

CMR INSTITUTE OF TECHNOLOGY



Session Wise – Course Plan

Department of MBA

SEMESTER : III

NAME OF THE FACULTY: M.S.Kokila

BRANCH : Finance.

DATE OF COMMENCEMENT : 4.10.2017

SUBJECT : IBFS

DATE OF CLOSING : 9.12.2017

SUBJECT CODE: 14MBAFM302

CLASS STRENGTH : 54

NO OF HRS/WK: 5

TOTAL HRS : 59

Ses sio n No	Chapter no (No of hrs. planned for the chapter)	DATE	Topics planned for the session	Assignments/ Tests planned for the chapter	Teaching Aids	Topics covered As per plan
1	1/1	4/9	Module 1: Introduction – Functions of Investment Banks	Identifying a Investment Bank	chalk & board	
2	2/1	5/9	Types of Investment Banks- Investment Banking Services	Identifying different functions of Investment Banks	Power point, chalk & board.	
3	3/1	6/9	Merchant Banking – Issue Management – Pre issue obligations & Post issue Obligations		Chalk & board	
4	4/1	7/9	Changing Landscape of Investment Banking Regulation of the Capital Market		Chalk &board.	
5	5/1	8/9	SEBI regulations for Merchant Bankers, brokers , sub brokers, intermediaries and Portfolio managers		Power point, chalk	
6	6/1	9/9	SEBI issues Listing of Debt and Securities Regulation 2008		Power point, chalk	
7	7/1	11/9	Underwriting, concept , Development	Assignment- I given	Chalk & board	Identifying the scope of underwriting in India
8	8/1	12/9	Forms of underwriting		Power point, chalk & board.	
9	9/1	13/9	SEBI guidelines for underwriting		Power point, chalk and board	

10	10/1	14/9	Revision for unit I followed with Quiz	Submission of assignment I	Chalk and board	
11	1/2	15/9	Depository system- Objectives, activities, interacting systems		Chalk and board	
12	2/2	18/9	Role of Depositories and their services, Advantages of Depository system			
13	3/2	20/9	NSDL-CDSL – The process of clearing and settlement through Depositories	Identifying different types of deposits	Chalk and board	
14	4/2	21/9	Depository Participants		Power point, chalk and board	
15	5/2	22/9	Regulations relating to Depositories – SEBI Regulations 1996	Assignment given for Module 2	Chalk & board	
16	6/2	23/9	Registration of depository and participants– Rights and obligations of depositories and participants		Chalk and board.	
17	7/2	25/9	Recent amendments in deposits and Custodial services. The stock Holding Corporation of India		Chalk & board	
18	8/2	3/10	Custodians and their roles	Submission of Assignment 2	Chalk and board	
19	9/2	4/10	Revision of unit II followed with quiz		Chalk and board	
20	1/3	6/10	Module 3 Housing Finance			
21	2/3	6/10	Role of housing loans, Institutions and banks offering Housing Finance		Chalk and board	Assignment regarding housing finance in India
22	3/3	9/10	Housing loan Procedure and Interest rates		Power point, chalk a	
23	4/3	10/10	Income tax implications on Housing Loans		Chalk & board	
24	5/3	11/10	Reverse Mortgage Loans, Non Banking Finance Companies		Chalk & board	
25	6/3	12/10	Types ,growth and functions of Nonbanking finance institutions		Power point	
26	7/3	13/10	Factors governing housing loan		Power point, chalk & board	
27	8/3	14/10	Revision of Module 3 followed with quiz			
28	1/4	15/10	Factoring: Origin, Types,			

			Factoring Mechanism			
29	2/4	16/10	Factoring charges, International Factoring			
30	3/4	17/10	Factoring in India. Forfeiting : Origin		Chalk & board	
31	4/4	23/10	Forfeiting characteristics, benefits		Chalk & board	
32	5/4	24/10	Difference between Factoring and Forfeiting		Chalk & board	
33	6/4	25/10	Growth of Forfeiting in India		Chalk & board.	
34	7/4	26/10	Factoring cost and legal implications of factoring		Chalk & board	
35	8/4	27/10	Securitization of debts, meaning, features, special purpose vehicle		Power point	
36	9/4	28/10	Types of securitization assets, benefits of securitization and its issues		Chalk 7 board	
37	10/4	30/10	Revision of Module 4 followed with revision		Chalk & board	
38	1/5	31/10	Venture Capital concept, features , origin and the current Indian Scenario		Chalk & board	
39	2/5	2/11	Private equity- Investment banking perspectives in private equity		Chalk & board	
40	3/5	3/11	Microfinance: The paradigm- NGOs and SHGs			
41	4/5	4/11	Microfinance delivery mechanisms- Future of micro finance			
42	5/5	9/11	Credit rating Definition of credit rating, Process of credit rating of financial institutions.		Chalk and & board	
43	6/5	10/11	Rating methodology, Rating agencies,		Chalk & board	
44	7/5	13/11	Rating symbols of different companies. Rating agencies for SMEs		Chalk and board	
45	8/5	14/11	Comparison of all the three concepts of underwriting , venture capital and Micro finance		Chalk & board	
46	9/5	15/11	Revision of module 5 followed with quiz		Chalk & board	
47	1/6	17/11	Module 6 Leasing - concept		Chalk & board	
48	2/6	18/11	Steps in Leasing Transactions, Types of lease		Chalk& board	

49	3/6	20/11	Legal frameworks, Advantages and disadvantages of leasing		Chalk & board	
50	4/6	21/11	Matters on Depreciation and Tax in leasing		Chalk & board	
51	5/6	22/11	Problems in leasing , Factoring influencing buy or borrow or lease Decision.		Chalk & board	
52	6/6	23/11	Full analysis of Leasing		Power point	
53	7/6	24/11	Hire Purchasing :Concepts and features		Chalk & board	
54	8/6	25/11	Hire Purchase Agreement, Comparison of Hire Purchase with credit sale		Chalk & board	
55	9/6	27/11	Difference between HP and Instalment sale and leasing		Power point	
56	10/6	28/11	Banks and hire purchase		Chalk & board	
57	11/6	29/11	Problems related to outright purchase, Hire purchase and leasing		Chalk & board	
58	12/6	30/11	Problems related to outright purchase, Hire purchase and leasing		Chalk & board	
59	13/6	2/12	Revision of Module 5 followed with quiz		Chalk & board	

