

**NED UNIVERSITY OF ENGINEERING & TECHNOLOGY**  
**DEPARTMENT OF ECONOMICS & MANAGEMENT SCIENCES**  
**CUSTOMIZED COURSES**



**MG-4001 Fundamentals of Management**

This course will be offered as customized and non-credit course for the students of MS having no background in Management Sciences or Business Administration.

<b>Foundation of Management</b>	Concept of management, evolution of management, management process, the art & science of management, types of organizations, organizational goals, functions of management, Management yesterday and today, contemporary management challenges.
<b>Management Theories &amp; Perspectives</b>	Brief historical perspective about management, Classical management perspective, scientific management, administrative management, behavioral management, contemporary management perspective.
<b>Designing Organizational Structure</b>	Structure and the organization chart, work specialization, the vertical vs horizontal organization, chain of command, delegation of authority, span of management tall & flat organization structures line & staff positions. the horizontal organization departmentalization formal & informal organization.
<b>Managers in Workplace</b>	Basics of managing in today's workplace, managerial levels, role and responsibilities of a manager, managerial decision making, influence of the external environment and the organization's culture, human resource management, managing teams, conflicts diversity and performance, managing social responsibility and ethics, managing change, role of leadership and motivation.

**Reference Book(s)**

1. Stephen Robbins and Mary Coulter, "Management", 15<sup>th</sup> edition, Pearson, 2021
2. Gareth R. Jones, Jennifer M. George, "Contemporary Management", 12th edition, McGraw-Hill Education , 2021

**MG-4002 Principles of Marketing**

This course will be offered as customized and non-credit course for the students of MS having no background in Management Sciences or Business Administration.

<b>Marketing Overview</b>	Concept of marketing, marketing v/s selling concept, components of marketing, role and importance of marketing, evolution of marketing, marketing management philosophies, marketing plan.
<b>Understanding the marketplace and consumers</b>	consumer behaviour, business markets and business buyer behavior, importance of consumer behavior, consumer decision making process, internal and external factors influencing consumer behavior, marketing research, market segmentation, targeting, and positioning (STP), marketing channels and supply chain management.
<b>Product Decisions</b>	Designing a product/service, core, tangible and augmented product, product development process, brands & managing portfolio, New-Product Development, pricing strategies, distribution channels, product life cycle and explain its importance to the organization.
<b>Marketing Communications</b>	Defining promotions, promotional mix and its elements, integrated marketing communication, advertising & personal selling, social media marketing, marketing channels, retailing and wholesaling, customer relationship building, social responsibility and ethics

**Reference Book(s)**

1. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, “Principles of Marketing”, 18<sup>th</sup> edition, Pearson, 2020
2. Philip Kotler, “Principles of Marketing: A South Asian Perspective”, 13<sup>th</sup> edition, Pearson, 2010.

## COMPULSORY COURSES

### **MG-5001 Organizational Behaviour and Management**

<b>Introduction</b>	Concept and roles of management, types of organizations organizational behaviour & its importance in management, major job attitudes & performance, role of perception in shaping organizational behaviour.
<b>Individual Dynamics</b>	perception, attitudes, components of attitude, job satisfaction, job involvement, organizational commitment. Work motivation, traditional and contemporary theories of motivation, personality attributes influencing organizational behaviour, theories of personality, personality test.
<b>Group Dynamics</b>	Groups versus teams, dysfunctions of groups and teams, decision-making models, common biases in decision making, ethics in decision making and its importance. traditional v/s contemporary view of conflict, conflict process, art of managing organizational conflicts, outcomes of conflicts. Employee separation and retention management.
<b>Organizational Dynamics</b>	Role of power and politics in organizations, types of power, common political tactics in organizations, various political taboos at workplace. Role of ethics in organizational behaviour and management.

