



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020 BBA (Marketing) - V SEMESTER (2022-2026)

BBA501 BASICS OF OPERATIONS 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*					
BBA501	MAJ	Basics of Operations Management	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ-Minor

***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

This course is aimed at introducing students to the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

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 5 questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

- CO1 Comprehend the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- CO2 Develop the understanding for Facilities Location and the factors that affect the selection of facilities location.
- CO3 Analyze the facilities requirement and accordingly design Layouts.
- CO4 Define and examine the materials management function starting from demand management through Inventory Management.
- CO5 Apply various Statistical Quality Control tools including the analysis of various Quality costs, and quality circles.

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COURSE CONTENT

UNIT I: Introduction

1. Nature and Scope of Production/Operations Management,
2. POM Relationship with other Systems in the Organisation
3. Factors that affect System and Concept of Production and Operation Management.
4. Different types of Production/Operation Systems, Role, and Responsibilities of Production/Operations Manager.
5. Basic differences between Manufacturing and Service operations.

UNIT II: Facilities Location

1. Importance of location decision and needs for it.
2. Factors affecting plant location decision.
3. Basic location decision models – Break-Even Method, Factor Rating Method
4. Weighted Factor Rating Method, Load Distance Method
5. Centre of Gravity Model

UNIT III: Facilities Layout

1. Concept of Plant Layout
2. Objectives of Plant Layout
3. Principles of Plant Layout
4. Basic classification of Layouts – Process Layout, Product Layout, Layout by Fixed Position
5. Group Layout/ Cellular Manufacturing

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UNIT IV: Material and Inventory Management

1. An overview of Material Management, Material Planning, and Inventory Control,
2. Concept and fundamentals of Material requirement planning (MRP)
3. Inventory Models(Classical EOQ, Model with Shortages), JIT,
4. Budgeting and Material Planning, Purchase Management,
5. Store Management, Safety Management, Case Study.

UNIT V: Quality in Prod. & Ops Management

1. Definition, History of Quality, Quality Management
2. Concepts of Quality Assurance, Acceptance Sampling
3. Statistical Process Control
4. Control Charts: Control Limits, Central Tendency and Dispersion, \bar{X} chart and r-chart.
5. Total Quality Management, QMS and ISO Standards, Case Study.

SUGGESTED READINGS

1. Chary, S.N., (2012). *Production and Operations Management*. McGraw Hills Education Pvt. Ltd.,5th edition.
2. Kumar, S. and Suresh, N. (2009). *Operations Management*. New Age International Publishers.
3. Ashwathappa, K (2007). *Production and Operation Management*. Himalaya Publishing House.
4. Paneerselvam, R. (2013). *Production and Operations Management*. PHI Learning Private limited.

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BBAM502 BASICS OF DIGITAL MARKETING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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BBAM502	MAJ	Basics of Digital Marketing	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major

***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 give a thorough working knowledge of Digital media and Marketing communication and how they interrelate.

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 students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

- CO1 Apply fundamentals and best practices to digital marketing.
- CO2 Use social media platforms and professional tools for social media marketing.
- CO3 Analyze the social media landscape and its role in public relations and businesses.

COURSE CONTENT

UNIT I: Introduction to Digital Marketing

1. Introduction, Objectives, Characteristics and Importance
2. Digital v/s Traditional Marketing
3. Digital Marketing Process
4. Tools of Digital Marketing
5. Advantages of Digital Medium over other Media

UNIT II: Internet Marketing

1. Internet Marketing, Email Marketing
2. Types of Email Marketing, Email Marketing Tools
3. Content Marketing
4. Social Media Marketing, Blog writing
5. Website Marketing, Concept, Strategy, Tactics

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UNIT III: Search Engine Optimization

1. Introduction, Importance of SEO
2. Different Methods of SEO
3. Different types of SEO Black Hat SEO, White Hat SEO, On Page SEO, Off Page SEO
4. Google AdWords, Google AdSense
5. Keywords, Keywords Research, Types of Keywords, Importance of Keywords

UNIT IV: Social Media Optimization

1. Introduction, Strategies, Importance
2. Different Social Media Channels
3. Strategies, Tactics and Techniques
4. Social Media Analytical Tools, Importance
5. Use of tools, Measuring social media ROI.

UNIT V: Mobile Marketing

1. Concept, Types, Importance, Challenges
2. Advantages and Disadvantages
3. Types of Mobile Marketing, SMS and MMS Marketing,
4. Mobile Internet Marketing, Application Marketing, Mobile Games, Barcodes/ QR Codes
5. Mobile Campaigns, Types of Mobile Campaigns, Elements of Mobile Campaigns.

SUGGESTED READINGS

1. Strauss, J. & Frost, R. (2009). *E-Marketing*. Prentice Hall. New Jersey.
2. Agarwala, K.N. & Agarwala, D (2006). *Business on the Net: What's and How's of E-commerce*. McMillan. New Delhi.
3. Kalakota, R., & Andrew, W. (1997). *Frontiers of E-Commerce*. Addison Wesley. New Delhi.
4. O, Brien J. (2011). *Management Information System*. TMH. New Delhi.
5. Oberoi, S. (2001). *E-Security and You*. TMH. New Delhi.
6. Levine, Y. (2002). *The complete reference to the Internet*. TMH. New Delhi.

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BBAM503 INTRODUCTION TO SERVICE MARKETING

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*				
BBAM503	DSE	Introduction to Service Marketing	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

***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

The objective of this course is to develop an insight into and understanding of Service Marketing.

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 5 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

- CO1 Understand and explain the nature and scope of services marketing.
- CO2 Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.
- CO3 Use the Gaps Model for diagnosing and addressing service quality problems.

