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

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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>Lectures</th>
</tr>
</thead>
</table>
| 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  
| IV   | Integrated Marketing Communications and Designing & Managing Distribution Channels  
| 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:**

**Suggested Readings:**
Course Code: BM-602  
Course Name: creativity and innovation  
Course Credit: 4.0  
Total No. of Lectures Allocated: 50  
Time: 4 Lecture Hours/Week

<table>
<thead>
<tr>
<th>Unit</th>
<th>Aims and Objectives</th>
</tr>
</thead>
</table>
| 1    | Creativity: An Overview  
Understanding Creativity, Management of Creativity, Creativity and the creative entrepreneur  
Creativity Techniques - Brainstorming; lateral Thinking; Forced Relationship; Morphological Analysis; Attribute Listing. |
| 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. |
| 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. |
| IV   | Innovation management  
an introduction , types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation. |
| 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. |

*A minimum of one case study will be discussed per unit of the syllabi.*

References:

- The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work by Teresa Amabile, Steven Kramer
- Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity by Josh Linkner
- The Innovative Team: Unleashing Creative Potential for Breakthrough Results by Chris Grivas, Gerard Puccio
- Innovation Management and New product development by Paul Trot publication Pearson
- Managing Innovation by Joe Tidd, John Bessant, and Keith Pavitt publication Wiley
- Managing Innovation Design and Creativity by Bettina von Stamm publication Wiley Latest Edition

Other readings:

- the Innovator's DNA: Mastering the Five Skills of Disruptive Innovators by Jeff Dyer, Hal Gregersen, Clayton M. Christensen
- Out of Our Minds: Learning to Be Creative by Ken Robinson
**Course Code:** BM-603  
**Course Name:** Company Law  
As per Company Act 2013 and amendments thereof.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>Lectures</th>
</tr>
</thead>
</table>
| 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   | Prospectus  
   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:**

- 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:**

- Kuchchal - Secretarial Practice
- Sen & Mitra - Industrial law (Including Company Law
- Jain, Sharma - company Law Secretarial Practice
- Agarwal, Kothari - company Law Secretarial Practice
<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Foundations of Information Systems</td>
<td>10</td>
</tr>
<tr>
<td>II</td>
<td>Types of Information Systems</td>
<td>10</td>
</tr>
<tr>
<td>III</td>
<td>Introduction to Transaction Processing System</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Transaction, Concept, Transaction Processing Cycle, Planning, Functional Areas and services of Transaction Processing System, Architecture of TPS, TPS and Business Environment</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>Introduction to Management Information System</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>Introduction to Decision Information System</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

* A minimum of one case study will be discussed per unit of the syllabi.

References:

Text Books:

Suggested Readings:
<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td><strong>Collection of data and Scaling Techniques</strong>&lt;br&gt;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.</td>
<td>10</td>
</tr>
<tr>
<td>IV</td>
<td><strong>Analysis and Testing of Hypothesis</strong>&lt;br&gt;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</td>
<td>14</td>
</tr>
<tr>
<td>V</td>
<td><strong>Interpretation and Report Writing</strong>&lt;br&gt;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.</td>
<td>8</td>
</tr>
</tbody>
</table>

*A minimum of one case study will be discussed per unit of the syllabi.*

**References:**
- Naresh Malhotra, Marketing Research, Pearson Education, 2006

**Suggested Readings:**
- 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 workshop- IV  
**Course Credit:** 2.0  
**Lab class Allocated:** 30  
**Time:** 2 hrs lab / Week

### Aims and Objectives

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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td><strong>Logical Reasoning practice session I</strong> : Number series, matching definitions, course of action, Making Judgment, cause &amp; effects &amp; statements and conclusions</td>
<td>6</td>
</tr>
<tr>
<td>II</td>
<td><strong>Logical Reasoning practice session -II</strong> : Clocks, calendars, binary logic, seating arrangement, blood relations, logical sequence, assumption, premise, conclusion</td>
<td>6</td>
</tr>
<tr>
<td>III</td>
<td><strong>Math’s/Quant Ability</strong> : Number systems, probability, permutation combination, time and work, averages, percentages, profit and loss.</td>
<td>6</td>
</tr>
<tr>
<td>IV</td>
<td><strong>General Knowledge practice session</strong> : basic general knowledge, famous personality, books and authors, Indian economy, Indian history &amp; general science</td>
<td>6</td>
</tr>
<tr>
<td>V</td>
<td><strong>Aptitude Test practice</strong> : Problems on Trains, Problems on LCM &amp; HCF, Volume and surface area, ratio &amp; Proportion &amp; Height &amp; distance</td>
<td>6</td>
</tr>
</tbody>
</table>

*A minimum of three case study will be discussed per unit of the syllabi.*

**References:**


**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
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.
- 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.