



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA -ADVERTISING AND PUBLIC RELATIONS-IV SEMESTER(20-22)

MBAI401C STRATEGIC MANAGEMENT

SUBJECT CODE	SUBJECT 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				
MBAI401C	Strategic Management	60	20	20	-	-	4	-	-	4

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

***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 teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Course Outcomes

Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

Unit I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision–Making Processes – Rational–Analytical
5. Intuitive–Emotional, Political – Behavioral; Universality of Strategic Management
6. Strategists at Corporate Level and at SBU Level
7. Interpersonal, Informational and Decision Roles of a Manager

Unit II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

4. Analysis of Environment, Diagnosis of Environment – factors influencing it
5. Environmental Threat and Opportunity Profile (ETOP)
6. Internal Strengths and Weaknesses
7. Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)

Unit III: Strategy Alternatives, Grand Strategies and their sub strategies

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives
5. Active and Passive Alternatives
6. International Strategy Variations

Unit IV: Strategic Choice and Analysis

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

Unit V: Strategy Implementation, Concept, Barriers, Implementation Process

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

Suggested Readings

1. Kazmi, Ajhar. (2009). *Strategic Management and Business Policy*. Tata McGraw Hill.
2. Lomash, Sukul & Mishra P.K. (2003). *Business Policy & Strategic Management*. Vikas Publication.
3. Trehan, Alpana. (2010). *Strategic Management*. Dreamtech. Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Vikas Publication.
5. Parthasarthy, Raghavan. (2008). *Fundamentals of Strategic Management*. Wiley.
6. Pankaj, Ghemawat. (2006). *Strategy and the Business Landscape*. Pearson.
7. Haberberg, Adrian & Rieple Alison. (2010). *Strategic Management*. Oxford Press.
8. Tushman (2010.) *Managing Strategic Innovation & Change*. Oxford Press.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBAI402C SUPPLY CHAIN MANAGEMENT

SUBJECT CODE	SUBJECT 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				
MBAI402C	Supply Chain Management	60	20	20	-	-	4	-	-	4

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

***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 would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance. The course would acquaint the students with various concepts, models and decisionmaking tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools In real-life situation.

Course Outcomes

1. Understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance will be developed among students.
2. Familiarize students with various concepts, models and decision making tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools In real-life situation.

Unit I: Introduction to SCM

1. Importance of materials management
2. Codification, Simplification
3. Value analysis, Value engineering, Vendor analysis
4. Concepts and importance of a Supply Chain (SC)
5. Evolution of Supply Chain Management (SCM)
6. Key issues of Supply Chain Management, Competitive and SC strategies

Unit II: Dynamics of Supply Chain

1. Supply Chain Interventions
2. Push-based, Pull-based and Push-Pull based supply chain
3. Network design and Operations in the Supply Chain
4. Demand Forecasting in a Supply Chain
5. The value of information, Bullwhip effect, its Causes and remedial measures



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

UNIT III: Managing Inventory in SC environment

1. Basic and advanced inventory models
2. Multi-echelon inventory models

Unit IV: Transportation in SC environment

1. Design options for a transportation network
2. Strategic Outsourcing and Strategic Alliances
3. Third party and fourth party logistics

UNIT V: Retailing and Supply Chain Management

1. Retailer- Supplier partnerships (RSP)
2. Supplier evaluation and selection
3. Information Technology (IT) in Supply Chain Management
4. SC performance model: SCOR model

