

# **SALES AND DISTRIBUTION MANAGEMENT**

## **Course Objective**

*The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.*

### **Unit-I**

Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes.

### **Unit-II**

Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests.

### **Unit-III**

Designing Territories and Allocating Sales efforts; Objective and Quotas for sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost analysis.

### **Unit-IV**

Marketing Channels, their Structure ; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels; Assessing Performance of Marketing Channels; International Marketing Channels.



# **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

## **Course Objective:**

*The course structure has been designed to familiar the students with the tools and techniques of Security Analysis and portfolio Management. This will help to understand and have a thorough knowledge of stock and capital markets in order to make a right decision of how, where and when to invest.*

### **Unit-I**

Investment-Concepts of Investment, Objectives of Financial Investment, Sources of Investment Information, Investment Alternatives. Investment Gambling and Speculation. Financial System in India. Financial Markets ó Primary And Secondary Markets ó Major Players And Instruments In Secondary Market, Functioning Of Stock Exchanges, Trading And Settlement Procedures At NSE & BSE Stock Markets Guidelines On Primary & Secondary Markets.

### **Unit-II**

Inflation and investments. Security Market Analysis. Risk and Return in portfolio Management. Analysis of risk & return, concept of total risk, factors contributing to total risk, systematic and unsystematic risk, Risk & risk aversion. Diversification and Techniques of Risk Reduction.

### **Unit-II**

Fundamental & Technical Analysis of equity stock. Concept of intrinsic value. Objectives and beliefs of fundamental analysts. Economy-Industry- Company framework, Economic analysis and forecasting. Theory of Technical analysis, points and figures chart, bar chart, contrary opinions theory, Moving average analysis. Efficient Market Theory. Asset pricing theories, CAPM & Arbitrage pricing theories.

### **Unit-IV**

Markowitz Model and Modern Portfolio Theory. Portfolio Management- Construction, Revision and Evaluation. Mutual Funds & other schemes.



# **CORPORATE GOVERNANCE**

## **Course Objective:**

*The objective of the course is to develop the moral views and ethical thinking of the students. Also to identify the moral issues in business decision making.*

### **Unit I**

Definition; Importance; Nature of Ethics; Need for Business Ethics; Ethical Relativism; stages of Moral development Moral Reasoning; Forms of Business Ethics- Descriptive, Normative; Ethics and Free Market

### **Unit II**

Business decision making - moral point of view; Levels of Ethical decision making; Consciousness, moral principles and self interest; Concepts and application of Ethical theory: Utilitarianism; Rights and Duties; Justice and fairness; Virtue Ethics

### **Unit III**

Corporate Social Responsibility- meaning, nature and relevance; Ethics and social responsibility; Profit Maximization; Forms of social responsibility- social obligation, social reaction, social responsiveness; Importance of Values in Management;

### **Unit IV**

Corporate Governance- concepts ,issues &; Theories of corporate governance: property rights and social institution Theories, contractual theory, stakeholder theoryneed of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporates, Corporate Social Reporting.



# **ENTREPRENEURIAL DEVELOPMENT**

## **Course objective:**

*The objective of this course is to familiarize the students to the growth of Entrepreneurship and to expose students to establishment and working of a new enterprise and its effective management.*

### **UNIT I**

Concept, evolution, types & forms of entrepreneurship .Economic development and entrepreneurship. The entrepreneurial individual, characteristics & skills. Entrepreneurial innovation & creativity. Reasons for growth of entrepreneurship.

### **UNIT II**

The entrepreneurial process. Developing ideas & Business opportunities. Feasibility planning. Analyzing the market, Customers and competition. Preparing the Business plan- types, steps, process and writing & presentation of the Plan.

### **UNIT III**

Financing the venture-Early stage finances & growth funding. Doing business in India- major issues, types of organizations & legal compliances. Strategic planning & entrepreneurship- nature Value & implementation.

### **UNIT IV**

Identifying the value of patents, Trademarks & Copyrights. Intellectual property infringement. Harvesting and exiting the venture- exit strategies, mergers & Management, Buyout agreement, corporate social responsibility. Negotiation & Time Management.

# **STRATEGIC MANAGEMENT**

## **Course Objectives**

*The objectives of this course are to integrate the skills and knowledge students have acquired in functional areas and develop in students a holistic perspective of enterprise, critical from the point of view of the top executives.*

### **Unit-I**

Nature, Scope and Process of strategic Management. Business strategy, Forms of Strategy, , Strategic Intent, Dimensions of strategic decisions; Corporate level , business level and functional strategists and their role in strategic management.

### **Unit-II**

External Analysis; the general environment and the competitive environment; processes for analyzing the external environment; The importance of internal analysis, Resource ó Based view of the firm; developing the company profile ó functional approach and value chain approach; evaluation of strategic internal factors.

### **Unit-III**

Corporate Level Strategies, Grand Strategies, stability strategies, growth strategies; Retrenchment strategies; combination strategies; Business-level strategies; Generic Business strategies;

### **Unit-IV**

Strategic analysis and choice-strategic analysis at the corporate level-BCG Matrix and GE-Nine Cell Matrix; Grand Strategy selection at the business level-SWOT analysis.