



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal,
Madhya Pradesh, India Accredited by UGC-NAAC with 'A' Grade

Syllabus

Master of Business Administration

(Marketing Management)

MBA (MM)

Year - I

(Semester – II)

w.e.f. Session January – June 2026

(Academic Year: 2025- 26)



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Shri Vaishnav Institute of Management & Science, Indore				
Department of Management (PG)				
Master of Business Administration (Marketing Management)				
Year – I (Semester – II)				
Course Details				
Session: January – June 2026				
(Academic Year: 2025- 26)				
S. No.	Course Type	Course Code	Name of the Subject	Total Credit
1.	Core	MM-201	Human Resource Management	3
2.	Core	MM-202	Statistical Methods For Business Decisions	3
3.	Core	MM-203	Purchasing and Materials Management	3
4.	Core	MM-204	Quantitative Technique	3
5.	Core	MM-205	Marketing Strategies	3
6.	Core	MM-206	Marketing Research	3

Scheme No. 71, Gumasta Nagar, Indore-452009 (Madhya Pradesh)
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Master of Business Administration (Marketing Management)

Year – I (Semester – II)

S. No.	Course Code	Name of the Subject	Credit Hours
1.	MM-201	Human Resource Management	3
2.	MM-202	Statistical Methods For Business Decisions	3
3.	MM-203	Purchasing and Materials Management	3
4.	MM-204	Quantitative Technique	3
5.	MM-205	Marketing Strategies	3
6.	MM-206	Marketing Research	3



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PART-A: Introduction			
Programme: MBA (MM)		Class: Semester- II	Year: I
Subject: Marketing Administration		Session: January- June 2026	
		Theory/ Practical: Theory	
1.	Course Code	MM-201	
2.	Course Title	Human Resource Management	
3.	Course Type (Core Course/ DSE/ Minor/ MD-ID/ SEC/ VOC)	Core	
4.	Pre-Requisite (if any)	Not Required	
5.	Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the key terms, concepts, and contemporary practices within Human Resource Management in organizational settings. 2. To recognize and understand the Human Resource Management Acquisition processes in the contemporary business scenario. 3. To understand the need for training and development processes, and examine the determinants of performance appraisal and compensation structure for effective employee performance. 4. To understand the separations process its policies and procedures for managing employees. 5. To examine the emerging trends and challenges for effective HRM practices. 	
6.	Course Outcomes (COs)	<p>On completion of the course, learners will be able to:</p> <p>CO1. Demonstrate an understanding of key terms, theories/ concepts, and practices within the field of HRM.</p> <p>CO2. Distinguish among the various methods for acquiring Human Resources in different organizational sectors.</p> <p>CO3. Design effective training and development programs, appraisal programs and compensation structure for effective organization performance.</p> <p>CO4. Differentiate between voluntary and involuntary separation, including retirement, termination, layoff, and disciplinary exits.</p> <p>CO5. Identify and evaluate key challenges faced by HR professionals today, including skill gap, technological disruption, and handling global workforce dynamics.</p>	
7.	Credit Value	03	
8.	Total Marks: 100	Maximum Marks: 100	Minimum Passing Marks: 40



