

MBA (Marketing Management)

DETAILED SYLLABUS

SEMESTER - I

1. PRINCIPLES OF MANAGEMENT:

Objectives: this course helps students to understand essential elements of management. They shall be exposed to basic concepts and techniques of analysis. Real life case studies shall be discussed to illustrate contemporary management practices.

Content:

Unit I (6 Sessions)

Historical Development: Definition of Management, Science or Art, Management and Administration, Development of Management Thought Contribution of Taylor and Fayol, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

Unit II (6 Sessions)

Planning: Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Process of Managing by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.

Unit III (6 Sessions)

Organising: Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process – Techniques – HRD – Managerial Effectiveness.

Unit IV (6 Sessions)

Directing: Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership, Types of Leadership Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, Job Enrichment, Communication, Process of Communication, Barriers and Breakdown, Effective Communication, Electronic media in Communication.

Unit V (6 Sessions)

Controlling: System and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, Productivity, Problems and

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MARKETING MANAGEMENT Dr. Saroj Kumar, Namrata Dubey, 2024-11-01 Buy E Book of MARKETING MANAGEMENT For MBA 1st Semester of AKTU Dr A P J Abdul Kalam Technical University UP *Handbook*, 2001 MARKETING MANAGEMENT, Second Edition GOVINDARAJAN, M., 2007-09-13 The primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise The book offers an insight into each facet of the marketer's role in relationship to an organization It highlights the knowledge the skills and the competencies necessary for marketers to succeed in today's competitive world and bridges the gap between the theory of marketing and the realities of the high tech market This NEW edition includes comprehensive coverage of the fundamentals of marketing and a discussion on market focused business strategy It offers several case study scenarios that let students analyse decisions and practices of marketing wisdom There is a series of chapter vignettes on contemporary issues in marketing Chapter end self testing material includes a summary numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing This book is primarily written for postgraduate students of Business Administration MBA for courses in Principles of Marketing Marketing Management This book can also be used to advantage by undergraduate students of Business Administration BBA for courses in marketing and by students of engineering where an elective course on Marketing Management is prescribed *Graduate Announcement* University of Michigan--Dearborn, 1986 **Pakistan & Gulf Economist**, 2005-05 BASICS OF MARKETING (English) Dr. Nilesh Rameshchandra Berad, Dr. Hemant J. Katole, 2023-11-01 Buy Basics of Marketing e Book for Mba 1st Semester in English language specially designed for SPPU Savitribai Phule Pune University Maharashtra By Thakur publication **Business Marketing Management** Frank G. Bingham, 1998 *Combined Proceedings* American Marketing Association, 1972 *Proceedings of the Spring and Fall conferences* *The Directory of Graduate Studies*, 1999 *Proceedings of the American Association of Colleges of Pharmacy Teachers' Seminar*, 1962 Barron's Guide to Graduate Business Schools, 2007 **Catalogue and Register** University of Michigan, 1926 Announcements for the following year included in some vols *Marketing Education and the Real World and Dynamic Marketing in a Changing World* American Marketing Association, 1973 Training for Accountancy ... Northwestern University (Evanston, Ill.). School of Commerce, 1925 **Training for Public Enterprise Management** Commonwealth Secretariat, 1981 **Which MBA?** George Bickerstaffe, Economist Intelligence Unit (Great Britain), 1999 Comprehensive authoritative guide to MBA programs worldwide California. Court of Appeal (1st Appellate District). Records and Briefs California (State)., *The American Journal of Pharmaceutical Education*, 1962 Includes the Proceedings of the American Association of Colleges of Pharmacy **Barron's Guide to Graduate Business Schools** Eugene Miller, 1986 *Proceedings*, 1962

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