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CMR INSTITUTE OF TECHNOLOGY



Session Wise – Course Plan

Department of MBA

SEMESTER : III
BRANCH : Finance.
DATE OF COMMENCEMENT : 4.10.2017
SUBJECT : Investment Management.
SUBJECT CODE: 14MBAFM303
NO OF HRS/WK: 5

NAME OF THE FACULTY: Dr.C.S.Hema Vidhya
DATE OF CLOSING : 9.12.2017
CLASS STRENGTH : 54
TOTAL HRS : 56

Ses sion No	Chapter no (No of hrs. planned for the chapter)	DATE	Topics planned for the session	Assignments/ Tests planned for the chapter	Teaching Aids	Topics covered As per plan
1	1/1	4/9	Module 1: Attributes, economic and financial investment, Investment and speculation	Assignment in financial investment	chalk & board	
2	2/1	5/9	features of good investment, Investment process.	Identifying shares in blue chip , growth share, income share, speculative share.	Power point, chalk & board.	
3	3/1	6/9	Financial instrument: money market instrument and capital market instruments.	Identify some banks process.	Chalk & board	
4	4/1	7/9	Derivatives, functions of investment companies. Classification of investment companies	Identifying the interest rate, RBI rate and sec.	Chalk &board.	
5	5/1	8/9	Mutual fund types, performance of mutual funds.	Article in capital market	Power point, chalk	
6	6/1	9/9	Revision for unit 1			
7	1/2	11/9	Module 2: Securities market: primary market: factors to be considered to enter into the market, modes of raising fund.	Collect application form to enter into the market	Chalk & board	
8	2/2	12/9	Secondary market: major players in stock exchange, functions of stock exchange	Identify the functions f NSC	Power point, chalk & board.	
9	3/2	13/9	Trading and settlement procedure, leading stock exchange in India	Seminar in stock exchange in India	Power point, chalk and board	
10	4/2	14/9	Stock market indicators- Types of stock market indices	Identify how the indicators rate	Chalk and board	
11	5/2	15/9	Indices in stock market exchange	List out the top indices	Chalk and board	
12	6/2	18/9	Revision for unit 2			

13	1/3	20/9	Module 3: Risk and concept of risk :types of risk Systematic risk	Assignment in risk	Chalk and board	
14	2/3	21/9	Unsystematic Risk	Identify the risk in various types of stocks.	Power point, chalk and board	
15	3/3	22/9	Calculations of risk and return Individual security	Problems in risk and return	Chalk &board	
16	4/3	23/9	Calculation of risk and return individual security	Problems in risk and return	Chalk and board.	
17	5/3	25/9	Sums- Revision	Identify the best portfolio	Chalk &board	
18	6/3	3/10	Calculation of portfolio risk and return	Problems in portfolio and returns	Chalk and board	
19	7/3	4/10	Portfolio with 2 assets	Problems in 2 assets	Chalk and board	
20	8/3	6/10	sums			
21	9/3	6/10	Problems in portfolio in more than 2 assets	Assignment in problems	Chalk and board	
22	1/4	9/10	Module 4: valuation of securities : bond and features , types of bonds	Identify the bonds with examples	Power point, chalk a	
23	2/4	10/10	Determinates of interest rate, bond management strategies.	Identify the interest rate of bonds.	Chalk &board	
24	3/4	11/10	Bond valuation and duration	Summaries the bond valuation in class	Chalk & board	
25	4/4	12/10	Preference shares concept, features and yield	Present value of preference share	Power point	
26	5/4	13/10	Equity share concept, valuations	Identify the present value of equity share.	Power point, chalk & board	
27	6/4	14/10	Sums			
28	6/4	15/10	Sums			
29	7/4	16/10	Sums			
30	8/4	17/10	Dividend valuation models	Article on dividend valuation model	Chalk & board	
31	1/5	23/10	Model 5: Macro analysis, industry analysis	Identify the industry analysis growth	Chalk & board	
32	2/5	24/10	Fundamental analysis, EIC frame work	Identify EIC in certain company	Chalk & board	
33	3/5	25/10	Global economy, domestic economy, business cycle.	Assignment in business cycle.	Chalk & board.	
34	4/5	26/10	Company analysis, financial analysis, ratio analysis	Identify the present company balance sheet and find out ratios	Chalk & board	
35	5/5	27/10	Technical theory , concept , theory , dow theory	Identify the company using dow theory	Power point	
36	6/5	28/10	Eliot theory, charts, types, trends and trends reversal patterns	Assignment in trend analysis	Chalk 7 board	
37	7/5	30/10	Mathematical indicators: ROC, RSI,	Problems relating to it	Chalk & board	

38	8/5	31/10	Market indicators	Identify market indicators	Chalk & board	
39	10/5	2/11	Market Efficiency and behavioral finance	Assignment in technical	Chalk & board	
40	11/5	3/11	Empirical test for different forms of market			
41	12/5	4/11	Finance – Interpretation, Biases and critiques.			
42	1/6	9/11	Module 6: Modern portfolio theory,: Markowitz model- portfolio selection	Problems in Markowitz model	Chalk and & board	
43	2/6	10/11	Beta measurement, Sharpe single index model	Identify the beta	Chalk & board	
44	3/6	13/11	Sharpe single index model	Assignment in problems	Chalk and board	
45	4/6	14/11	CAPM assumption and equation,	Assignment in capm	Chalk & board	
46	5/6	15/11	Security market line	Problems in security market line	Chalk & board	
47	6/6	17/11	Extension of CAPM model	Identifying the model in company	Chalk & board	
48	7/6	18/11	Capital market line, sml vs cml	Problems in CAPM	Chalk& board	
49	8/6	20/11	Arbitrage model theory: equation, assumption	Identifying the model in the company	Chalk & board	
50	9/6	21/11	Equilibrium. APT, CAPM	Problems in APT	Chalk & board	
51	10/6	22/11	Problems in APT, CAPM	Assignment	Chalk & board	
52	1/7	23/11	Portfolio management: diversification, objective	Assignment in portfolio	Power point	
53	2/7	24/11	Risk assessment, selection of assets mix	Identify the assets mix	Chalk & board	
54	3/7	25/11	Risk and return benefits	Assignment in risk	Chalk & board	
55	4/7	27/11	Mutual fund: types , benefits –NAV	Identify the mutual benefit	Power point	
56	5/7	28/11	Performance evaluation of portfolio	Assignment in portfolio	Chalk & board	
57	6/7	29/11	Treynor, Sharpe and jenses measures	Assignment in model	Chalk& board	
58	7/7	30/11	Strategies: active strategies	Identify the active model	Chalk & board	
59	8/7	2/12	Passive portfolio management	Problems in passive portfolio	Chalk & board	