#### **Reference Book(s)**

1. Robert Konopaske, Michael T Matteson, John M Ivancevich, "Organizational Behavior and Management", 12<sup>th</sup> edition, McGraw-Hill Education, 2022
2. Craig L. Pearce and Edwin Locke, "Principles of Organizational Behavior: The Handbook of Evidence-based Management", 3<sup>rd</sup> edition, Wiley, 2023
3. Linda K. Stroh, Gregory B. Northcraft, Margaret A. Neale, "Organizational Behavior: A Management Challenge", 3<sup>rd</sup> edition, LEA publishers, 2001

### **MG-5003 Organizational Research Methods**

<b>Overview of research</b>	Concept of research and business research, organizational and ethical issues, importance of research for all managers, characteristics of scientific investigation, business research processes.
<b>Research proposal</b>	Research proposal development, problem identification and formulation, topic selection and research problem development process, effective literature review, referencing techniques. methods of calculation of research cost and its worth. Presenting research proposal and research report.
<b>Research design</b>	The nature of research design in organizations, understanding the research onion, research types and strategy, overview of qualitative research tools, quantitative and mixed method research, data collection and analysis techniques, sampling design and field work, sources of research data, survey research & experimentation, measurement and scaling concepts, data collection methods and scales, instrument development. Secondary data research in a digital age.

#### **Reference Book(s)**

1. Roger J. Bougie and Uma Sekaran, "Research Methods for Business: A Skill Building Approach", 8<sup>th</sup> edition, Wiley, 2020
2. William G. Zikmund, Barry J. Babin, and Jon C. Carr, "Business Research Methods", 9<sup>th</sup> edition, Cengage Learning, 2013

### MG-5004 Marketing & Brand Strategy

<b>Introduction</b>	Concept of marketing, understanding branding concept, marketing versus branding, marketing strategy and its importance, role of marketing in branding.
<b>Competitive strategy</b>	market driven strategy, strategic marketing planning process, identifying strengths, weaknesses and technological assessment required to present the marketing idea to the management. Understanding the four P's and strategies related to the brand. BCG Matrix, effective goal setting for marketing a product. Product-market structure, collecting and analyzing marketing information, brand positioning and market lifecycle.
<b>Implementation phase</b>	Four vital components including the collection of resources, developing a marketing hierarchy, formulating schedules for the tasks allocated and finally, efficiently executing the plan.
<b>Evaluation phase</b>	Ways to determine if the product goals are aligned with the brand objectives, making any edits or improving the plan if required. Ethics and social responsibility in marketing strategy and effective branding

#### Reference Book(s)

1. William Pride and O. C. Ferrell, "Marketing", 21<sup>st</sup> edition, Cengage Learning, 2024
2. Jenni Romaniuk, "Building Distinctive Brand Assets", Oxford University Press, 2018
3. Ferrell and Hartline, "Marketing Strategy Text and Cases", 6<sup>th</sup> edition, Cengage Learning, 2012.
4. Daved W. Cravens & Nigel F. Piercy, "Strategic Marketing", 10<sup>th</sup> edition, McGraw-Hill Irwin, 2012.

### MG-5005 Strategic Finance

<b>Strategy and role of finance</b>	Goals and Governance of the Corporation, Financial Markets and Institutions, Accounting and Finance, Measuring Corporate Performance, Time Value of Money, Investment Criteria, Discounted Cash-Flow Analysis, Project Analysis
<b>Financing</b>	Introduction to Corporate Financing, How Corporations Raise Venture Capital and Issue Securities, Debt and Payout Policy
<b>Financial Analysis and Planning</b>	Long-Term Financial Planning, Short-Term Financial Planning, Working Capital Management, Strategic Financing Decision and Capital Structure
<b>Advanced Topics</b>	Mergers, Acquisitions, and Corporate Control, International Financial Management, Options, Risk Management, Sustainability, Environment, social and governance integration

