

Rajasthan Technical University

6th SEM – BM- Syllabus (Scheme- MAM)

Approved Subjects scheme for 6th SEM – BM- (MAM Scheme)

Sixth Semester BM					Marks		
Code No.	Name of Subject	Number of Hours/ week			Internal/ Minimum Pass Marks	External/ Minimum Pass Marks	Total
		Lecture (L)	Tutorial (T)	Laboratory (P)			
BM-601	Marketing management	4	1	0	30/12	70/28	100
BM-602	Creativity and innovation	4	1	0	30/12	70/28	100
BM-603	Company law	4	1	0	30/12	70/28	100
BM-604	Information systems	4	1	0	30/12	70/28	100
BM-605	Research Methodology	4	1	0	30/12	70/28	100
BM-606	Skill Workshop - IV	0	0	2	60/30	40/20	100
BM-607	Creativity and Innovation lab	0	0	2	60/30	40/20	100
Total		20	5	4	270	430	700

Second Summer Industrial Training (4 weeks) (Supervised)

Course Code: BM 601		Course Name: Marketing Management
Course Credit: 4.0		
Total no. of Lectures allocated : 50		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none"> To introduce students to the elements of marketing analysis: marketing environment analysis, customer analysis and segmentation strategies. To introduce students to the various marketing mix strategies. To enhance their problem-solving and decision-making abilities in strategic areas of marketing. 	
Unit	Contents	Lectures
I	Marketing Management : An Introduction Meaning and Definition, Selling vs. Marketing, Nature and Scope of Marketing, Core Marketing Concepts, Marketing-Mix, Marketing Philosophies, Marketing Environment Analysis, Consumer Behaviour: Meaning, significance, Influences and Buying Decision Process.	10
II	Marketing Research and Segmentation Marketing Research Importance, Applications and Process, Market Segmentation-Significance and Bases, Market Targeting and Positioning.	10
III	Product Planning and Pricing Methods Product Characteristics and Classifications, Levels of product, Product-Mix decisions, Product-Line Decisions, Packaging and Labeling, Product Life-Cycle: concept, stages and strategies, Importance of Pricing, Pricing objectives, Factors Affecting Pricing Decision, Pricing Methods.	10
IV	Integrated Marketing Communications and Designing & Managing Distribution Channels Introduction to Integrated Marketing Communications tools, Advertising- Meaning, objectives and Characteristics, Sales-Promotion- Meaning, characteristics and techniques, Personal Selling- Meaning, Characteristics and Process, Concept of Marketing Channels, Channel functions and Types, Factors governing channel choice, Channel-Design Decisions, Channel-Management Decisions.	12
V	Managing the Marketing Effort Marketing Organisation-Essentials and types, Control of Marketing Operations, Objectives, Benefits and Techniques, Introduction to Customer Relationship Management.	8
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none"> Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha: Marketing Management (Twelfth Edition), A South Asian Perspective; Pearson Education (Singapore) Pvt. Ltd. 2012. Rajan Saxena, Marketing Management, Fourth Edition, Tata McGraw Hill, 2008. Suggested Readings: <ul style="list-style-type: none"> Michael J Eryl, Bruce J. Walker, William J. Stanton, Ajay Pandit, Marketing Tata Mc Graw Hill Education Pvt. Ltd 2010 Rajiv Lal, John A. Quelch, V. Kastur Rangan, Marketing:Text and Cases, Tata Mc Graw Hill Education Pvt. Ltd. 2009 T.N. Chhabra, S.K. Grover, Marketing Management, Dhanpat Rai & Co. (P) Ltd., 2004 Dawn Lacobucci and Avinash Kapoor, Marketing Management, Cengage Learning Pvt. Ltd. 2011 David A. Aaker; Strategic Market Management (5th Edition); John Wiley & Sons (Asia) Pte. Ltd. 2000. Greg W. Marshall, Mark W. Johnson, Marketing Management, Tata McGraw Hill. 	

