



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA-ADVERTISING AND PUBLIC RELATIONS**  
**I SEMESTER (2022-2024)**

**MBAI101 PRINCIPLES AND PRACTICE OF MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

To understand the core management principles which applies to individuals, medium and large organizations. The students are expected to learn the basics of management functions and realize the ideal characteristics of a manager. The impetus of this subject is to make the students familiarize with the professional skills required to be an effective manager.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Understand the role of managers.
2. Understand the major functions of management viz. Planning, Organizing, Staffing, leading and controlling.
3. Describe the interrelationship among the various functions of Management.
4. Develop a general management perspective.
5. Use analytical skills for decision making.

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MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**Unit I: Nature and Evolution of Management**

1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Early Classical Approaches – Scientific Management, Administrative Management, Bureaucracy, Hawthorne study, Principles of Fayol
5. Neo-Classical Approaches – Human Relations Movement, Behavioral Approaches
6. Modern Approaches – Quantitative Approach; Systems Approach; Contingency Approach

**Unit II: Planning**

1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning and Objectives
3. Advantages and limitations of Planning
4. MBO
5. Decision Making, Process of Decision Making

**Unit III: Organizing**

1. Nature and Purpose of Organizing
2. Departmentation
3. Span of Control
4. Line and Staff Relationship
5. Delegation and Decentralization

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**Unit IV: Directing**

1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process
5. Leadership

**Unit V: Controlling**

1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control
7. Managing in Virtual Environment
8. Managerial Skills

**Suggested Readings**

- 1 Koontz and Heinz Wehrich (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.
- 2 Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
- 3 Hillier Frederick S. and Hillier Mark S(2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India, Latest Edition.
- 4 Wehrich Heinz and Koontz Harold (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India, Latest Edition.
- 5 Tripathi P.C. and Reddy P.N.(2012). *Principles of Management*. Tata McGraw Hill Education, New Delhi, India, Latest Edition.

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**MBAI102 MARKETING MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. The objective of the course is to provide the learners exposure to modern marketing concepts, tools, and techniques.
2. To help them develop abilities and skills required for the performance of marketing functions.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Demonstrate understanding of marketing management.
2. Apply the concept of marketing in business operations.
3. Develop an understanding of the linkages of marketing management and other functions of an organization.

**COURSE CONTENT**

**Unit I: Marketing Concepts**

1. Introduction- Nature and scope of marketing, Evolution, Various marketing orientations
2. Marketing Vs Selling concepts
3. Consumer need, Want and Demand concepts
4. Marketing Environment
5. Marketing challenges in the globalized economic scenario

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MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

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\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit II: Market Segmentation, Targeting, Positioning and Branding**

1. Segmentation-Meaning, Factors influencing segmentation, Basis for segmentation
2. Targeting-Meaning, Basis for identifying target customers, Target Market Strategies
3. Positioning-Meaning, Product differentiation strategies, Tasks involved in positioning
4. Branding- Concept of Branding, Brand Types, Brand equity, Branding Strategies

**Unit III: Products and Pricing**

1. Product Decisions- Concept and Objectives, Product mix
2. New product development process
3. Product Life cycle strategies
4. Pricing Decisions- Pricing concepts and Objectives
5. Pricing strategies-Value based, Cost based, Market based, Competitor based
6. New product pricing – Price Skimming and Penetration pricing

**Unit IV: Distribution Decisions**

1. Importance and Functions of Distribution Channel
2. Channel alternatives
3. Factors affecting channel choice
4. Channel design
5. Channel conflict and Channel management decisions, Distribution system
6. Multilevel Marketing (Network Marketing)

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**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course  
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**Unit V: Integrated Marketing Communications**

1. Concept of communication mix, Communication objectives
2. Advertising- Advertising Objectives, Advertising Budget, Advertising Copy
3. AIDA model, Advertising Agency Decisions
4. Sales Promotion: Sales Promotion Mix, Tools and Techniques of sales promotion, Push-pull strategies of promotion
5. Personal selling- Concept, Features, Functions, Steps/process involved in Personal selling
6. Publicity / Public Relation- Meaning, Objectives, Types, Functions of Public Relations
7. Digital Marketing- Basic concepts of E-Marketing

