic / Intended Learning	Resources and References	Intended Delivery Process	Assessment / Evaluation and Weighting (S, M, W, NL)	Topic Alignment (if any)
	- From manufacturing paradigm to service & solutions Paradigm				
3-4	Understanding Consumer Behavior in Services Context - The consumer Experience	Case: Shouldice Hospital (Print) Reading: Clueing in to customers (Soft) Text Book Chapter-2	Case Study Discussion	CO (1) – Quiz/M	
5-6	Service strategies for segmentation, targeting and positioning	Text Book Chapter-3	Lecture & Class Exercise	CO (1) – Quiz/M	
7-8	Customer Exceptions, Needs and Perceptions- Service Quality, MOT - Employees & Customer's Role in Service Delivery	Case: Starbucks: Delivering Customer Service HBR:504016-PDF-ENG, 20p Text Book Chapter-11	Case Study Discussion	CO (1) – Quiz/S	
9	Service Development & Design: Stages in New Service Design Strategies; Service Map; Servicescape	Reading: Designing Services that deliver Note on Service Mapping (HBR) Text Book Chapter-8,10	Class Exercise and Briefing of Research Project	CO (3) – Project / S Quiz/M	E*
10-11	Understanding Service Quality & Establishing Service Standards Developing RATER, SERVQUAL	Reading: Putting the Service- Profit chain to work (HBR- Soft) Text Book Chapter-14	Lecture & Discussion	CO (2) – Quiz/S	
12	Developing a service product strategy & the role of customer Service	Case: The Dabbawala System Reading: Mumbai's Model of Service Excellence Text Book Chapter-4	Case Study Discussion	CO (2) – Case Presentation / Class Participation / S; Quiz/M	
13-14	Service Failure & Recovery - Handling Customer Complaints	Case: Federal Express: The Moneyback Guarantee Readings: 1. The Profitable Art of Service Recovery-HBR 2. The Power of Unconditional Service Guarantee (HBR) Text Book Chapter-13	Case Study Discussion	CO (3) – Case Presentation / Class Participation / S Quiz/S	S

15-16	Distributing Services - Delivering Service through Electronic Channels	Case:Zappos.com 2009 Case: Airbnb, Etsy, Uber: Growing from One Thousand to One Million Customers

Text Book Chapter-5 | Case Study Discussion; Audio- Visual | CO (2) & CO (3) – Case Presentation/Class Participation/S | S |
| **17** | Branding, Customer Profitability & Managing Customer Value(CLTV) | Case: Southwest Airlines Text Book Chapter-3,7,12 | Case Study Discussion | CO (3) | S |
| **18-19** | Service Operations Marketing- | Case: Benihana of Tokyo | Case Study | CO (3) – Case Presentation / | T |

Session Plan				Evidence of Learning (Mapping CO with SO)	GSTEE* Framework
Session #	**Topic / Intended Learning**	**Resources and References**	**Intended Delivery Process**	**Assessment / Evaluation and Weighting (S, M, W, NL)**	**Topic Alignment (if any)**
	Capstone Assignment/Simulation	Text Book Chapter-9,15	Presentation	Class Participation / S	
20	Group Project presentation (10 mins, Electronic & Hard Copy)	Submission of Reports	Student Group Presentation	CO (2) & CO (3) - S	T

GSTEE + Model stands for G – Governance, S – Sustainability, T – Technology, E- Ethics, E* - Experiential Last column in delivery schedule indicates course content & pedagogy with GSTEE model of learning

S = Strong, M = Medium, W = Weak, NL = No Linkage

Project / Assignment: -

The assignments included in the course would be aimed at reinforcing the classroom learning and sharpen analytical skills. The assignments will be carried out in-groups consisting of 3 to 4 students.

Objectives of the Assignment-

You as students are often both service consumers and service employees, because there are many job opportunities in the service sector. As a result, experiential learning activities are particularly applicable for service-marketing classes. Such active learning helps you to understand how your experiences relate to the course content, placing considerable responsibility for learning on class

participants themselves. This assignment provides you with alternative ways to understand and synthesize the learning objectives of this course. Such activities also break up the normal routine of reading the text, attending lectures, and note-taking.

This exercise requires a field trip by your group to observe a local service business. You have to identify a service industry that has many local competitors so that each group studies a different provider (coffeehouses, automobile oil change services, and start-ups are potential examples for this assignment). You have to seek permission in advance to visit a specific firm within the designated industry. You need to obtain permission from management to view and discuss the backstage of the business.

Please follow these instructions:

1. With your group, visit the service business you have chosen. You will need to gather enough information to prepare a detailed blueprint showing how a specific service is created and delivered to the customer. In most instances, this will probably require interviewing one or more managers and employees.
2. Prepare a detailed blueprint of the service including all relevant elements both front stage and backstage based on items in Annexure and the following:
   a. Add a written narrative and evaluation of the process in its present form, paying particular attention to service quality and productivity.
   b. Be sure to identify areas of strength and weakness (including potential fail points).
   c. Compare this firm's approach with the processes used by one of the major competitors.
   d. Add suggestions for any changes or improvements

Expectations from Students: -

➢ To participate in the classes exercises and activities
➢ To be present in the class on time specified by all means.
➢ To be sincere in doing the assignments and class preparations
➢ To maintain the dignity of a classroom and cooperate for the class and restrain from using mobile phones
➢ To actively participate in case analysis and incorporate the theories into practical phenomena
➢ To be consistent in preparation for the class and tests which enables continuous learning
➢ To have a parallel awareness on the current business trends and events to get associated with the theories learnt.

Evaluation Timeline: -

Keeping in line with continuous evaluation at SIBM, the following schedules have been drawn. Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component Number	Component	Expected slot / due date	Marks declaration by	Weightage
1	Quiz	Session 15	Session 17	20
2	Case Presentation and Discussion	As per session plan	Session 18	10
3	Capstone Assignment/Simulation	Session 18-19	Session 20	15
4	Project Presentation	Session 20	Session 20	15
End exam	At the end of the semester			40
	Total			100

Quality Assurance:-

The SI (DU) is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of SI (DU) programs. All material used for such processes will be treated as confidential and will not be related to course grades.

Brief profile of the Faculty Member: -

Dr. Tanmoy De is working as an Assistant Professor in Symbiosis Institute of Business Management, Hyderabad Campus since Feb'2017. Over the past sixteen years he has been associated with the academic circle, mainly teaching courses on Marketing Strategy, Services Marketing, Rural Marketing & Digital Marketing to post graduate Management students. He is an active member of professional bodies like AIMA, ISTE, SPSS South Asia, and Capsim Management Simulation, USA.

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