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PART-B: Content of the Course		
Number of Lectures per Week: 04		
Total Number of Lectures Required: 45		
Unit	Topics	Number of Lectures Required
1.	The Field of HRM: An Overview, Concept and The Functions, Personnel to HRM, ASID HRM Model, Objectives, Policies and Process of Human Resource Planning, Human Resource Planning in Evolving Small and Entrepreneurial Organization, Structure of Human Resource Management, formulation and Essentials of Sound HR Policies.	08
2.	Acquisition of Human Resources: Job Analysis, job Description, Job Specification, Job Design (Nature of Job Design, Job Characteristics Reengineering Jobs, Using Teams in Jobs Advantages and Disadvantages of learn Jobs Consequences of Job Design), Recruitment, Promotion and Transfer. Role ant Responsibilities of the Human Resource Selection, induction, Placement Department (Administrative, Operational and Strategic Role of HR).	10
3.	Development of Human Resources Learning, Training and Development, Evaluation of Training and Performance Appraisal (Appraising individual and Team Performance), introduction to Career and Succession Planning. Job Evaluation, Designing and Administering the Wage and Salary Structure, Compensation, Grievance Handling Procedure.	10
4.	Separation Processes: Turnover, Retirement, Layoff, Retrenchment and Discharge, VRS (Mechanism of VRS, VRS in Public Sector and Private Sector), Rehabilitation of Surplus Employees.	12
5.	Emerging Trends and Challenges in HRM: Economic & Technological Change, Work force Availability and Quality, Enhancing Organizational Performance, Expanding Human Capital, Ethics and HRM, HR Management Competencies and Careers - Knowledge of Business Organizations and Organization Culture, influence and Change Management, Specific HR Knowledge and Expertise.	05



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Part – C: Learning Resources	
Textbooks, Reference Books, Other Resources	
	✚ Suggested Readings:
<ol style="list-style-type: none">1.2.	William B. Werther Jr. and Keith Davis (1993). Human Resources and Personnel Management Arun Monappa and Mirza S. Saiyadain (1995) Personnel Management, New Delhi Tata McGraw Hill. Guy V. & Mattock J. (1993). The New International Manager, London, Kogan Press
	✚ Textbooks:
<ol style="list-style-type: none">1.	P Subba Rao (2000). Essentials of Human Resource Management and industrial Relations: Text, Cases and Games, Mumbai, Himalaya.
	✚ Reference Books:
<ol style="list-style-type: none">1.2.	Prashad L.M.HRM (2017) Sultan Chand & Sons Cipd - Kogan Page HRM, Kogan Page, Limited
	✚ Suggestive Digital Platform Web Links:
<ol style="list-style-type: none">1.2.3.4.	https://www.sultanchandandsons.com/Author/105/1/Prasad-L-M- https://www.phindia.com/Books/Author/OTc4OTM1NDQzOTk5NQ https://www.phindia.com/Books/Author/OTc4ODEyMDM1MzY1Nw https://www.phindia.com/Books/Author/OTc4ODEyMDM0NzA1Mg
	✚ Suggested Equivalent Online Courses:
<ol style="list-style-type: none">1.	Swayam Courses for Human Resource Management



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Part D: Assessment and Evaluation		
Internal Assessment: Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment Time: 3 Hours	Section (A): 66 Section (B): 24 Section (C): NA	Total Marks: 90
Total Marks	(Internal Assessment + External Assessment) (10 + 90) = 100	
Minimum Passing Marks	40	



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PART-A: Introduction		
Programme: MBA (MM)	Class: Semester- II	Year: I
Subject: Marketing Administration		Session: January- June 2026
		Theory/ Practical: Theory
1.	Course Code	MM – 202
2.	Course Title	Statistical Methods for Business Decisions
3.	Course Type (Core Course/ DSE/ Minor/ MD-ID/ SEC/ VOC)	Core
4.	Pre-Requisite (If Any)	Not Required
5.	Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the fundamental statistical concepts used in business decision-making. 2. To explain and illustrate the different theories of probabilities distributions. 3. To understand the concept of time series analysis including various models and methods. 4. To describe correlation and regression analysis and their methods. 5. To enable formulation of research hypotheses and apply appropriate statistical tests for hypothesis testing.
6.	Course Outcomes (COs)	<p>On completion of the course, learners will be able to:</p> <p>CO1. Apply the fundamental statistical concepts in business decision-making.</p> <p>CO2. Demonstrate and analyze probability distributions and inferential statistical techniques relevant to business problems.</p> <p>CO3. Apply time series to analyze business datasets and derive meaningful interpretations.</p> <p>CO4. Apply correlation and regression analysis techniques relevant to business problems.</p> <p>CO5. Analyze problem statements using hypothesis testing to support data-driven decisions.</p>
7.	Credit Value	03
8.	Total Marks: 100	Maximum Marks: 100
		Minimum Passing Marks: 40