COURSE CONTENT

UNIT I: Understanding Service Market

1. Introduction to Service marketing, Distinctive Marketing Challenges in Services.
2. Service Economy
3. Service marketing Mix
4. Customer Behavior in Service Encounters.
5. Customer Decision Making; The Three-Stage Model of Service Consumption-Pre Purchase Stage, Service Encounter Stage and Post- Encounter Stage.

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UNIT II: Building the Service Model

1. Planning and Creating Services; Facilitating Supplementary Services, Enhancing Supplementary Services
2. Branding Strategies for Services
3. Distribution in Services
4. Determining the Type of Contact- Options for Service Delivery, Place and Time Decisions, Delivering Services in Cyberspace.
5. The Role of Intermediaries; the Challenge of Distribution in Large Domestic Markets; Distributing Services Internationally.

UNIT III: Service Pricing and Revenue Management

1. Objectives for Establishing Prices
2. Pricing Strategy- Cost-based, Value based, Competition based.
3. Concept of market Segmentation and its focused Strategies; Service Attributes and Levels
4. Positioning Services in Competitive Markets
5. Positioning and its Impact; Internal Market and Competitor Analyses, Using Positioning Maps to Plot Competitive Strategy, Changing Competitive Positioning.

UNIT IV: Designing and Managing Service Processes

1. Service Process Designing
2. Documenting Service Processes
3. Developing a Service Blueprint
4. Service Process Redesign
5. Customer participation in Service Processes.
6. Crafting the Service Environment: Purpose of Service Environment; Consumer Responses to Service Environments.
7. Dimensions of the Service Environment; Importance of Service Employees; Service Leadership and Culture.
8. Case Study.

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UNIT V: Implementing Profitable Service Strategies

1. Customer Loyalty, Customer Firm Relationship, the Wheel of Loyalty, Creating Loyalty Bonds
2. Strategies for Reducing Customer Defections.
3. Customer Relationship Management, Customer Complaining Behavior, Principles of Effective Service Recovery Systems,
4. Improving Service Quality and Productivity. Service Quality and the Gaps Mode
5. Measuring and Improving Service Quality, Defining and Measuring Productivity

SUGGESTED READINGS

1. Chowdhary, N., & Choudhary, M. (2008). *Marketing of Services*. MacMillan Publishers India Limited.
2. Lovelock, C., & Wirtz, J. (2016). *Service Marketing (8 ed.)*. World Scientific.
3. M. K. Rampal and S. L. Gupta (2000). *Service Marketing (6th ed.)*. Galgotia Publishing Company.
4. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). *A conceptual model of service quality and its implication for future research*. Journal of Marketing.

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BBAM504 INTRODUCTION TO DIRECT AND EVENT MARKETING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
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BBAM504	DSE	Introduction to Direct and Event Marketing	60	20	20	-	-	4	-	-	4	

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COURSE OBJECTIVE

The objective of this course is to provide basic insights about the subject and to develop an understanding of the theories, models and concepts pertaining to data driven direct and event marketing and apply these in a broader marketing context.

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 5 questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

- CO1 The student will understand how to apply the knowledge of direct and event marketing to practical cases.
- CO2 To critically analyze and understand the impact of direct and event marketing principles on corporate and marketing planning.

COURSE CONTENT

UNIT I: Introduction

1. Direct marketing- Concept, growth & benefits, limitations.
2. Variants of Direct Marketing.
3. Main tasks – lead generation, customer acquisition, development, and retention.
4. Direct marketing in real time – interactive marketing.
5. Direct marketing vs. marketing through Channels.

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UNIT II: Traditional Methods of Direct Marketing

1. Traditional methods of DM -Telemarketing, Multi-Level Marketing (MLM).
2. Personal Selling, Exhibition, Trade fairs, Direct Mail,
3. Catalogue Marketing, Company showrooms- factory outlets-own distribution.
4. Technology mediated Marketing Channels: Interactive TV, mobile and SMS.
5. The advancement in digital marketing, Automatic vending machines, Kiosk marketing.

UNIT III: Integrating Direct Marketing Media

1. The role of brands and personalized marketing communications.
2. Building brands through response and optimizing integrated communications.
3. Differences between direct marketing media and non-direct media.
4. Unique characteristics of addressable media (direct mail, email, fax, phone, SMS).
5. Inserts and door-to-door - formats, costs, and response.

UNIT IV: Introduction to Event Marketing

1. Event Marketing, Need, scope and Importance
2. Managing customer expectations
3. Designing events that meet customer's needs
4. Event packages, In-house vs. event management companies,
5. Team building, Nature of Teams & Types of Teams.

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UNIT V: Types of Events

1. Charity Events and Award Ceremonies, Setting fund raising targets and objectives, Working with volunteers and committees
2. Generating goodwill and media exposure, Commissioning celebrities, MCs, and entertainment.
3. Outdoor Events, Types of outdoor event, Concerts, Planning and Logistics
4. Risk Management, Marketing and Sponsorship
5. Celebrity events, Concerts – Launches – Fashion shows, National festivals and high-profile charity events, Liaising with agents, Contract negotiations, Client briefings

SUGGESTED READINGS

1. Stone, B., and Ron, J., (2008). *Successful Direct Marketing Methods*. McGraw Hill Professional: New Delhi.
2. Hillstrom, K., (2006). *Hillstrom's Database Marketing*. Campbell & Lewis Publishers: Oregon.
3. Brondmo, Hans, P., (2009). *The Engaged Customer-The New Rules of Internet Direct Marketing*. Harper Collins: New York.
4. Hoyle, Leonard. H., (2002). *Event Marketing. How to Successfully Promote Events, Festivals, Conventions, and Expositions*. John Wiley & Sons: New York

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