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**CMR INSTITUTE
OF TECHNOLOGY**

Department of Management Studies & Research centre

Session wise – Course Plan

SEMESTER : 3
BRANCH : MBA
13/09/2017
SUBJECT : PPB
SUBJECT CODE: 16MBA FM301
NO OF HRS/WK: 5

NAME OF THE FACULTY : Mateen
DATE OF COMMENCEMENT :
DATE OF CLOSING :
CLASS STRENGTH : 63
TOTAL HRS : 56

Session No	Chapter no (No of hrs planned for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignments / Tests planned for the chapter	Topics covered As per plan
1	1/1	13/09/2017	Introduction - Banking system and structure in India	White board	Identifying the banks	
2	1/2	14/09/2017	Evolution of Indian banks – Types of Banks – Public and private sector overview	PPT	Identifying the banks in India and their types	
3	1/3	15/09/2017	Performance of public sector and private sector Banks	PPT		
4	1/4	15/09/2017	Commercial banking – Structure and functions	PPT		
5	1/5	18/09/2017	Primary and secondary functions, Role of commercial banks in socio economic development	PPT		
6	1/6	18/09/2017	Services rendered – different types of services, benefits, value additions	PPT		
7	1/7	20/09/2017	Case Study – Banking and Data Analysis	PPT		
8	1/8	20/09/17	Co-Operative Banking System – Introduction and Types	PPT		
9	1/9	21/09/17	Services rendered by banks – Types, benefits, credit creation	PPT		
10	1/10	22/09/2017	Credit creation by commercial banks, deployment of funds -	PPT		
11	1/11	23/09/2017	RBI and GOI as regulators of banking system - Provisions of Banking Regulation Act & Reserve Bank of	PPT		

			India Act.			
12	2/1	25/09/2017	Banker and customer – Types of relationship between banker and customer	PPT		
13	2/2	03/10/2017	Bankers obligations to customers	PPT/White Board	Submission of the Assignment 1	
14	2/3	04/10/2017	Right of Lien, setoff, appropriation	PPT		
15	2/4	06/10/2017	Bankers legal duty of disclosure and related matters	PPT		
16	2/5	06/10/2017	Customers' accounts with banks-opening -operation	PPT/White Board		
17	2/6	07/10/2017	KYC norms and operation	PPT/White Board		
18	2/7	07/10/2017	Types of accounts and customers	PPT/White Board		
19	2/8	09/10/2017	The Negotiable Instruments Act 1881: The Paying Banker and The Collecting Banker-	PPT/White Board		
20	2/9	10/10/2017	Negligence-Bills of exchange and promissory note-Discharge of Negotiable instruments-Hundis.	PPT/White Board	Case study on RBI analysis – Assignment on various terms relating to case study	
21	2/10	11/10/2017	Important concepts and explanations under the Negotiable Act	PPT/White Board		
22	3/1	12/10/2017	Banking Technology	PPT/White Board		
23	3/2	13/10/2017	Concept of Universal Banking	PPT/White Board		
24	3/3	14/10/2017	Home banking	PPT/White Board		
25	3/4	16/10/2017	ATMs-Internet banking– Mobile banking	PPT/White Board	Practical viewing of different types of cards	
26	3/5	17/10/2017	Core banking solutions–Debit, Credit and Smart cards	PPT/White Board	Identifying the various internet banking facilities	
27	3/6	23/10/2017	Electronic Payment systems	PPT/White Board		
28	3/7	24/10/2017	MICR- Cheque Truncation	PPT/White Board		
29	3/8	25/10/2017	ECS- EFT – NEFT-RTGS	PPT/White Board		
30	3/9	26/10/2017	Test Paper	PPT/White Board		
31	3/10	27/10/2017	Discussion about all the modules done	PPT/White Board		

32	4/1	28/10/2017	International banking - Introduction	PPT/White Board		
33	4/2	30/10/2017	Exchange rate and Forex business	PPT/White Board	Identifying the banks roles in Forex	
34	4/3	31/10/2017	Correspondent banking and NRI accounts	PPT/White Board		
34	4/4	02/11/2017	Letters of credit, Foreign currency loans	PPT/White Board		
35	4/5	03/11/2017	Facilities for Exporters and Importers	PPT/White Board		
36	4/6	04/11/2017	Role of ECGC	PPT/White Board		
37	4/7	09/11/2017	Role of RBI and EXIM Bank	PPT/White Board		
38	4/8	10/11/2017	Practical analysis of Forex	PPT/White Board		
39	4/9	13/11/2017	Revision of the entire Module	PPT/White Board		
40	5/1	14/11/2017	Banker as lender	PPT/White Board		
41	5/2	15/11/2017	Types of loans	PPT/White Board		
42	5/3	16/11/2017	Overdraft facilities	PPT/White Board		
43	5/4	17/11/2017	Discounting of bills	PPT/White Board		
44	5/5	18/11/2017	Financing book dates and supply bills	PPT/White Board		
45	5/6	20/11/2017	Charging of Security bills	PPT/White Board		
46	5/7	21/11/2017	pledge – mortgage	PPT/White Board		
47	5/8	22/11/2017	mortgage – assignment	PPT/White Board		
48	6/1	23/11/2017	Asset Liability Management (ALM) in banks	PPT/White Board		
49	6/2	24/11/2017	Components of Liabilities and Components of Assets	PPT/White Board		
50	6/3	25/11/2017	Significance of Asset Liability management	PPT/White Board		
51	6/4	27/11/2017	Purpose and objectives	PPT/White Board		
52	6/5	28/11/2017	Prerequisites for ALM	PPT/White Board		
53	6/6	29/11/2017	Assets and Liabilities Committee (ALCO)	PPT/White Board		
54	6/7	30/11/2017	Activities of ALCO	PPT/White Board		
55	6/8	02/12/2017	General revision of the Modules	Talk		
56	6/9	04/12/2017	Revision	Talk		
57						

Literature:

Book Type	Code	Author & Title	Publication info	
			Edition & Publisher	ISBN #
Text Book	TB1	IIBF and Principles and Practices of Banking		9350
Text Book	TB2			
References	R1			