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PART-B: Content of the Course		
Number of Lectures per Week: 04		
Total Number of Lectures Required: 45		
Unit	Topics	Number of Lectures Required
1.	Introduction to Statistics: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions, Introduction to Measurement of Central Tendency and Variations.	9
2.	Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications.	9
3.	Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).	9
4.	Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.	9
5.	Testing of Hypothesis: Hypothesis testing and statistical Influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test and chi square test.	9



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Part – C: Learning Resources	
Textbooks, Reference Books, Other Resources	
	✚ Suggested Readings:
1.	N. Kapur and H. C.Saxena (2001). Mathematical Statistics, New Delhi, Sultan Chand and Company Ltd., 20th ed.
2.	D.C. Sancheti and V.K. Kapoor (2001). Statistics: Theory, Methods and Applications, New Delhi: sultan Chand and Sons.
	✚ Textbooks:
1.	J.K. Sharma, Mathematics for Management and Computer Applications, New Delhi, Galgotia Publication.
2.	R. K. Ghosh and S. Saha (1999). Business Mathematics and statistics, Calcutta, New Central Book Agency 9th Edition.
3.	S. Saha (2000). Business Mathematics and Quantitative Techniques, 'Calcutta, Central Book Agency
4.	Richard I. Levin and D.S. Rubin (2000). Statistics for Management, New Delhi-Prentice Hall of India.
5.	S. P. Gupta (2001). Statistical Methods, New Delhi, Sultan Chand and Sons.
	✚ Reference Books:
1.	DN. Elhance, VeenaElhance and B. M. Aggrawal (1996). Fundamentals of Statistics, Allahabad: Kitab Mahal.
2.	Statistics for Business: Decision Making and Analysis / Dean Foster - 2 ed. Pearson New International Edition - Harlow: Pearson Education, Limited, 2013. - ii, 937 p.
	✚ Suggestive Digital Platform Web Links:
1.	https://faculty.ksu.edu.sa
	✚ Suggested Equivalent Online Courses:
1.	https://onlinecourses.swayam2.ac.in
2.	https://nptel.ac.in/courses



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Part D: Assessment and Evaluation		
Internal Assessment: Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment Time: 3 Hours	Section (A): 36 Section (B): 54 Section (C): NA	Total Marks: 90
Total Marks	(Internal Assessment + External Assessment) (10 + 90) = 100	
Minimum Passing Marks	40	



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PART-A: Introduction			
Programme: MBA (MM)		Class: Semester- II	Year: I
Subject: Marketing Administration		Session: January- June 2026	
		Theory/ Practical: Theory	
1.	Course Code	MM – 203	
2.	Course Title	Purchasing and Materials Management	
3.	Course Type (Core Course/ DSE/ Minor/ MD-ID/ SEC/ VOC)	Core	
4.	Pre-Requisite (If Any)	Not Required	
5.	Course Objectives	<ol style="list-style-type: none"> 1. To identify and define key concepts of materials management and integrated materials management. 2. To understand the roles and importance of materials planning and in an organization. 3. To apply techniques for codification, and standardization and design for store layout. 4. To analyze and evaluate vendor choices, procurement systems, and inventory control models to select optimal solutions. 5. To recommend an integrated materials management approach (including stores layout, sourcing strategy, and inventory control) for a hypothetical organization. 	
6.	Course Outcomes (COs)	<p>On completion of the course, learners will be able to:</p> <p>CO1. Define terms and concepts related to materials management, codification, standardization, purchasing, and inventory control.</p> <p>CO2. Describe the objectives, scope, importance, and functions of materials management and the role of a materials manager.</p> <p>CO3. To Prepare a basic materials plan or budget; codify a sample set of materials; propose a simple store layout.</p> <p>CO4. Evaluate suppliers using vendor-evaluation methods; choose suitable procurement procedures and inventory models based on demand and cost.</p> <p>CO5. Develop a basic integrated materials management system for a given organization scenario.</p>	
7.	Credit Value	03	
8.	Total Marks: 100	Maximum Marks: 100	Minimum Passing Marks: 40