Suggested Readings

1. Gopalakrishnan, P.(2008). *Purchasing and Materials Management*. New Delhi; Tata McGraw Hill.
2. Kachru, Upendra(2009). *Exploring the Supply Chain*. New Delhi; Excel Books.
3. Agrawal, D.K.(2010). *Supply Chain Management: Text and Cases*. Delhi; Macmillan Publishers
4. Shah, Janat (2010).*Supply Chain Management*. Chennai; Pearson Education.
5. Badi, N.V. (2010). *Supply Chain Management*. New Delhi; Vrinda Publications.
6. Levi,Simchi (2009). *Designing and Managing the Supply Chain*. New Delhi; Tata McGraw Hill.
7. Raghuram, G. (2006). *Logistic and Supply chain Management*. New Delhi; Macmillan Publishers
8. Shapiro (2007). *Modeling the Supply Chain*. New Delhi: Cengage Learning
9. Long, Douglas (2004). *International Logistics: Global Supply Chain Management*. New York; SpringerVerlag.
10. Philippe-Pierre Dornier, PanosKouvelis, Michel Fender (1998),*Global Operations and Logistics: Text and Cases* , Wiley John & Sons



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBAAPR 402 COMMERCIAL DESIGNING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY				PRACTICAL			CREDITS	
		END SEM University Exam	Two Term Exams	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T		P
MBAAPR205	Commercial Designing	60	20	20	-	-	4	-	-	4

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

***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 make students aware of the various aspects of designing, and create an understanding about the entire aspect of advertising, printing, packaging and designing.

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 make the students to understand applications of Basic design in Advertising
2. To make the students familiarize for digital typography, packaging design and digital graphics.

COURSE CONTENT

Unit I: Introduction to art appreciation & aesthetics

1. Meaning & Elements of Arts,
2. Principle of Design,
3. Computer Graphics,
4. Practical Application of Basic Design in advertising



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Unit II: Color Modes in Digital media

1. Color modes in digital media
2. Digital Typography
3. Uses of Digital Typography in communication design

Unit III: Corporate/Brand Identity

1. Corporate Identity - Macro & Micro
2. Complete Information Design
3. Designing for digital/social media
4. digital graphics

Unit IV: Press advertising

1. Introduction to working on briefs
2. Creating bullet tips,
3. Concept finalization,
4. The Big IDEA.
5. Various forms of Press / Magazine print advertising

Unit V: Packaging Design

1. Study of Structures & forms
2. Surface Graphics
3. Packaging Material
4. Mechanical Production Techniques
5. Printing/Folding/Cutting/Lamination/Binding/ prepress Field

Suggested Readings

1. Bono de, Edward. (1993) *Serious Creativity - Lateral Thinking*. HarperCollins Publishers.
2. Gwain, S. (1995). *Creative Visualization*. New World Library.
3. Ogilvy, D. (1997) *Advertising*. Vintage Books edition.
4. Baroni, D & Booth, Edward. (1980). *The language of Graphics*. Abrams Inc.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MMM402 BROADCAST JOURNALISM

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*				
MMM402	Broadcast Journalism	60	20	20	-	-	4		-	4

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

***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 familiarize students with the combined skills and theories of Radio, TV and live 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 Outcome

To provide an insight about the latest digital techniques: computer assisted reporting, online journalism, satellite communication and video journalism.

COURSE CONTENT

Unit I: Introduction

1. Word of Journalism and its constituents
2. Journalism in Digital Age, Ethics, Laws
3. Free speech in journalism and the journalism language

Unit II Sources of News Gathering

1. Concept, elements
2. Values and sources, types of news programmes on electronic media
3. News editing: Meaning, purpose, symbols and tools
4. Gate keeping and their responsibilities



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Unit III: Electronic news gathering

1. Writing and reporting
2. Writing and reporting techniques
3. Compiling the report, reporting for broadcast
4. Investigative reporting
5. Specialist reporting
6. Public affairs reporting. Media

Unit IV: Basic equipment for electronic news gathering

1. News rooms, satellite communication
2. Comparisons with print

Unit V: Presentation

1. Presenting the news for Radio and TV
2. Its various formats and styles, pronunciation
3. Voice delivery, accent etc. Online Journalism
4. Internet news portal, reporting techniques
5. Writing and story
6. Construction, convergence of media