#### Reference Book(s)

1. Brealey, Myers and Marcus, "Fundamentals of Corporate Finance", 11<sup>th</sup> edition, McGraw Hill Education, 2023
2. Prasanna Chandra, "Strategic Financial Management: Managing for Value Creation", McGraw Hill Education, 2014
3. Ross, Westerfield, and Jordan "Corporate Finance Fundamentals", 11<sup>th</sup> edition, McGraw-Hill Education, 2015
4. Ehrhardt and Brigham, "Corporate Finance A Focused Approach", 6<sup>th</sup> edition, Cengage Learning, 2016

## MG-5006 Talent Management

<b>Fundamentals of talent management</b>	Traditional vs strategic view of employee management, concept of Talent Management, cost versus investment perspective, evolving strategic role of talent management, talent for success, Link talent management to the organizational strategic plan, unleashing talent in service of a sustainable future aligning individual goals with corporate strategy, making diversity part of your competitive advantage, the cost of competent talent, system for talent management.
<b>Talent management process</b>	Attracting, developing, and effectively utilizing human capital, workforce planning and its importance, talent acquisition strategies, comprehensive selection process, global talent acquisition. Talent retention strategies, effective training and development of human capital, performance and compensation management in light of business strategy.
<b>Ethical perspective</b>	Ethical issues in talent management, employee separation issues, the cost of talent departures, sustainable talent management

### Reference Book(s)

1. Robert J. Greene “Strategic Talent Management”, Routledge, 2020
2. Jeffery A. Mello, “Strategic Human Resource Management”, 5<sup>th</sup> edition, Cengage Learning, 2018
3. Catherine Bailey, David Mankin, Clare Kelliher, Thomas Garavan, “Strategic Human Resource Management”, 2<sup>nd</sup> edition, 2018

## ELECTIVE COURSES

### **MG-5021 Behavioural Finance**

<b>Conventional Finance, Prospect Theory, and Market Efficiency</b>	Behavioral Finance, Efficient Market Hypothesis, Expected Utility Theory, Risk Attitude, Asset Pricing, Market Efficiency, and Agency Relationships.
<b>Prospect Theory</b>	Framing, and Mental Accounting, Challenges to Market Efficiency.
<b>Behavioural Science Foundations</b>	Heuristics and Biases, Overconfidence, Emotional Foundations.
<b>Investor Behaviour</b>	Implications of Heuristics and Biases for Financial Decision-Making. Implications of Overconfidence for Financial Decision-Making, Individual Investors and the Force of Emotion, Selfishness or Altruism, Social forces at work.
<b>Market Outcomes and Corporate Finance</b>	Behavioural Explanation for Anomalies Rational Managers and Irrational Investors, Behavioural Corporate Finance, Managerial Decision-Making, Behavioural Investing, Representativeness and Heterogeneity, Heterogeneous Beliefs and Inefficient Markets

#### **Reference Book(s)**

1. Meir Statman, "A Wealth of Well-Being: A Holistic Approach to Behavioral Finance, 1<sup>st</sup> edition, Wiley, 2024
2. Edwin Burton, Sunit N. Shah, "*Behavioral Finance*", 1<sup>st</sup> edition, Wiley, 2013
3. Lucy Ackert, Richard Deaves, "Behavioral Finance: Psychology, Decision-Making, and Markets", 1<sup>st</sup> edition, Cengage Learning, 2009
4. Michael M. Pompian, "Behavioral Finance and Wealth Management: How to Build Investment Strategies That Account for Investor Biases", 2<sup>nd</sup> edition, Wiley, 2012

### **MG-5022 Time Series Analysis**

<b>Foundations of Time Series Analysis</b>	Types of data, Characteristics of Time Series Data, Time Series Analysis and Forecasting, Key features of economic and financial time series, Stationary and Non-Stationary Processes, Box-Jenkins Methodology.
<b>Univariate time series analysis</b>	Autocorrelation and partial autocorrelation functions, Estimation of Autoregressive Moving Average Model, Estimation of trend and non-stationary time series, Seasonality.
<b>Estimation of seasonal time series</b>	Time series forecasting, Conditional and unconditional expectations.
<b>Modelling volatility</b>	Conditional Heteroscedasticity, Estimation of Autoregressive Conditional Heteroscedastic Model and Generalized Autoregressive Conditional Heteroscedastic Models, Conditional and unconditional variances.
<b>Multivariate time series analysis</b>	Cointegration, Error Correction Model, Vector Autoregressive Model.