**Suggested Readings**

1. Kotler, Keller, Koshy and Jha (2009). *Marketing Management: A South Asian Perspective*. Pearson Education, Latest Edition.
2. Masterson Rosalind and Pickton David (2014). *Marketing: An Introduction*. Sage Publications, Latest Edition.
3. Panda Tapan (2008). *Marketing Management. Excel Books*. India Latest Edition.
4. Ramaswamy V. S. and Namakumar S. (2009). *Marketing Management*. Macmillan Publishers, Latest Edition.
5. Etzel M. J, Walker B J and Stanton William J. (1997). *Fundamentals of Marketing Management*. Tata McGraw Hill, Latest Edition.
6. Kumar Arun and N Meenakshi (2009). *Marketing Management*. Vikas Publications, Latest Edition.
7. Karunakaran K. (2009). *Marketing Management*. Himalaya Publishing House, Latest Edition.
8. SaxenaRajan (2009). *Marketing Management*. Cengage Learning, Latest Edition.
9. Lamb, Hair, Sharma, McDanniel (2012). *Marketing. Cengage Learning*. Latest Edition.

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**MBAI104 ORGANIZATIONAL BEHAVIOR**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

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**Course Objective**

The objective of the course is to familiarize the students with Organisational, Group and Individual Behaviour. The course also educates the students the concept and theories of Motivation, Leadership and Teamwork.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To describe human behavior and that of others in an organizational setting.
2. To examine important aspects of group/team processes and manage them.
3. To demonstrate ability to manage, lead and work with other people in the organization.

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MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

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\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**Unit I: Introduction to Organizational Behavior (OB)**

1. Definition, Contributing Disciplines to the OB field, Levels of OB
2. Models of Organisational Behavior
3. Challenges and Opportunities for OB
4. Organisational Behaviour in Global Context

**Unit II: Determinants of Individual Behavior**

1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Perception – Factors Affecting Perception, Attribution Theory, Errors in Perception
3. Attitude - Formation, Components of Attitudes, Types
4. Learning - Concept, Theories - Classical Learning, Operant Learning and Social Learning and Managerial Implications

**Unit III: Motivation and Leadership**

1. Motivation: Concept and Process
2. Theories of Motivation: Need Hierarchy Theory, Two Factor Theory, Victor Vroom Theory, Equity Theory, Organisational Justice, Application of Motivational Theories
3. Leadership: Meaning and Styles
4. Leadership Theories: Trait Theory, Behavioral Theories- Managerial Grid, Situational Theories-Fiedler’s Model and Hersey-Blanchard Model

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**Unit IV: Group Behavior and Conflict Management**

1. Groups and Team: Concept, Classification, Life Cycle of a Team, Building effective Teams
2. Conflict: Meaning, Level, Sources, Model of Conflict Resolution.
3. Interpersonal Orientations: Transactional Analysis, Stroking

**Unit V: Organisation Culture, Stress and Change Management**

1. Organisational Culture: Concept, Creating and Sustaining Culture, OB Across Cultures
2. Change : Concept, Forces for Change, Resistance to Change, Approaches to Managing Change
3. Stress: Concept, Causes, Approaches to Stress Management
4. Issues between Organisations and Individuals.

**Suggested Readings**

1. Stephens, R., Judge, T. and Sanghi, S. (2011). *Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstorm, J. (2007). *Positive Organizational Behavior*. Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). *Organizational Behavior: A Strategic Approach*. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). *Human Relations and Organizational Behavior: A Global Perspective*. Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). *Behavior in Organizations*. Pearson Prentice Hall, Latest Edition.

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**MBAI105 BUSINESS COMMUNICATION**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; SEC- Skill Enhancement Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

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MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

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**COURSE CONTENT**

**Unit I: Introduction**

1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback
5. Barriers to communication

**Unit II: Communication Networks**

1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication: Importance of non-verbal communication, Kinesics, Proxemics, Paralanguage

**Unit III: Business Letters and Reports Writing:**

1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters: Positive and Negative messages
2. Writing Reports: Purpose, Kinds and Objectives of reports: Organization and Preparing reports
3. Short and Long reports

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**Unit IV: Writing Proposals, Memos, Resumes and Applications**

1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes, Application letters

**Unit V: Employment Communication**

1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

**Suggested Readings**

1. Chaturvedi, P.D. (2004). *Business Communication Concepts Cases and Applications*. Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers*. Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication*. Cengage Learning, India, Latest Edition.
4. Courtland L. Bovee (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
5. Kaul, A. (2015). *Business Communication*. PHI Learning, Latest Edition.
6. Loudon, Kenneth C. and Loudon Jane P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.