Suggested Readings

1. Herbert, John (1999). *Journalism in the Digital Age. Theory and practice for broadcast, print and online media*. Boston. Focal Press.
2. Boy, Andrew (2000). *Broadcast Journalism, Radio and TV news*. Boston. Focal Press.
3. Manning, Paul (2001). *News and News sources*. New Delhi. Sage Publication.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MMM403 PUBLIC RELATIONS AND CORPORATE COMMUNICATION

SUBJECT CODE	SUBJECT 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*				
MMM403	PUBLIC RELATIONS & CORPORATE COMMUNICATION	60	20	20	-	-	4	-	4	

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

***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

To provide a basic understanding corporate communication and importance of public relation (PR) in the corporate 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 Outcome

The students should be able to understand basics of corporate communication and public relation in the corporate world.

COURSE CONTENT

Unit I: PR-Concept

1. Definition and theory, brief history of public relations and emergence of corporate communication
2. The historical links, evolution of PR
3. Understanding Various Concepts

Unit II: Tools of PR

1. PR Process Tools of PR
2. PR and Writing
3. PR's Evolving Role in Business



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Unit III: Corporate Communication

1. Definition, Importance of Corporate Communication
2. History of Corporate communication and its Relevance in media
3. Various kinds of Organizational Communications
4. Element of Corporate Communication Plans

Unit IV: Corporate Communication Applications

1. Corporate Communication Applications
2. Corporate Governance
3. Public Affairs
4. Law and Ethics in CC

Unit V: Corporate Event Management

1. Corporate Identity
2. Corporate Advertising
3. Events, Sponsorship, Tradeshow
4. CC/PR in brand building, CSR
5. Crisis Communication

Suggested Readings

1. Abelson, Daniel (1996). *Communication in the Modern Corporate Environment*. Prentice Hall.
2. Paul, Argenti A. (2003). *The power of corporate communication*. New York. McGraw Hill.
3. Bland, Micheal, Theaker, Alison and Wragg, David (2005). *Effective Media Relation: How to get results*. Chennai. Atlantic Publishers



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MMM405 EVENT MANAGEMENT

SUBJECT CODE	SUBJECT 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*				
MMM405	Event Management	60	20	20	-	-	4	-	4	

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

***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. Sharpen their vision, increase business acumen and enhance event management skills.
2. Acquire thorough knowledge and understanding of multiple facts of team management

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 Outcome

Students will be able to view 360 degree perspective on event management

COURSE CONTENT

Unit I Introduction to Event

1. Designing corporate events that meet customer's needs
2. The fundamentals of corporate hospitality
3. Managing customer expectations
4. Types of corporate events

Unit II Corporate Event packages

1. In-house vs. event management companies
2. Corporate event packages
3. Staff events
4. Customer events
5. Team building



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

6. Nature of Teams
7. Types of Teams

Unit III: Charity Events

1. Charity Events and Award Ceremonies
2. Setting fund raising targets and objectives
3. Working with volunteers and committees
4. Generating goodwill and media exposure
5. Commissioning celebrities
6. MCs and entertainment

Unit IV: Outdoor Events

1. Outdoor Events
2. Concerts
3. Logistics
4. Risk Management
5. Types of outdoor events
6. Risk management
7. Planning and logistics, Marketing and sponsorship.

Unit V: Celebrity events

1. Celebrity events
2. Concerts – Launches – Fashion shows
3. National festivals and high-profile charity events
4. Liaising with agents
5. Contract negotiations
6. Client briefings
7. Celebrity wish lists and expectations

Suggested Readings

1. Allison, Saget (2006). *The Event Marketing Handbook*. Chicago; Dearborn Trade Pub.
2. Hoyle, Leonard H. (2002). *Event Marketing*. The Wiley Event Management Series
3. Stone, Bob and Jacobs, Ron (2001). *Successful Direct Marketing Methods*. McGraw-Hill Companies
4. Hillstrom, Kevin (2010). *Hillstrom's Database Marketing*. Campbell & Lewis Publishers
5. Brondmo, Hans (2002). *The Engaged Customer-The New Rules of Internet Direct Marketing*. Piatkus