#### **Reference Book(s)**

1. Massimo Guidolin and Manuela Pedio, "Essentials of Time Series for Financial Applications", 1<sup>st</sup> edition, Academic Press, 2018
2. Ruey S. Tsay, "Analysis of Financial Time Series", 3<sup>rd</sup> edition, Wiley, 2010
3. George E. P. Box, Gwilym M. Jenkins, et al., "Time Series Analysis: Forecasting and Control, 5<sup>th</sup> edition, Wiley, 2015

### MG-5023 Financial Risk Management

<b>Risk Management Foundation</b>	Governance of Risk Management, Credit Risk Transfer Mechanisms, Modern Portfolio Theory, Capital Asset Pricing Model, Risk-Adjusted Asset Returns, Quantitative Analysis, Statistical tools, Regressions, Measuring Return, Volatility, and Correlation, Trading strategies.
<b>Valuation and Risk Models</b>	Measuring Risk, Value at Risk (VaR), External and Internal Ratings, Credit Risk, Country and Operational Risk.
<b>Financial Markets and Products</b>	Financial institutions, Fund Management, Derivatives, Pricing, Hedging, Credit Risk Management: Credit Decision and Analysis, Classifications and Key Concepts of Credit Risk, Capital Structure in Banks, Rating Assignment Methodologies.
<b>Integrated Risk Management</b>	Operational Risk, Enterprise Risk Management, Risk and Investment Risk Management: Liquidity Risk, Leverage.
<b>Market Risk Management</b>	Market Risk Measures, Parametric and non-parametric approaches, VaR Mapping, Risk Metrics and Hedging

#### Reference Book(s)

1. John C. Hull, "Risk Management and Financial Institutions", 6<sup>th</sup> Edition, Wiley 2023
2. Philippe Jorion, GARP, "*Financial Risk Manager Handbook: FRM Part I / Part II*", 6<sup>th</sup> edition, Wiley, 2010

### MG-5024 Theory of Corporate Finance

<b>An Economic Overview of Corporate Institutions</b>	Corporate Governance, Ownership and Control, Corporate Financing, Modigliani Miller and the Financial Structure.
<b>Corporate Financing and Agency Cost</b>	Outside financing capacity, Determinants of Borrowing Capacity, Liquidity and Risk Management, Cash Flow, and Long-Term Finance, Corporate Financing under Asymmetric Information.
<b>Passive and Active Monitoring</b>	Investors of Passage, Entry, Exit, and Speculation, Lending Relationships and Investor Activism.
<b>Security Design</b>	the Control Right View, Control Rights and Corporate Governance, Takeovers, the Demand Side View, Consumer Liquidity Demand.
<b>Macroeconomic Implications and the Political Economy of Corporate Finance</b>	Credit Rationing and Economic Activity, Mergers and Acquisition, Equilibrium Determination of Asset Value, Aggregate Liquidity shortages, and Political Economy of Finance

#### Reference Book(s)

1. Ivo Welch, "Corporate Finance", IAW, 2022
2. Jean Tirole, "The Theory of Corporate Finance", Princeton University Press, 2006
3. Thomas E. Copeland, J. Fred Weston, Kuldeep Shastri, "Financial Theory and Corporate Policy", 4th Edition, Pearson, 2004