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Signature of Principal

CMR INSTITUTE OF TECHNOLOGY



Session Wise – Course Plan

Department of MBA

SEMESTER : III **NAME OF THE FACULTY: Mr. Nitin Salunkhe**
BRANCH : Human Resource
DATE OF COMMENCEMENT : 07.09.2017
SUBJECT : Compensation & Benefits **DATE OF CLOSING : 09.12.2017**
SUBJECT CODE: 16MBAHR303 **CLASS STRENGTH :**
NO OF HRS/WK: 5 **TOTAL HRS : 61**

Ses sion No	Chapter no (No of hrs. planned for the chapter)	DATE	Topics planned for the session	Assignments/ Tests planned for the chapter	Teaching Aids	Topics covered As per plan
1	1/1	07/09/2017	Unit 1: Introduction to Compensation: Definition of Compensation	Class Work	chalk & board	
2	2/1	09/09/2017	Basic concepts of Compensation	Class Work	Power point, chalk & board.	
3	3/1	11/09/2017	Basic concepts of Compensation	Class work	Chalk & board	
4	4/1	12/09/2017	Basic concepts of Compensation	Class Work	Chalk & board.	
5	5/1	13/09/2017	Wages, salary, benefits, DA, consolidated pay, Equity based programs,	Class Work	Power point, chalk	
6	6&7/1	14/09/2017	Commission, reward, remuneration	Class work	Power point, chalk	
7	8/1	18/09/2017	Bonus & Types of Compensation Management	Take home assignment	Chalk & board	
8	9/1	20/09/2017	The Pay Model	Situation Analysis	Power point, chalk & board.	
9	10/1	21/09/2017	Pay policies	Caselet Analysis	Power point, chalk and board	

10	11/1	22/09/2017	Pay policies	Situation Analysis	Chalk and board	
11	12/1	23/09/2017	Strategic Perspectives of Pay	Class Work	Chalk and board	
12	13/1	23/09/2017	Strategic Pay Decisions	Class work	Power point, chalk and board	
13	14/1 & 01/2	25/09/2017	Best Practices vs. Best Fit Options Unit 2: Internal Alignment	Class work	Chalk and board	
14		27/09/2017	IAT-1	Exams	Exams	
15		27/11/2017	IAT-1	Exams	Exams	
16	02/2	03/10/2017	Internal Alignment	Situation Analysis	Chalk and board.	
17	03/2	04/10/2017	Definition of Internal Alignment, Internal Pay Structures	Class Work	Chalk & board	
18	04/2	06/10/2017	Strategic Choices In Internal Alignment Design	Take home assignment	Chalk and board	
19	05/2 & 01/3	07/10/2017	Internal Structure & Unit 3: Job Evaluation	Class Work	Chalk and board	
20	01/3	09/10/2017	Definition of Job Evaluation, Major Decisions in Job Evaluation	Class Work	Chalk and board	
22	02/3	10/10/2017	Job Evaluation Methods	Class Work	Power point, chalk a	
23	03/3	11/10/2017	Final Result – Pay Structure	Class Work	Chalk & board	
24	04/3	12/10/2017	Various methods of calculation of compensation	Situation Analysis	Chalk & board	
25	05/3	13/10/2017	Straight Piece Rate Method- Concept & Illustration	Class Work	Power point	
26	06/3	14/10/2017	Flat Time Rate Method- Concept & Illustration	Class work	Power point, chalk & board	
27	07/3	16/10/2017	Halsey Premium Bonus Plan- Concept & Illustration	Class work	Power point	
28	08/3	17/10/2017	Rowan Premium Bonus Plan- Concept & Illustration	Class Work	Power point, chalk & board	
29	09/3	23/10/2017	Taylor Differential Piece Rate Method- Concept & Illustration	Class Work	Power point	
30	10/3	24/10/2017	Practice Session	Practice Session	Chalk & board	
31	11/3	25/10/2017	Practice Session	Practice Session	Chalk & board	
32	01/4	26/10/2017	Unit 4: Determining External Competitiveness and Benefits Management	Class Work	Chalk & board	

33	02/4	27/10/2017	Competitiveness: Definition of Competitiveness	Situation Analysis	Chalk & board.	
34	02/4	27/10/2017	Pay Policy Alternatives, Wage Surveys	Class work	Chalk & board	
35	03/4	28/10/2017	Interpreting Survey Results	Take home Assignment	Power point	
36	04/4	30/10/2017	Pay Policy Line, Pay Grades Benefits	Class work	Chalk 7 board	
37	05/4	31/10/2017	Benefits Determination Process	Caselet Analysis	Chalk & board	
38	06/4	02/11/2017	Value of Benefits	Situation Analysis	Chalk & board	
39	07/4	03/11/2017	Legally Required Benefits	Class Work	Chalk & board	
40	08/4	04/11/2017	Retirement, Medical, & Other Benefits	Class work	Power point	
42		08/11/2017	IAT-2	Exams	Exams	
43		08/11/2017	IAT-2	Exams	Exams	
44	01/5	10/11/2017	Unit 5: Performance Based Compensation System: Employee Contributions: Pay For Performance (PFP)	Class work	Chalk and board	
45	02/5	13/11/2017	Rewarding Desired Behaviors	Caselet Analysis	Chalk & board	
46	03/5	14/11/2017	Designing PFP Plans, Merit Pay/Variable Pay	Situation Analysis	Chalk & board	
47	04/5	15/11/2017	Individual vs. Group Incentives, , Long Term Incentives	Class Work	Chalk & board	
48	05/5	16/11/2017	Compensation of Special Groups	Class work	Chalk& board	
49	06/5	17/11/2017	Compensation Strategies for Special Groups	Class Work	Chalk & board	
50	01/6	20/11/2017	Unit 6: Legal & Administrative Issues in Compensation Global Compensation	Video Analysis	Chalk & board	
51	02/6	22/11/2017	Legal Issues	Caselet Analysis	Chalk & board	
52	03/6	23/11/2017	Pay Discrimination, Comparable Worth	Situation Analysis	Power point	
53	04/6	23/11/2017	Pay Discrimination, Comparable Worth	Class Work	Chalk & board	
54	05/6	27/11/2017	Recognizing Variations	Class work	Chalk & board	
55	06/6	27/11/2017	Social Contract	Class Work	Power point	
56	07/6	28/11/2017	Culture & Pay, Strategic Choices in Global	Class Work	Chalk & board	