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PART-B: Content of the Course		
Number of Lectures per Week: 04		
Total Number of Lectures Required: 45		
Unit	Topics	Number of Lectures Required
1.	Management in Relation to Materials: Meaning, Definition, Areas, Objectives, Importance, Role of Materials Manager, Integrated Materials Management: Concept, Need, Definition, Scope and Advantages.	7
2.	Materials Planning: Need and Definition, Factors affecting planning (External and Internal) Purchasing and Materials Planning, Techniques of Planning (Only theoretical concepts), Guidelines for Planning. Materials Budgeting: Meaning, Factors Governing materials Budget and Limitations of materials Budgets.	9
3.	Materials Identification, Codification and Standardization: Identification: Need, and Importance, Classification of Materials. Codification of Materials: Codification System. "r Standardization: Aims and Advantages, Standards Institutions. Stores Layout.	10
4.	Purchasing: Organization, Principles, Procedures and Systems, Purchasing Research and Value Analysis. Sourcing: Factors affecting selection of sources, vendor evaluation methods (Categorical, Waited point Plan and Cost Ratio Method). Negotiation & Buyer-Seller Relations.	9
5.	Inventory: Importance and Scope, selective inventory control, cost concept in inventory, types of inventory problems, Inventory control Models Independent Demand Models - Deterministic & Stochastic General Economic Order Quantity (EOQ) Economic Batch Quantity (EBQ) (Single and Multi-products) EOQ with shortages EOQ with Discounts Single Period Model Periodic Model	10



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Part – C: Learning Resources	
Textbooks, Reference Books, Other Resources	
1.	<p>✚ Suggested Readings:</p> <p>Business Standards News Paper, Times of India, HBR Issues.</p>
1. 2. 3.	<p>✚ Textbooks:</p> <p>1. Donald W. Dobler, Lee Jr. and David N. Burt (1994). Purchasing and Materials management, New Delhi: Tata Mc Grow Hill 4th Edition.</p> <p>2. M. M. Verma (1997), Materials Management, New Delhi: Sultan Chand and Sons, 3rd Edition.</p> <p>3. Joseph G Monks (1996). Operations Management, New York: McGraw-Hill Publications.</p>
1. 2.	<p>✚ Reference Books:</p> <p>1. P. Gopalkrishnan and M. Sundaresan (1996). Materials Management: Integrated Approach' New Delhi: Prentice Hall of India.</p> <p>2. Richard B Chase and Nicholas J. Aquilano (1996). Production and Operations Management: Manufacturing and services", Chicago : Irwin.</p>
1. 2. 3. 4.	<p>✚ Suggestive Digital Platform Web Links:</p> <p>Panchatantra, Hitopadesh & Indian Stories:</p> <p>1. Coursera - Supply Chain Management (SCM)</p> <p>2. SWAYAM (India) - <i>Purchasing and material management</i></p> <p>3. edX - operations management</p> <p>4. MOOC's</p>
1. 2. 3.	<p>✚ Suggested Equivalent Online Courses:</p> <p>1. www.mygreatlearning.com</p> <p>2. https://online.hbs.edu/</p> <p>3. https://nptel.ac.in/</p>



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Part D: Assessment and Evaluation		
Internal Assessment: Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment Time: 3 Hours	Section (A): 54 Section (B): 36 Section (C): NA	Total Marks: 90
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Minimum Passing Marks	40	