## MG-5041 Supply Chain Planning

<b>Manufacturing, planning and control</b>	Importance of production planning, Production Planning Fundamentals, Manufacturing Planning Techniques, Production Control Systems, Advanced Production Planning Topics, Role of information systems in production planning and control.
<b>Role of demand management and forecasting</b>	Demand Forecasting Fundamentals, Demand Forecasting Techniques, Collaborative Planning, Forecasting, and Replenishment (CPFR), Advanced Demand Forecasting.
<b>Sales and operations planning (S&amp;OP) and resource planning</b>	Introduction to S&OP, Demand Planning, Supply Planning, S&OP Process Steps, Importance of inventory management, types of inventories and inventory model and inventory obsolescence.
<b>Inventory management</b>	types of inventories, inventory optimization techniques, inv. obsolesce and risk management, modern practices in warehousing, warehouse design and layout, inventory control, warehouse operations and management, warehouse technology and automation, safety and security in warehousing, sustainable warehousing

### Reference Book(s)

1. F. Robert Jacobs, William Lee Berry, D. Clay Whybark, Thomas Vollmann, "Manufacturing Planning and Control for Supply Chain Management", 3<sup>rd</sup> edition, McGraw Hill, 2024
2. Sunil Chopra and Peter Meindl, "Supply Chain management: Strategy, Planning and Operation" 7<sup>th</sup> Edition, Pearson 2019

## MG-5042 Procurement and Supply Chain Management

<b>Role of sourcing in supply chain</b>	Introduction, objectives of sourcing, sourcing process, types of sourcing, benefits of effective sourcing, challenges in sourcing.
<b>Process of supplier selection</b>	Pre-selection phase, supplier evaluation phase, selection phase, post-selection phase, supplier selection criteria, supplier evaluation methods, tools and techniques, in-house and outsource operations, understanding of auction and negotiation: definition, benefits, challenges.
<b>Contract management</b>	Contract management process, contract types, contract management best practices, contract management tools and techniques, contract management challenges, contract management skills, contract management certifications knowledge.
<b>Role of pricing in supply chain</b>	Pricing objectives, pricing strategies, pricing methods, supply chain pricing considerations, pricing metrics, pricing tools and techniques, challenges in supply chain pricing.
<b>Documentation</b>	Documentation in purchasing and procurement, understanding of payment terms and international commercial terms, understanding of import and export, documentation and procedures involved in international sourcing and purchasing

### Reference Book(s)

1. Brian Farrington, "Procurement and Supply Chain Management", 1st edition, Pearson Education Ltd., 2020
2. Robert Monczka, Robert Handfield, Larry Giunipero, and James Patterson, "Purchasing and Supply Chain Management", 7th edition, Cengage Learning, 2020



## MG-5061 Change Management

<b>Overview</b>	Concept of change and change management, rationale for change, types of change, value creation process, organization theory, organization life cycle, organizational effectiveness and its stakeholders, organizational learning change management process.
<b>The Nature of Planned Change</b>	Models of change and their practical implementation, theories of planned change, Kurt Lewin's change model, action research model, general model of planned change, different types of planned changes, critique on planned change, change agents and their role in introducing change.
<b>Diagnosing Organizations</b>	diagnosis, the need for diagnostic model, open systems model, diagnosing organizations, groups and individuals, collecting diagnostic information, analyzing diagnostic information, feeding back diagnostic information.
<b>Leading and Managing Change</b>	Change competency, role of organizational culture and leadership in change management, link between change and stress, strategies to deal with resistance, designing effective change interventions, evaluating and institutionalizing change interventions

### Reference Book(s)

1. T. G. Cummings and C. G. Worley, "Organization Development and Change", 12th edition, Cengage Learning, 2024
2. John Hayes, "The Theory and Practice of Change Management" 6th Edition, Bloomsbury Academic, 2021
3. John Kotter, "Our Iceberg Is Melting - Changing and Succeeding Under Any Conditions", Penguin Publishing Group, 2017

### MG-5062 Human Resource Planning

<b>Overview of Human Resource Planning</b>	Human resource management process, concept and importance of Human Resource Planning, aligning human resource plan with organizational strategy.
<b>Environmental Scanning</b>	Environmental influences on Human Resource Planning, challenges in the environment, Human Resource Management Systems (HRMS), selection and designing criteria for HRMS.
<b>Job analysis</b>	Benchmarking crucial positions, collecting data for job analysis, techniques for data collection, developing job description, job specification and job evaluation.
<b>Managing HR demand and supply</b>	Ascertaining the HR demand and supply, benefits of human resource forecasting, environmental and organizational factors affecting human resource forecasting, determining the net human resource requirements, strategies for managing human resource shortages and surpluses, succession planning.
<b>Human resource planning issues</b>	downsizing, mergers and acquisitions, ethical considerations for human resource professionals, sustainable human resource planning