			Compensation			
57	08/6	29/11/2017	Comparing Systems	Class Work	Chalk & board	
58	09/6	30/11/2017	Expatriate Pay	Class work	Chalk & board	
59	10/6	02/12/2017	Situation Analysis & Revision	Class Work	Power point	
60		06/11/2017	IAT-3	Exams	Exams	
61		06/12/2017	IAT-3	Exams	Exams	
60	13/6	08/11/2017	Revision of Unit No 1,2 &3	Class Work	Power point	
61	14/6	09/12/2017	Revision of Unit No 3,4 &5	Class Work	Power point	

Literature:

Book Type	Code	Author & Title	Publication info	
			Edition & Publisher	ISBN #
Text Book		Compensation & Reward Management, BD Singh,	2 nd , edition, Excel BOOKS, 2012	
Text Book		<ol style="list-style-type: none"> 1. Compensation, Milkovich & Newman 2. Compensation and Benefit Design Bashker D. Biswas 	<ol style="list-style-type: none"> 1. 6th edition, Irwin/Mc Graw-Hill. 2. FT Press, 2012 	
References		Compensation Management in a Knowledge based world, Richard I. Anderson,	10th edition, Pearson Education	

Signature of faculty

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Signature of Principal

Department of MBA

SEMESTER : III
Kaur Keer Anand
BRANCH : MBA
SUBJECT : IRL
SUBJECT CODE : 16MBAHR301
NO OF HRS/WK : 5

NAME OF THE FACULTY : Dr.Priyameet
DATE OF COMMENCEMENT : 04.09.2017
DATE OF CLOSING : 09.12.2017
CLASS STRENGTH : 52
TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planned for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics covere d As per plan
1.	1/1	4/9	MODULE 1: Introduction: Background of Industrial Relations, Definition,	Board Teaching		
2.	1/2	5/9	Scope, objectives, Importance of IR.			
3.	1/3	6/9	Factors affecting IR	„		
4.	1/4	7/9	Participants of IR on Legal enactments in India	„		
5.	1/5	8/9	Approaches to Industrial relations	„		
6.	1/6	9/9	system of IR in India			
7.	1/5	11/9	Historical perspective & post independence period	„		
8.	1/6	12/9	Code of Discipline	„		
9.	1/7	13/9	Historical initiatives for harmonious IR Government policies relating to labour	Board, chalk, duster		
10	1/8	14/9	ILO and its influence on Legal enactments in India.	„		
11	2/1	15/9	Module-2 Collective Bargaining: Definition, Meaning, Nature	„		
12	2/2	18/9	Essential conditions for the success of collective bargaining,	,PPT,		

13	2/3	20/9	functions of collective bargaining			
14	2/4	21/9	Importance of Collective Bargaining	„		
15	2/5	22/9	Collective bargaining process, prerequisites for collective bargaining,.	„	Assignment -II	
16	2/6	23/9	implementation and administration of agreements			
17	2/7	25/9	Negotiations- Types of Negotiations-Problem solving attitude	„		
18	2/8	3/10	Techniques of negotiation,			
19	2/9	4/10	Negotiation process, essential skills for negotiation			
20	2/10	6/10	Workers Participation in Management			
21	3/1	6/10	Module 3: Trade Union Meaning, trade union movement in India,	„		
22	3/2	9/10	Objective of Trade Union, Role of the Trade Unions in Modern	„	Assignment –III	
23	3/3	10/10	Industrial Society of India			
24	3/4	11/10	Functions of the Trade Unions in Modern Industrial Society of India	„		
25	3/5	12/10	Procedure for registration of Trade Unions	„		
26	3/6	13/10	Grounds for the withdrawal and cancellation of registration	„		
27	3/7	14/10	Union Structure			
28	3/8	15/10	Rights and responsibilities of TUs Problems of trade unions,	Board, chalk, duster		
29	3/9	16/10	Employee relations in IT sector	„		
30	4/1	17/10	Module 4: Grievance procedure and Discipline management: Grievance – Meaning and forms	„		
31	4/2	23/10	sources of grievance	„	Assignm	

					nt –IV	
32	4/3	24/10	approaches to grievance machinery	„		
33	4/4	25/10	Grievance procedures	„		
34	4/5	26/10	Discipline - Causes of Indiscipline - Maintenance of discipline.	„		
35	4/6	27/10	Principles of Natural Justice,			
36	4/7	28/10	Judicial approach to discipline	„		
37	4/8	30/10	Domestic enquiries, Disciplinary procedures,	„		
38	4/9	31/10	Approaches to manage discipline in Industry,	Board, chalk, duster	Assignment -V	
39	4/10	2/11	Principles of Hot stove rule			
40	5/1	3/11	Unit 5 INDUSTRIAL LEGISLATIONS	„		
41	5/2	4/11	Factories Act 1948	„		
42	5/3	9/11	Child Labour (Prohibition & Regulation) Act, 1986	„		
43	5/4	10/11	Industrial disputes act of 1947	„		
44	5/5	13/11	Industrial Employment (Standing orders) Act, 1946	„		
45	5/6	14/11	Employees’ State Insurance (ESI) Act, 1948,	„		
46	5/7	15/11	Maternity Benefit Act, 1961	„		
47	5/8	17/11	Contract Labour Act	„		
48	6/1	18/11	Mod 6: Shops and Establishments Act	„		

49	6/2	20/11	Minimum Wages Act, 1948			
50	6/3	21/11	Payment of Wages Act, 1936	„		
51	6/4	22/11	Payment of Gratuity Act 1972	„		
52	6/5	23/11	Employees' Provident Fund and Miscellaneous Provisions Act 1952	„		
53	6/6	24/11	Payment of Bonus Act, 1965.	„		
54	6/7	25/11	Employees Compensation Act in 2013	„		
55	6/8	27/11	Case study on Bonus Act	„		
56		28/11	Case study	Board, chalk, duster		
57		29/11	Revision : Mod1- 3	„		
58		30/11	Revision: Mod: 4-6	„		
59		2/12	VTU question paper discussion	„		
60		3/12	VTU question paper discussion	„		

Syllabus for Sessionals :

Sessional #	Syllabus
T1	Class # 01 – 17
T2	Class # 18 - 36
T3	Class # 37 - 56

Literature:

Book Type	Code	Author & Title	Publication info	
			Edition & Publisher	ISBN #

Text Book	TB1	Industrial Relations and Labour Laws , B D Singh	5/e, Vikas Publishing, 2010	(ISBN: 978-81-7446-620-4)
	TB2	Reports of National Commissions on Labour 2002-1991-1967	Academic Foundation	(ISBN 81-7188-282-X)
	TB3	Dynamics of Industrial Relations	HPH	978-93-5051-430-6
	TB4	Industrial Relations, Trade Unions and Labour Legislation - Sinha	Pearson education, 2010.	
	TB5	Industrial Relations, Trade Unions and Labour Legislation – Sinha, P R N, Sinha I. B and Shekhar S.	5/e,HPH	978-93-5097-004-1
References	RB1	http://www.cgsird.gov.in/constitution.pdf	-----	-----
	RB2	http://labour.nic.in/content/carousel/ilo-and-india.php	-----	-----
	RB3	http://www.lawmemo.com/articles/non-union.htm	-----	-----
	RB4	http://hrylabour.gov.in/docs/labourActpdfdocs/ID_Act.pdf	-----	-----
	RB5	Hand outs and PPTs of previous semester	-----	-----

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Session wise – Course Plan

SEMESTER : III	NAME OF THE FACULTY : Dr.
Girish.C	
BRANCH : MBA	DATE OF COMMENCEMENT : 21.08.2017
SUBJECT : CONSUMER BEHAVIOUR	DATE OF CLOSING : 09.12.2017
SUBJECT CODE: 16MBAMM301	CLASS STRENGTH : 62
NO OF HRS/WK: 05	TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planned for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignme nts/ Tests planned for the chapter	Topics covered As per plan
1	1/1	04.09.17	Mod1:Introduction: Meaning & Definition of CB, Difference between consumer & Customer	Board, chalk, duster		
2	2/1	05.09.17	Nature & Characteristics of Indian Consumers,	„		
3	3/1	06.09.17	Consumer Movement in India,	„		
4	4/1	07.09.17	Rights & Responsibilities of consumers in India,	„		
5	5/1	08.09.17	Benefits of consumerism.			
6	2/1	08.09.17	Mod2:Role of Research in CB: Consumer Research Paradigms (Qualitative & Quantitative Research Methods)	„		
7	2/2	09.09.17	Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings	„		
8	2/3	11.09.17	Models of Consumer Behaviour: Input-Process-Output Model, <i>Nicosia Model</i> , <i>Howard Sheth Model</i> , Engel-Kollat-Blackwell <i>Models</i> of Consumer Behavior,	„		
9	2/4	12.09.17	Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences: Social Class, Culture, Reference Groups, Family members.	Board, chalk, duster		

10	2/5	13.09.17	Levels of Consumer Decision Making – Consumer Buying Decision Process, Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making decision making.	„		
11	2/6	14.09.17	Online decision making: Meaning & process/Stages.			
12	2/7	15.09.17	Situational Influences- Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation)	„		
13	2/8	18.09.17	Situational Characteristics and consumption Behavior (Physical features, Social Surroundings,			
14	2/9	20.09.17	Temporal Perspectives, Task Definition, Antecedent States.)			
15	3/1	20.09.17	Mod 3:A) Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, and Selection of goals.	„		
16	3/2	21.09.17	Motivation Theories and Marketing Strategy – Maslow’s Hierarchy of Needs, McGuire’s Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives).	„		
17	3/3	22.09.17	B) Personality: Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing,	„		
18	3/4	23.09.17	Personality and understanding consumer diversity(Consumer Innovativeness and related personality traits, Cognitive personality factors, Consumer Materialism, Consumer Ethnocentrism), Brand Personality (Brand Personification, Gender, Geography, Color).	„		
19	3/5	25.09.17	Self and Self-Image (One or Multiple selves, The extended self, Altering the self).			
20	3/6	03.10.17	C) Perception: Basics of Perception & Marketing implications, Elements of Perception(Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception),			

21	3/7	04.10.17	Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization, Perceived price, perceived quality, price/quality relationship, Perceived Risk, Types of risk, How consumers' handle risk.			
22	3/8	06.10.17	Customer Relationship Management Meaning & Significance of CRM, Types of CRM (Operational, Collaborative, Analytical),	„		
23	3/9	07.10.17	Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM,	Board, chalk, duster		
24	3/10	09.10.17	Difference Between CRM & e-CRM.	„		
25	4/1	10.10.17	Module :4 Learning: Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement,	„		
26	4/2	11.10.17	Marketing Applications of Behavioural Learning Theories,	„		
27	4/3	12.10.17	Classical Conditioning (Pavlovian Model, Neo-Pavlovian Model)	„		
28	4/4	13.10.17	Instrumental Conditioning, Elaboration Likelihood Model	„		
29	4/5	14.10.17	Attitude: Basics of attitude, The nature of attitude, Models of attitude and Marketing Implication,	„		
30	4/6	16.10.17	(Tri-component Model of attitude & Multi attribute attitude models)			
31	4/7	17.10.17	C) Persuasive Communication: Communications strategy, Target Audience, Media Strategy, Message strategies.	Board, chalk, duster		
32	4/8	23.10.17	Message structure and presentation			
33	5/1	24.10.17	Mod5:External Influences on CB-I Social Class: Basics, What is Social Class? (Social class & Social status)	„		
34	5/2	25.10.17	The dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India.	„		
35	5/3	26.10.17	Culture and Sub-culture: Major Focus on Indian Perspective Culture: Basics, Meaning, Characteristics Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour.	„		
36	5/4	27.10.17	Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures Nationality subcultures			
37	5/5	28.10.17	Religious subcultures, geographic and regional subcultures, racial subcultures, age subcultures, sex as a	„		

			subculture			
38	5/6	31.10.17	Cross-cultural consumer analysis: Similarities and differences among people, the growing global middle class.	„		
39	5/7	02.11.17	applying research Techniques, Acculturation is a needed marketing viewpoint,	„		
40	5/9	03.11.17	Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems.			
41	5/10	04.11.17	Groups: Meaning and Nature of Groups, Types			
42	5/11	09.11.17	Family: The changing structure of family, Family decision making and consumption related roles,			
43	5/12	10.11.17	Key family consumption roles, Dynamics of husband-wife decision making, The expanding role of children in family decision making			
44	5/13	18.11.17	The family life cycle & marketing strategy, Traditional family life cycle & marketing implications	„		
45	5/14	20.11.17	Reference Groups: Understanding the power & benefits of reference groups, A broadened perspective on reference groups	„		
46	5/15	21.11.17	Factors that affect reference group influence, Types of reference groups, Friendship groups, Shopping groups, Work groups, Virtual groups,	Board, chalk, duster		
47	5/16	22.11.17	Consumer-action groups, Reference group appeals, Celebrities	„		
48	6/1	23.11.17	Mod:6 Consumer Influence and Diffusion of Innovation.	„		
49	6/2	24.11.17	Opinion Leadership: Dynamics of opinion leadership process	„		
50	6/3	25.11.17	Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy	„		
51	6/4	27.11.17	Creation of Opinion Leaders	„		
52	6/5	28.11.17	Diffusion of Innovations: Diffusion Process (Innovation, Communication channels, Social System, Time) Adoption Process: Stages, categories of adopters	„		
53	6/6	29.11.17	Post Purchase Processes: Post Purchase Processes, Customer Satisfaction, and customer commitment,	„		
54	6/7	30.11.17	Post purchase dissonance, Product use and non use,	„		