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**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA-ADVERTISING AND PUBLIC RELATIONS**  
**I SEMESTER (2022-2024)**

**MMM102 ELECTRONIC MEDIA AND SOCIETY**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MMM102	CC	Electronic Media and Society	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. The objective of the course is to familiarize the students with Electronic Media and its impact on society.
2. To understand the core concepts of electronic media.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Understand the basics of electronic media and its influence in society.
2. Understand various dimensions of radio and television programs.

**COURSE CONTENT**

**Unit I: Concept and Characteristics of Electronic Media**

1. Development of Electronic Media in India
2. Development, characteristics, objectives, and services of Radio
3. Development, characteristics, objectives, and services of Television and Information Technology.

**Unit II: Psychology and Sociology of Media audiences**

1. Media audience, The audience as market,
2. Psychology of audiences,
3. Audience measurement, audience surveys

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MMM102	CC	Electronic Media and Society	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course  
 \*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Unit III: Electronic Media and Society**

1. Characteristics of Indian Society,
2. Interaction between media and society,
3. Effect of media on education, Indian family, children, women etc.

**Unit IV: Media and Social Responsibility**

1. Media and consumerism,
2. Media and violence
3. Media and Corporate Social responsibility (CSR)

**Unit V: Media and Culture**

1. Mass media and culture,
2. Creation of media culture.
3. Media and Ethics

**Suggested Readings**

1. Gurevitch, M. Et. Al (1982). *Culture, Society and Media*. Metheun, London/New York. Latest Edition.
2. Banerjee, S. (1985). *Culture and Communication*. Patriot Publishers. Latest Edition.
3. Fransecky, Roger B.(1975). *The Video Explosion: Choosing a Future Audiovisual Instruction*. Latest Edition.
4. Toffler, Alvin (1972). *Hearing for Tomorrow, The role of Future in Education*. Random House, New York. Latest Edition.
5. Video discs: *The Expensive Race to Be First*. Business Week, Sept. 15, 1975.
6. McQuail, D.(1994). *Mass Communication Theory: An Introduction*. Sage Publications. Latest Edition.

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**I SEMESTER (2022-2024)**

**MMM106 GRAPHICS AND ANIMATION**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MMM106	CC	Graphics and Animation	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course  
**\*Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objectives**

1. The objective of this subject is to provide basic overview of Graphics and Animation
2. Students also will be benefitted by learning through practical applications of Graphics and Animation.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Understand basics of Graphics and Animation through practical exposure.
2. Familiarize students with the principles of graphic design and production

**COURSE CONTENT**

**Unit I: Graphic Design**

1. Introduction and Concept
2. Tools of Graphic Design
3. Software based Graphic Design

**Unit II: Animation**

1. Introduction and Concept.
2. Principles of Animation.
3. Types of Animation

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MMM106	CC	Graphics and Animation	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course  
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**Unit III: Photography**

1. Camera Basics
2. Still Photography, Lenses, Exposure
3. Composition, Colour

**Unit IV: Photoshop**

1. Introduction
2. Tools and Techniques
3. Introduction of Photoshop Software

**Unit V: Applications of Graphics and Animation**

1. Applications of Graphic Design
2. Applications of Animation
3. New trends in Graphics and Animation

**Suggested Readings**

1. Langford J. J.(2000). *Basic Photography*. Taylor & Francis. Latest Edition.
2. Pakhira, Malay K.(2015). *Computer Graphics, Multimedia and Animation*. PHI Learning
3. Andrew (2013). *Utterback- Studio Television Production and Directing*. Focal Press. Latest Edition.
4. Ratner (2009). *3-D Human Modeling and Animation - With DVD*. John Wiley & Sons, Inc
5. Adrian Shaughnessy (2010) *How to Be a Graphic Designer without Losing Your Soul*. Princeton Architectural Press; New edition
6. Fitzhugh L. Miller ( 2002). *3D Production Drafting and Presentation*. Prentice Hall, Inc

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