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PART-A: Introduction			
Programme: MBA (MM)		Class: Semester- II	Year: I
Subject: Marketing Administration		Session: January- June 2026	
		Theory/ Practical: Theory	
1.	Course Code	MM 204	
2.	Course Title	Quantitative Techniques	
3.	Course Type (Core Course/ DSE/ Minor/ MD-ID/ SEC/ VOC)	Core	
4.	Pre-Requisite (if any)	Not Required	
5.	Course Objectives	<ol style="list-style-type: none"> 1. To understand the meaning, purpose, and tools of Quantitative techniques and Operations Research in Management. 2. To formulate the linear programming problems and determine the optimal strategies and apply game theory for decision making. 3. To develop the ability to apply methods for optimal solution Transportation and Assignment models and finding solutions. 4. To identify the right time for replacement and its policy. 5. To compute Sequential probabilities and predict future outcomes. 	
6.	Course Outcomes (COs)	<p>On completion of the course, learners will be able to:</p> <p>CO1. Understand the meaning, purpose, and tools of Quantitative techniques and Operations Research.</p> <p>CO2. Solve linear programming problems for defined objective of minimization or maximization and determine optimal strategies and solve the pure or mixed strategies as per Game theory.</p> <p>CO3. Solve transportation and assignment problems and find out the optimal solutions.</p> <p>CO4. Determine the Replacement policies for the various equipments/assets by Replacement Model.</p> <p>CO5. Compute Sequential probabilities of states for different periods and predict future outcomes.</p>	
7.	Credit Value	03	
8.	Total Marks: 100	Maximum Marks: 100	Minimum Passing Marks: 40



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PART-B: Content of the Course		
Number of Lectures per Week: 04		
Total Number of Lectures Required: 45		
Unit	Topics	Number of Lectures Required
1.	Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques	02
2.	<p>a. Linear Programming: Meaning of Linear programming, General Mathematical formulation of LPP, Graphical Analysis, Simplex Method, Two-phase method, Big-M Method, Duality and post optimality analysis Advantage and limitations of LPP.</p> <p>b. Game Theory: Introduction to Games, Maximum and Minimum Principles, Pure and Mixed strategies, Solutions of Games using - Algebraic and Graphical Methods, Game Theory and Linear Programming.</p>	14
3.	<p>Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.</p> <p>b. Assignment Problem: Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization, Route Allocation).</p>	20
4.	Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement	5
5.	<p>Markova Chain Analysis: Computation of sequential probability of states for different periods, steady state probability of states and application of Markov Chain</p> <p>Simulation: Introduction to Simulation and Monte Carlo technique and its applications.</p>	4



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Part – C: Learning Resources

Textbooks, Reference Books, Other Resources

✚ Suggested Readings:

1. S.D. Sharma (2002). Operations Research, Meerut: Kedar Nath Ram Nath and Co., 8th Edition
2. N.D. Vohra (2000). Quantitative Techniques, New Delhi: Tata McGraw Hill Publications
3. Hamdy A. Taha (1996). Operations Research: An Introduction, New Delhi: Prentice Hall o India
4. V. K. Kapoor (2001). Problems and Solutions in Operations Research, New Delhi: Sultan Chant and Sons

✚ Textbooks:

1. Haruly M. Wagner (1996). Principles of Operations Research with application to Managerial Decisions, New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Edition.

✚ Reference Books:

1. J.K. Sharma, Operations Research Theory & Applications, Macmillan India Ltd., Latest Edition.
2. Kalawati, Operations Research, Vikas Publication Pvt. Ltd., Latest Edition

✚ Suggestive Digital Platform Web Links:

1. <https://swayam.gov.in>
2. <https://nptel.ac.in>
3. <https://www.coursera.org>

✚ Suggested Equivalent Online Courses:

1. Introduction to Operations Research, By Prof. G. Srinivasa, IIT Madras, Swayam portal



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Part D: Assessment and Evaluation		
Internal Assessment: Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment Time: 3 Hours	Section (A): 36 Section (B): 54 Section (C): NA	Total Marks: 90
Total Marks	(Internal Assessment + External Assessment) (10 + 90) = 100	
Credit Value	Not Applicable	
Minimum Passing Marks	40	