#### Reference Book(s)

1. Pierre Emmanuel Jack Jr, "Human Resource Planning. The Impact of Manpower Planning on the Evolution of an Organisation", GRIN Verlag, 2023
2. Monica Belcourt and Kenneth McBey, "Strategic Human Resources Planning", 7th edition, Nelson Education Limited, 2018
3. Josiane Fahed-Sreih, "Human Resource Planning for the 21st Century", IntechOpen, 2018

### MG-5063 Contemporary Issues in Human Resource Management

<b>Changing nature of workforce</b>	Role of human resource management (HRM) practice in supporting knowledge management, workforce adjustment and employee wellbeing, increased work-family conflict, ways of understanding diversity in human resource (HR) practice, managing diversity, implementing diversity initiatives - challenges and limitations.
<b>Inclusive HRM</b>	creating a gender inclusive and disability inclusive work environment. Employer branding, comparative HRM, international HRM, remote onboarding challenges, psychometric testing and evaluation.
<b>Employment ethics</b>	shaping an ethical workplace, employee engagement, regulatory working hours, importance of work-life balance for employees and employers, workplace bullying, human capital measurement, sustainable HRM strategies and practices, green HRM and green jobs.
<b>Technological advancements in HRM</b>	Human Resource Management System, balance scorecard, applicant tracking system, social media recruitment, LinkedIn page analytics, HR audit, managing virtual teams, training simulation

#### Reference Book(s)

1. Adrian Wilkinson, Tony Dundon, Tom Redman, "Contemporary human resource management: text and cases", 6th edition, Pearson, Harlow, 2021
2. Adrian Wilkinson and Tony Dundon "Contemporary Human Resource Management: Text and Cases", SAGE Publications, 2021

## MG-5064 Human Resource Development

<b>The strategic role of human resource development (HRD)</b>	Defining the HRD function and links with organizational strategies, goals and sub-systems, the Learning Organization, traditional forms of HRD, current models and predictions for the future, HRD structure and functions, challenges to HRD professionals.
<b>HRD and employee orientation</b>	Employee induction process, organizational socialization and the role of HRD, employee socialization process, role interpretation, vicarious learning, problems and benefits of formal induction programs.
<b>HRD Analysis</b>	Analysis at an organizational, task and individual level, the rationale for analysis, methods utilized for analysis, identifying major factors influencing behaviour, how analysis can be linked to training programs.
<b>Training Programs</b>	the design, delivery, methods and media, adult learning styles and theories and integration with training programs prioritizing HRD needs, training need analysis, designing HRD interventions, open and distance learning training methods and types, stages of implementation, assessment and evaluation of training programs.

### Reference Book(s)

1. Jon M. Werner, "Human Resource Development-Talent Development", 8th edition, CENGAGE Learning, 2021
2. Eugene Sadler Smith, "Human Resource Development: From Theory to Practice", SAGE Publications, 2022

## MG-5081 Digital Media Marketing

<b>Introduction</b>	Role and importance of digital marketing, understanding digital and social media marketing concept, difference between traditional and digital marketing, recent trends and current scenario of the industry, digital marketing and sales, competitive analysis.
<b>Digital presence</b>	Identifying business needs, building your digital marketing strategy, digital and Social media marketing strategies.
<b>Campaign planning and project management</b>	developing an effective digital presence, website planning and creation, Search Engine Optimization (SEO), on-page and off-page SEO, factors affecting the rank of a webpage.
<b>Digital Marketing</b>	concept, content marketing, mobile marketing, email marketing, search engine marketing, features of the Google Ads and its algorithm, creating campaigns, search volume, cost-per-click, cost-per-acquisition, and cost-per-minute -based accounts, demographic, targeting paid advertising- search, social and affiliate mobile marketing, campaign evaluation and website analytics, future users, digital business maturity model

### Reference Book(s)

1. Ryan Deiss and Russ Henneberry, "Digital Marketing For Dummies", 2nd edition, For Dummies, 2020
2. Aleksej Heinze, Gordon Fletcher, Tahir Rashid, Ana Cruz, "Digital and Social Media Marketing: A Results-Driven Approach", 2nd edition, Routledge, 2020

## MG-5082 Consumer Behaviour

<b>Overview</b>	Concept of consumer behaviour, consumer decision journey, consumer decision making, latest developments thought experiment and consumer implications, changing consumers.
<b>Theories of consumer behaviour</b>	Theories and their uses in social marketing, buying or consumer behaviour decision models, social change models in social marketing.
<b>Psychographics</b>	Exposure, perception, attention, reality, advertising, stimuli perception and gestalt principle, self and social comparison, consumer implications, neural response to colors and words, anatomy of brain, emotions and cognition, experience and memory, neural semantic mapping, consumer implications, schema and memory, brain chemistry.
<b>Challenges</b>	Interaction with electronic devices, high order cognition and heuristics, buying behaviour: rational mind vs emotional mind, rhetoric and persuasion, rhetoric, advertent and society, rhetorical appeals

### Reference Book(s)

1. Ayalla Ruvio and Dawn Iacobucci, "Consumer Behavior", Wiley, 2023
2. Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele "Consumer Behavior: Applications in Marketing", 3rd edition, Sage London 2017

### MG-5083 Retailing and Analytics

<b>Retail Marketplace Overview</b>	Introduction to the world of retailing, types of retailers, digital retailing, multichannel and omnichannel retailing, consumer behaviour.
<b>Retailing Strategy</b>	Retail market strategy, financial strategy, retail locations, retail site location, information systems and supply chain management, customer relationship management.
<b>Merchandise management</b>	merchandise planning process, buying merchandise, retail pricing, retail communication mix, human resources and store management, store layout, design, and visual merchandising, customer service.
<b>Planning and Costing</b>	Assortment planning, joint pricing and inventory planning with substitution, safety stock basics, data-driven linear programming, cost model, benchmark approaches, data driven order policies with censored demand and substitution in retailing, empirical analysis, stockout observations, modeling demand, normative decision model, expected profit maximization

#### Reference Book(s)

1. Michael Levy, Barton Weitz, and Dhruv Grewal “Retailing Management” 11th Edition, Irwin/McGraw Hill, 2023
2. Barry Berman, Joel Evans, Patrali Chatterjee, “Retail Management: A Strategic Approach”, 13th edition, Pearson, 2017

### MG-5084 Brand Management

<b>Overview</b>	Brands and Brand Management, identify and establish brand positioning and values, customer-based brand equity and brand positioning, mental maps, competitive frame of reference, points-of-parity and points-of-difference, core brand values.
<b>Planning and implementation</b>	brand marketing programs, and matching of brand elements, integrating brand marketing activities, integrating marketing, brand equity, leveraging secondary association to build brand equity, brand resonance and brand value chain, designing and implementing brand architecture strategies.
<b>Evaluating performance</b>	measure and interpret brand performance, brand audits, brand tracking, measurement and management system, measuring sources of brand equity, measuring outcomes of brand equity.
<b>Grow and sustain brand equity</b>	Brand-product matrix, brand portfolios and hierarchies, brand expansion strategies, brand reinforcement and revitalization

#### Reference Book(s)

1. Sotiris T. Lalaounis, “Strategic Brand Management and Development: Creating and Marketing Successful Brands”, Routledge, 2020
2. Kevin Lane Keller, Vanitha Swaminathan, “Strategic Brand Management-Building, Measuring and Managing Brand Equity”, 5th edition, Pearson, 2019