55	6/8	02.12.17	Disposition, Product disposition.			
56		07.11.17	Case studies in Indian context only VTU qp discussion, revision	„		
57		08.11.17	Case studies in Indian context only VTU qp discussion, revision	„		

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**CMR INSTITUTE
OF TECHNOLOGY**

**Department of Management Studies & Research Centre
Session wise – Course Plan**

SEMESTER : III NAME OF THE FACULTY : Mrs. Himani
Sharma
BRANCH : MBA DATE OF COMMENCEMENT : 04-09-2017
SUBJECT : RETAIL MANAGEMENT
DATE OF CLOSING : 09-12-2017
SUBJECT CODE: 16MBA MM302 CLASS STRENGTH : 45
NO OF HRS/WK: 5 TOTAL HRS : 56 Hours

Sessi on No	Chapter no (No of hrs planned for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignment s/ Tests planned for the chapter	Top ics cov ered As per plan
1	1/1	04/09/2017	Module 1: Introduction and Perspectives on Retailing	Board, chalk, duster		
2	1/2	05/09/2017	World of Retailing and Introduction to Retail management	„		
3	1/3	06/09/2017	Emergence of organizations of retailing	„		
4	1/4	07/09/2017	Types of Retailers (Retail Formats)	PPT		
5	1/5	08/09/2017	Multichannel Retailing & Customer Buying Behaviour	Board, chalk, duster		
6	1/6	09/09/2017	Historical Perspective, role of retailing, trends in retailing,	„		
7	1/7	11/09/2017	FDI in Retail	„	Assignment 1	
8	1/8	12/09/2017	Problems of Indian Retailing - Current Scenario	Board, chalk, duster		
9		13/09/2017	Revision: Module 1	Class Test		
10		14/09/2017	Case study: “Walmart-FDI”	CASE STUDY		

11	2/1	15/09/2017	Module 2: Theories of Retailing	„		
12	2/2	18/09/2017	Wheel of retailing	„		
13	2/3	20/09/2017	The Retail Accordion	„		
14	2/4	21/09/2017	Melting Pot Theory	„		
15	2/5	22/09/2017	Polarization theory	„		
16		23/09/2017	Revision: Module 2	Class Test		
17		25/09/2017	Recapitulation of Module 1 &2 for IAT	Discussion		
18	3/1	03/10/2017	Module 3: Retailing strategy for Setting up Retail organization and planning	Board, chalk, duster		
19	3/2	04/10/2017	Retail Market Strategy & Financial Strategy	„	Assignment 2	
20	3/3	03/10/2017	Site & Locations	„		
21	3/4	06/10/2017	Size and space allocation, location strategy	„		
22	3/5	07/10/2017	Factors Affecting the location of Retail, Retail location Research	„		
23	3/6	09/10/2017	Techniques and Objectives of Good store Design.	PPT		
24	3/7	10/10/2017	Human Resource Management	Board, chalk, duster		
25	3/8	11/10/2017	Information Systems Management	„		
26	3/9	12/10/2017	Supply chain management & Logistics	PPT		
27	3/10	13/10/2017	Retail Pricing and Promotion	CASE STUDY		
28	3/11	14/10/2017	Factors influencing retail pricing	Board, chalk, duster		
29	3/12	16/10/2017	Retail pricing strategies	„		
30	3/13	17/10/2017	Retail promotion strategies	„		
31	4/1	23/10/2017	Module 4: Store Management and Visual Merchandising	PPT		
32	4/2	24/10/2017	Responsibilities of Store Manager & Store Security	Board, chalk,		

				duster		
33	4/3	25/10/2017	Parking Space Problem at Retail Centers, Store Record and Accounting System	„		
34	4/4	26/10/2017	Coding System, Material Handling in Stores	„		
35	4/5	27/10/2017	Management of Modern retails	„		
36	4/6	28/10/2017	Store Layout & design	PPT		
37	4/7	30/10/2017	Role of Visual Merchandiser, Visual Merchandising Techniques	Board, chalk, duster		
38	4/8	31/10/2017	Controlling Costs and Reducing Inventories Loss	„		
39	4/9	02/11/2017	Exteriors, Interiors Customer Service, Planning Merchandise Assortments	„		
40	4/10	03/11/2017	Buying merchandise and Retail Communication Mix	„		
41		04/11/2017	Recapitulation of Module 3&4 for IAT-II	Discussion		
42	5/1	09/11/2017	Module 5: Relationship Marketing & International Retailing	Board, chalk, duster	Assignment 3	
43	5/2	10/11/2017	Management & Evaluation of Relationships in Retailing	“		
44	5/3	13/11/2017	Retail Research in Retailing	„		
45	5/4	14/11/2017	Trends in Retail Research	„		
46	5/5	15/11/2017	Customer Audits	„		
47	5/6	16/11/2017	Brand Management in retailing, Internationalization of Retailing and Evolution of International Retailing	„		
48	5/7	17/11/2017	Motives of International Retailing	„		
49	5/8	18/11/2017	International Retail Environment	„		
50	5/9	20/11/2017	Socio-Cultural, Economic, Political, Legal,	„		

			Technological and issues in international retailing			
51	6/1	21/11/2017	Module 6: Retail Audit and ethics in Retailing	Board, chalk, duster		
52	6/2	22/11/2017	Undertaking an audit	„		
53	6/3	23/11/2017	Responding to a retail Audit	„		
54	6/4	24/11/2017	Problems in conducting a retail audit	„		
55	6/5	25/11/2017	Ethics in retailing	„		
56	6/6	27/11/2017	Social responsibility and consumerism	PPT		
57		28/11/2017	Case Study: “Retail Audit”	Board, chalk, duster		
58		29/11/2017	Discussion of VTU Question Papers	Discussion		
59		30/11/2017	REVISION	„		
60		02/12/2017	Recapitulation of Module 5&6 for IAT-III	„		
61		07/12/2017	REVISION	„		
62		08/12/2017	REVISION	„		
63		09/12/2017	REVISION	„		