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PART-A: Introduction			
Programme: MBA (MM)		Class: Semester- II	Year: I
Subject: Marketing Administration		Session: January- June 2026	
		Theory/ Practical: Theory	
1.	Course Code	MM 205	
2.	Course Title	Marketing Strategies	
3.	Course Type (Core Course/ DSE/ Minor/ MD-ID/ SEC/ VOC)	Core	
4.	Pre-Requisite (if any)	Not Required	
5.	Course Objectives	<ol style="list-style-type: none"> 1. To understand strategic management processes, decision-making approaches, and managerial roles at corporate and SBU levels. 2. To interpret mission and objectives while planning marketing strategic role in corporate, business, and functional planning. 3. To describe marketing strategies and portfolio tools for resource allocation and positioning. 4. To formulate marketing strategies while analyzing competitive approaches of leaders, challengers, and followers. 5. To enable students to design and evaluate control processes for effective marketing strategy execution. 	
6.	Course Outcomes (COs)	<p>On completion of the course, learners will be able to:</p> <p>CO1. Describe strategic management concepts, explain decision making approaches, at corporate and SBU levels.</p> <p>CO2. Prepare mission statements and objectives at different levels , aligning with corporate and SBU levels.</p> <p>CO3. Distinguish between corporate, business, and marketing strategies, and apply them within planning systems.</p> <p>CO4. Conduct market and customer analysis, use strategic tools to analyze business unit performance, and evaluate implementation and control processes.</p> <p>CO5. To develop comprehensive marketing in the dynamic environment.</p>	
7.	Credit Value	03	
8.	Total Marks: 100	Maximum Marks: 100	Minimum Passing Marks: 40



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PART-B: Content of the Course		
Number of Lectures per Week: 04		
Total Number of Lectures Required: 45		
Unit	Topics	Number of Lectures Required
1.	Meaning, Need and Process of Strategic Management : Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organizations; Strategic Decision-Making Processes Rational-Analytical, Intuitive-Emotional, Political Behavioral; Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; Interpersonal, Informational and Decision Roles of a Manager	10
2.	Mission, Business Definition and Objectives: Need, Formulation and changes in these three; Hierarchy of objectives, Specificity of Mission and Objectives. The strategies role of marketing : Corporate, business and marketing strategies, definition, components of strategy, hierarchy of strategies, strategic planning systems, characteristics of effective planning systems.	09
3.	Process of formulating and implementing marketing strategy: Market opportunity analysis, customer analysis, implementation and control. Business Strategies and their marketing implications: Defining strategic business unit, business unit objectives, allocating resources within the business unit, the business units competitive strategy. BCG Growth share Matrix, GE Matrix, Shell's Matrix.	09
4.	Formulation of marketing strategies: For new market entries, mass market penetration, Niche penetration, skimming and early withdrawal, objectives of alternative pioneer strategies. Marketing strategies: For leaders, challengers and followers?	08
5.	Controlling marketing strategies and programmes: control process, setting standards of performance, specifying and obtaining feedback data, corrective action, strategic controls, product market entry controls.	09



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Part – C: Learning Resources	
Textbooks, Reference Books, Other Resources	
	✚ Suggested Readings:
<ol style="list-style-type: none">1.2.	Strategic Management and Business Policy by Azhar Kazmi – A comprehensive text with case Business Policy and Strategic Management by B. Hiriappa – Focuses on corporate planning, SBU management, and strategic decision-making
	✚ Textbooks:
<ol style="list-style-type: none">1.	Boyde walker and Lawreche (1995). Marketing Strategy : Planning and Implementation, Chicago : Irwin, 2nd Edition.
	✚ Reference Books:
<ol style="list-style-type: none">1.2.	JMarketing Management by Philip Kotler & Kevin Keller – The definitive textbook Market-Based Management: Strategies for Growing Customer Value and Profitability by Roger J. Best – Focuses on customer analysis, opportunity evaluation, and competitive positioning
	✚ Suggestive Digital Platform Web Links:
<ol style="list-style-type: none">1.2.	https://www.ifheindia.org/dlp/selflearningmaterial2021 https://nptel.ac.in https://ebooks.inflibnet.ac.in/mgmt14/chapter/strategic-marketing
	✚ Suggested Equivalent Online Courses:
<ol style="list-style-type: none">1.2.	https://onlinecourses.nptel.ac.in/noc24_mg112/preview https://collegedunia.com/courses/strategic-manage