Course Code: BM-602		Course Name: creativity and innovation
Course Credit: 4.0		
Total No. of Lectures Allocated: 50		
Time: 4 Lecture Hours/Week		
Aims and Objectives		<ul style="list-style-type: none"> • Creativity and innovation are integral to an organization's ability to survive and thrive in today's competitive marketplace. This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting.
Unit	Contents	Lectures
I	Creativity: An Overview Understanding Creativity, Management of Creativity, Creativity and the creative entrepreneur Creativity Techniques -Brainstorming; lateral Thinking; Forced Relationship; Morphological Analysis; Attribute Listing.	10
II	Promoting creativity Designing Creative Organizational Cultures, Unblocking Creative Potential, promoting the Creative and Cultural Economy. Role of a leader/manager in promoting creativity. Marketing Creativity: Branding and Authenticity.	10
III	Creativity in problem solving Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.	12
IV	Innovation management an introduction ,types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation..	8
V	Innovation in organization organizational setup that facilitate innovations, New Product Development (NPD) , Supplier integration in NPD, The processes, structures and strategies for exploring, executing and exploiting innovations that established firms can use to renew their innovation foundations in the face of potentially disruptive innovations.	10
*A minimum of one case study will be discussed per unit of the syllabi.		
References :	<p>The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work by Teresa Amabile ,Steven Kramer</p> <p>Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity by <u>Josh Linkner</u></p> <p>The Innovative Team: Unleashing Creative Potential for Breakthrough Results by <u>Chris Grivas</u> , <u>Gerard Puccio</u></p> <p>Innovation Management and New product development by <u>Paul Trot</u> publication Pearson Managing Innovation by <u>Joe Tidd, John Bessant, and Keith Pavitt</u> publication Wiley Managing Innovation Design and Creativity by <u>Bettina von Stamm</u> publication Wiley Latest Edition</p> <p>Other readings:</p> <p>the Innovator's DNA: Mastering the Five Skills of Disruptive Innovators by <u>Jeff Dyer</u> ,<u>Hal Gregersen</u> , <u>Clayton M. Christensen</u></p> <p>Out of Our Minds: Learning to Be Creative by Ken Robinson</p>	

Course Code: BM-603		Course Name: Company Law As per Company Act 2013 and amendments thereof.
Course Credit: 4.0		
Total No. of Lectures Allocated: 50		
Time: 4 Lecture Hours/Week		
Aims and Objectives		<ul style="list-style-type: none"> To develop conceptual understanding of the fundamentals of company law and procedure requirements. To impart skills in law. To improve knowledge of company law and concepts to practices. To understand Indian Values, practices of Indian company law
Unit	Contents	Lectures
I	Formation of company Meaning and Nature of Company, classification of companies, Private Companies and Public Companies, Formation of company, Memorandum of Association and Articles of Association	10
II	Prospectors Prospectus, Conditions for the Issue of Prospects, Statement in lieu of prospectus, membership of company, Borrowing powers and Debentures. Shares and Share capital.	10
III	Membership of a company Appointment, Rights, Duties and Liabilities of Directors, Managing Director, Manager, Company Investigation. Prevention and Oppression of mis- management, Winding up of companies, Different modes.	10
IV	Company Directors Company Secretary: Definition, Appointment, Qualities, Position and duties. The duties of a company secretary with reference to calls. Forfeiture, Transfer of Share. Declaration and payment of dividend.	10
V	Company Meetings Working knowledge relating to - meetings, agenda, quorum, motion and resolution, Methods of voting, minutes etc. Company meetings: statutory meeting, Annual general meeting, Extra-ordinary meeting and Board's meeting; Drafting Notices, Minutes, resolutions and Chairman's speech.	10
*A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none"> A. K. Mujumdar, Dr. D. K. Kapur, Company law and practice. (Taxmann's, New Delhi) P. K. Ghosh, V. Balchandran, Company law and practice (Sultan Chand & Sons) Avtar Singh - Secretarial Practice Sherlekar - Secretarial Practice Suggested readings: <ul style="list-style-type: none"> Kuchchal - Secretarial Practice Sen & Mitra - Industrial law (Including Company Law) Jain, Sharma – company Law Secretarial Practice Agarwal, Kothari - company Law Secretarial Practice 	