Literature:

Book Type	Code	Author & Title	Publication info	
			Edition & Publisher	ISBN #
Text Book	TB 1	Retail Management - Chetan Bajaj	Oxford University press	
Text Book	TB 2	The Art of Retailing - A. J. Lamba	McGraw Hill	
References	RB1	Managing Retailing - Sinha, Piyush Kumar &Uniyal	Oxford University Press, 2010	
References	RB2	Retail Management, Global perspective, Dr. Harjith Singh,	3rd Revised Edition, S.Chand	

References	RB3	Retailing Management - Swapna Pradhan	4/e, TMH, 2012	
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Signature of HOD

Signature of Principal

Department of MBA

SEMESTER : III
Miriam George
BRANCH : Marketing
DATE OF COMMENCEMENT : 21.08.2017
SUBJECT : Services Marketing
SUBJECT CODE : 16MBAMM303
NO OF HRS/WK : 5

NAME OF THE FACULTY : Mrs.
DATE OF CLOSING : 09.12.2017
CLASS STRENGTH : 57
TOTAL HRS : 56

Sessi on No	Chapter no (No of hrs planed for the chapter)	DATE	Topics planned for the session	Teaching Aids	Assignm ents/ Tests planned for the chapter	Topics covere d As per plan
1	1/1	3/9	Module 1:Introduction To Services/ Concepts, Contribution & reasons for the growth of services sector	Power Point/Chalk & Board	Identifying Groups and service Industries	
2	2/1	4/9	Difference in goods and service in marketing, Myths about services	”	Identifying Companies in the relevant service sector	
3	3/1	5/9	Service marketing Mix Concept of service marketing triangle.	”	Check Your Mettle	
4	4/1	6/9	GAP models of service quality.	”	Presentation of Group 1 and Group 2 Assignment -1 Announced	
5	5/1	7/9	Marketing challenges in service industry. Presentation /Discussion/Survey	”	Practical Application of Services Marketing Triangle	
6	6/1	8/9	Consumer Behaviour in Services: Search, Experience and Credence property, Customer expectation of services,	”	Terminology Test Planned	
7	7/1	9/89	Two levels of expectation, Zone of tolerance,	”	Assignment- I	

8	8/1	11/9	Factors influencing customer expectation of services	Power Point/Chalk & Board	Situational Analysis of different levels of expectation	
9	9/1	12/9	Factors that influence customer perception of service,	''	Role Play on Customer Expectation	
10	10/1	13/9	Service encounters, Customer satisfaction	''		
11	11/1	14/9	, Strategies for influencing customer perception.	''	Mini Project	
12		15/9	Test Paper/Evaluation	''	Analysis of Companies w.r.t concepts learned.	
13	1/2	18/9	Module 2: Understanding customer expectation through market research:	''		
14	2/2	20/9	Key Reasons for GAP 1	''		
15	3/2	21/9	Using marketing research to understand customer expectation			
16	4/2	22/9	Types of service research		Flier of Varamanalakshmi discussed	
17	5/2	23/9	Building customer relationship through retention strategies		Case Study page 273, Christopher Lovelock Submission of Assignment 1	
18	6/2	25/9	Relationship marketing, Evaluation of customer relationships,	''		
19	7/2	3/10	Benefits of customer relationship, levels of retention strategies	''		
20	8/2	4/10	Market segmentation-Basis & targeting in services.	''	Assignment 2 Announced	
21	1/1	6/10	Module 3: Customer defined service standards: Hard” & “Soft” standards, Process for developing customer defined standards	''		
22	2/1	7/10	Leadership & Measurement system for market driven service performance	''		
23	3/1	9/10	Key reasons for GAP 2- service leadership			
24	4/1	10/10	Creation of service vision and implementation	Power Point/Chalk & Board		
25	5/1	11/10	Service quality as profit strategy	Power Point/Chalk & Board		
26	6/1	12/10	Role of service quality in offensive and defensive marketing/ Challenges of service design	''		

27	7/1	13/10	New service development – types, stages	”		
28	8/1	14/10	Service blue printing/ Using & reading blue prints	”	Discussion of a luxury Hotel Blue Print	
29	9/1	16/10	Service positioning- positioning on the five dimensions of service quality	”		
30	10/1	17/10	Service Recovery	”		
31		19/10	Test Paper	”		
32	1/5	23/10	Module 4: Employee role in service designing Importance of service employee	”		
33	2/5	24/10	Boundary spanning roles, Emotional labour	Power Point/Chalk & Board		
34	3/5	25/10	Source of conflict, Quality – productivity trade off, Strategies for closing GAP 3	”		
35	4/5	26/10	Customer’s role in service delivery - Importance of customer & customers role in service delivery, Strategies for enhancing- Customer participation	”	Practical Application	
36	5/5	27/10	Delivery through intermediaries- Key intermediaries for service delivery, Intermediary control strategies	”	Assignment-2	
37	6/5	28/10	Lack of inventory capability	”		
38	7/5	30/10	Understanding demand patterns/ Strategies & Tools for matching capacity and demand,	”		
39	8/5	31/10	Coping with fluctuating demand/ Waiting line strategies	”		
40		2/11	Test Paper	”		
41		3/11	Case Studies pertaining to Services Marketing	”		
42	1/5	4/11	Module 5: Role of marketing communication Key reasons for GAP 4 involving 2communication,	”		
43	2/5	9/11	Four categories of strategies to match service promises with delivery	”	Assignment 3 Announced	
44	3/5	5/11	Methodology to exceed customer expectation	”		

45	4/5	10/11	Role of price and value in provider GAP 4, Role of non monetary cost	„		
46	5/5	11/11	Price as an indicator of service quality	„		
47	6/5	14/11	Approaches to pricing services.	„		
48	7/5	15/11	Pricing strategies./	„		
49	8/5	16/11	Test Paper			
50	1/6	17/11	Module 6; Physical evidence in Services Types of service scapes	Power Point/Chalk & Board		
51	2/6	18/11	Role of service scapes	„		
52	3/6	22/11	Frame work for understand service scapes & its effect on behaviour	„		
53	4/6	23/11	Guidance for physical evidence strategies	„	Quiz	
54	5/6	24/11	Quiz on Services Marketing.	„	Submission of Assignment 3	
55	6/6	27/11	Final Presentation of the industry related to concepts-Mini Project	„		
56		28/11	Revision	„		
57		30/11	Revision			

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