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Part D: Assessment and Evaluation		
Internal Assessment: Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment Time: 3 Hours	Section (A): 66 Section (B): 24 Section (C): NA	Total Marks: 90
Total Marks	(Internal Assessment + External Assessment) (10 + 90) = 100	
Minimum Passing Marks	40	



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PART-A: Introduction			
Programme: MBA (MM)		Class: Semester- II	Year: I
Subject: Marketing Administration		Session: January- June 2026	
		Theory/ Practical: Theory	
1.	Course Code	MM 206	
2.	Course Title	Marketing Research	
3.	Course Type (Core Course/ DSE/ Minor/ MD-ID/ SEC/ VOC)	Core	
4.	Pre-Requisite (if any)	Not Required	
5.	Course Objectives	<ol style="list-style-type: none"> 1. To understand the stages of the research process and differentiate among various research designs. 2. To distinguish among sampling techniques for effective data collection. 3. To develop students' ability to identify the statistical tools for data analysis. 4. To identify the valid and reliable measurement instruments and questionnaires 5. To prepare a well-structured research report through proper interpretation and presentation of data. 	
6.	Course Outcomes (COs)	<p>On completion of the course, learners will be able to:</p> <p>CO1. To identify and define the research problem and the appropriate research design.</p> <p>CO2. Apply suitable sampling techniques.</p> <p>CO3. Analyze and evaluate the data using statistical tools to support marketing decisions.</p> <p>CO4. Design valid and reliable measurement tools and questionnaires.</p> <p>CO5. Design a well-structured research report.</p>	
7.	Credit Value	03	
8.	Total Marks: 100	Maximum Marks: 100	Minimum Passing Marks: 40



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PART-B: Content of the Course		
Number of Lectures per Week: 04		
Total Number of Lectures Required: 45		
Unit	Topics	Number of Lectures Required
1.	Introduction to Research Methods: Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher. Research Design: Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs (exploratory, descriptive, experimental and diagnostic research, hypothesis testing).	09
2.	Sampling Theory and Design of Sample Survey: Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.	09
3.	Data Collection and Analysis: Collection, Organization, Presentation, Analysis and Interrelation of Primary and secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminate and Canonical Analysis, Conjoint Analysis.	09
4.	Measurement of Scaling Concepts: Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.	09
5.	Interpretations and Report Writing: Meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.	09



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Part – C: Learning Resources

Textbooks, Reference Books, Other Resources

Suggested Readings:

1. David Nachmias and Chava Nachmias, Research Methods in the Social Sciences, New/ York:
2. C.R. Kothari, Research Methodology: Methods and techniques, New Delhi: Vishwa Prakashan
3. Alvin C. Burns & Ronald F. Bush, Marketing Research, Pearson Education

Textbooks:

1. Boyde walker and Lawreche (1995). Marketing Strategy : Planning and Implementation, Chicago : Irwin, 2nd Edition.

Reference Books:

1. William G. Zikmund, Business Research Methods, Orlando: Dryden Press
2. C.William Emory and Cooper R. Donald (1991). Business Research Methods, Boston, Irwin

Suggestive Digital Platform Web Links:

1. ePG Pathshala – UGC Learning Materials <https://epgp.inflibnet.ac.in>
2. <https://ebooks.inflibnet.ac.in/mgmt14/chapter/strategic-marketing>

Suggested Equivalent Online Courses:

1. <https://www.youtube.com/user/joshstarmarmer/videos>
2. <https://www.emerald.com>



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Part D: Assessment and Evaluation		
Internal Assessment: Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment Time: 3 Hours	Section (A): 90 Section (B): NA Section (C): NA	Total Marks: 90
Total Marks	(Internal Assessment + External Assessment) (10 + 90) = 100	
Minimum Passing Marks	40	