Course Code: BM-604		Course Name: Information Systems
Course Credit: 4.0		
Total no. of Lectures allocated :50		
Time: 4 lecture hrs per week		
Aims and Objectives	<ul style="list-style-type: none"> • Issues and strategies of managing Information Systems. • Providing IT support for Information System Management. • Exercising Management Control through Information Systems. 	
Unit		
Unit	Contents	Lectures
I	Foundations of Information Systems Meaning and Role of Information systems, IS architecture. System concepts-A framework for business users, Organization as a system, Components of Information Systems, Information System and Decision Making.	10
II	Types of Information Systems Data Processing Systems, Transaction Processing Systems, Application Processing Systems, Business Integrated Information System, Management Information System, Decision Support System, Knowledge Management System, Executive Support System, Expert Systems.	10
III	Introduction to Transaction Processing System Transaction, Concept, Transaction Processing Cycle, Planning, Functional Areas and services of Transaction Processing System, Architecture of TPS, TPS and Business Environment	10
IV	Introduction to Management Information System Concept, Definition, Role and Utility of MIS, Objectives, Development of MIS, Management Effectiveness and MIS, MIS: A Support to Management, Technical Infrastructure of MIS, MIS and different functional areas.	10
V	Introduction to Decision Information System Decision Support System: Concept, Definition, Architecture, History, Characteristics and capabilities, Role and Benefits, DSS for Management Information System and Knowledge Management, DSS Applications in E-Enterprises.	10
* A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none"> • Henry C. Lucas, Information Technology for Management, McGraw Hill, International Edition, July 2001. • Kenneth C. Laudon & Jane P. Laudon, Management Information System, Global Edition, Pearson Education, 2009. • Waman Jawadekar, Management Information System: Text and Cases, Tata McGraw Hill, June 2009. Suggested Readings: <ul style="list-style-type: none"> • Leidner Dorothy, Turban Efrain, Information Technology for Management, 6th Edition, Wiley India, 2008. • Barbara C McNurlin, Ralph H Sprague Jr., Information Systems Management In Practice, Sixth Edition, Tata Mc Graw Hill, 2003 • Luiz Antonio Joia, IT- Based Management Challenges and Solutions, Idea Group Publishing, 2003. • Stephen Haag, Maeve Cummings, Management Information Systems for the Information Age, 4th Edition, Tata McGraw Hill ,2004 • Henry C. Lucas, Jr., Information Technology: Strategic Decision Making for Managers, John Wiley & Sons Inc., 2005. 	

Course Code: BM- 605		Course Name: Research Methodology
Course Credit: 4.0		
Total No. of Lectures Allocated: 50		
Time: 5 Lecture Hours/Week		
Aims and Objectives		<ul style="list-style-type: none"> To enlighten the students on various research methods and methodologies as used by managers in different business situations,
Unit		
Unit	Contents	Lectures
I	Research Methodology an Introduction Nature & Scope of Research, Characteristics of Research, Types of Research, Approaches of Research, Research Methods versus Methodology, Research Process, Defining the Research Problem: Significance and Process.	8
II	Research Design and Sampling Meaning and Objectives of Research Design, Classification of Research Design, Relationships among Exploratory, Descriptive and Causal Research. Meaning and Characteristics of Sampling, Steps in Sampling design, Types of sampling: probability and non-probability sampling, random, stratified random, systematic, cluster, multistage sampling, Criteria for Selecting Sampling Procedure.	10
III	Collection of data and Scaling Techniques Primary and Secondary data, Methods of Primary data collection, Questionnaires, Observations, Interview, and Types of Secondary data, Selection of Appropriate Method for Data collection, Process and Analysis of data: Processing Operations, Measurement Scales, Sources of Error in Measurement scales, Meaning and Classification of Scaling, Attitude Scaling Techniques.	10
IV	Analysis and Testing of Hypothesis Hypothesis: Meaning and Concepts, Testing of Hypothesis: t-test, Z-test, F- test, Chi-square test, Analysis of Variance and Co-Variance (ANOVA), Use of SPSS in Data Analysis	14
V	Interpretation and Report Writing Meaning and Techniques of Interpretation, Precautions in Interpretation, Significance of Report writing, Types of reports, Process of report writing, Mechanics of writing a research report, Role of IT in Research.	8
*A minimum of one case study will be discussed per unit of the syllabi.		
References:	Text Books: <ul style="list-style-type: none"> Naresh Malhotra, Marketing Research, Pearson Education, 2006 C.R.Kothari, Research Methodology, New Age Publication, 2nd edition, 2006 Suggested Readings: <ul style="list-style-type: none"> Levin & Rubin, Statistics for Management , Pearson, 7th edition Levine, Business Statistics, Krehbiel & Berenson, 5th edition Cooper & Schindler, Marketing Research , Tata McGraw Hill, 2006 Anderson, Statistics for Business and Economics, Sweeney and Williams, 2009 C.M. Chaudhary, Research Methodology, RBSA Publisher, 2009 	

Course Code: BM-606		Course Name: Skill work shop- IV
Course Credit: 2.0		
Lab class Allocated: 30		
Time: 2 hrs lab /Week		
Aims and Objectives	<ol style="list-style-type: none"> 1. Students will be able to learn and develop themselves for logical reasoning ability 2. Students will be able to learn and prepare well for Quantitative math's ability 3. Students will be able to learn and increase general awareness 4. Students will be able to learn and enhance their aptitude for calculations 	
Unit	Contents	Lectures
I	Logical Reasoning practice session I : Number series, matching definitions, course of action, Making Judgment, cause & effects & statements and conclusions	6
II	Logical Reasoning practice session -II: Clocks, calendars, binary logic, seating arrangement, blood relations, logical sequence, assumption, premise, conclusion	6
III	Math's/Quant Ability: Number systems, probability, permutation combination, time and work, averages, percentages, profit and loss.	6
IV	General Knowledge practice session : basic general knowledge, famous personality, books and authors, Indian economy, Indian history & general science	6
V	Aptitude Test practice : Problems on Trains, Problems on LCM & HCF, Volume and surface area, ratio & Proportion & Height & distance	6
*A minimum of three case study will be discussed per unit of the syllabi.		
References:	http://www.indiabix.com/aptitude/questions-and-answers/ http://www.indiabix.com/logical-reasoning/questions-and-answers/ http://www.indiabix.com/general-knowledge/questions-and-answers/ Suggested Competitive exam books Dr. R S Agrawal, A modern approach to logical reasoning – 1st edition, by S Chand Dr. R S Agrawal Quantitative aptitude for competitive examination - 7th Edition- by S Chand Author: Disha Experts Target MH- CET (MBA / MIMS) – by Disha Publications	

BM-607 CREATIVITY AND INNOVATION LAB

Course/Paper : BM-607	MAM Semester-VI
No. of Practical Hrs/week: 02	Internal Marks: 60
Total No of Practical Hrs: 28	External Marks: 40
No. of Tutorial Hrs/week:00	Exam Time: 3 Hrs

Objective:

This course provides students with insights into how creative knowledge and techniques can be applied in business problem solving and innovation.

Students are introduced to the underlying mechanisms of creativity and are guided through an exploration of various personal and business-wise creative development tools and methods.

Students are also introduced to methods and tools for creative business thinking in relation to innovation and business development.

The students will practice on real cases during the course.

Each student will be required to come out with innovative products or services.

Sessions and Assignments during lab

- Undertake a controlled creative process, both in your mind and in a group.
- Apply creative business analysis, idea-generation, solution creation and proof of concept.
- Work effectively in teams, facilitating multiple ways of thinking.
- Reflect on the role of constraints in creativity, and work effectively with constraints in a real-world business setting.
- Service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.
- Use basic storytelling skills in a business context.
- Creativity Tools and Methods for individual and groups; Creative Thinking in Business; Actions that support creative thinking, Scenario building; Holistic, Vertical and Horizontal thinking.
- Disruptive Innovation model – Segmentive Models – New market disruption.
- Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry.
- Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation